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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET CELEBRATES REOPENING OF ASHEVILLE STORE**

*Following months of renovations, specialty grocer hosts event to introduce the “new” store*

**Asheville, N.C.** (June 8, 2010) – After many months of remodeling both inside and out, The Fresh Market is inviting the residents of Asheville to join them in celebrating the completion of its new and improved store located at 944 Merrimon Avenue.

The updated store now provides customers with a remodeled, more spacious location highlighting an even wider variety of products, including larger grocery aisles, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a vast assortment of prepared foods, an increased array of organic items and larger floral, gift and bakery departments.

The store’s grand re-opening event will take place on **Saturday, June 12 from 9:00 a.m. until 2:00 p.m.** with a variety of activities including complimentary outdoor grilling, featuring The Fresh Market’s Baby Back Ribs. Indoor and outdoor sampling stations will highlight local and regional food and drinks, and a children’s area will include interactive cupcake decorating and fruit kabob making stations. The event will also feature live local musicians.

A free reusable shopping bag will be handed out to the first 1,000 customers and the store will hold a raffle to win The Fresh Market Pantry, a collection of The Fresh Market’s TFM-brand products valued at \$1,000. All proceeds from the raffle will benefit The Western Carolina Rescue Ministries.

**About The Fresh Market**

On March 5, 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 95 stores in 19 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. 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).

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