



**For More Information:**

Catherine Ogle  
KC Public Relations  
404.233.3993

**FOR IMMEDIATE RELEASE**

**THE FRESH MARKET® OFFERS COOL RECIPES FOR HOT SUMMER DAYS**

*Specialty Grocer Celebrates Fresh Ingredients in Simple No-Cook Salads*

**Greensboro, NC** (April 10, 2008) – When long summer days heat up the kitchen, keep cool and celebrate summer's freshest ingredients with these simple, no-cook recipes from The Fresh Market. Light yet filling, these main dish salads make use of summer's bounty of produce without turning on the oven, stove or even the grill on those summer evenings when it's simply too hot to cook. Mixing fresh vegetables such as tomatoes, cucumbers, bell peppers, and fennel, as well as Italian cured meats, beans and cheese with light homemade vinaigrettes creates fresh and easy salads that the whole family can enjoy.

**Gazpacho Salad**

Ingredients for Salad:

- 6 tomatoes, chopped
- 1 onion, chopped
- 2 cucumbers, peeled, seeded and chopped
- ½ cup black olives, sliced
- 2 green bell peppers, chopped
- 3 celery stalks, chopped
- lettuce leaves, Boston or leaf

Ingredients for Dressing:

- 3 garlic cloves, minced
- ¼ cup red wine vinegar
- ¼ cup olive oil
- 2 tablespoons fresh parsley
- 1 tablespoon fresh basil, chopped
- 1 teaspoon hot sauce
- salt and pepper, to taste

Preparation:

In a medium mixing bowl, whisk all dressing ingredients until well-combined and refrigerate for several hours before using.

In a large serving bowl, combine tomatoes, onion, cucumber, black olives, green peppers and celery. Pour dressing over salad just before serving and toss well; serve over lettuce leaves.

## **Antipasto Chopped Salad**

### Ingredients for Dressing:

- ½ cup extra virgin olive oil
- ¼ cup white wine vinegar
- 1 teaspoon dried oregano
- 1 small garlic clove, minced
- salt and pepper, to taste

### Ingredients for Salad:

- 1 15 1/2-ounce can cannellini beans, drained and rinsed
- 1 red bell pepper, diced
- 1 yellow bell pepper, diced
- 1 cup very thinly sliced red onion
- 1 cup very thinly sliced fresh fennel bulb
- ½ cup diced provolone cheese
- ¼ cup diced summer sausage
- ¼ cup diced Capicola
- ½ cup sliced hearts of palm
- Green leaf or romaine lettuce, torn or chopped

### Preparation:

Whisk oil, vinegar, oregano, and garlic in small bowl to blend. Season dressing to taste with salt and pepper.

Combine cannellini beans, red and yellow bell peppers, red onion, fennel, provolone, summer sausage, Capicola, and hearts of palm in large bowl. Pour dressing over; toss to coat. Serve on a bed of lettuce.

\*\*Note: These recipes serve as an example of The Fresh Market's no-cook salad recipes, with more options available in *The Fresh Market's 25<sup>th</sup> Anniversary Cookbook* and online at [www.thefreshmarket.com](http://www.thefreshmarket.com). The Fresh Market can also develop additional recipes, customized for your publication.

### **About The Fresh Market**

On March 8, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 78 stores in 19 states, concentrated in the Southeast, Midwest, and Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com).