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FOR IMMEDIATE RELEASE:

THE FRESH MARKET NETS WILD AMERICAN SHRIMP

Local Shrimp Program Gives Customers the Freshest Product and Stimulates Regional Economy

Greensboro, NC (August 5, 2008) – **The Fresh Market**[®] is wild about its wild-caught American shrimp program. Doing its part to help fuel the local and regional economy, The Fresh Market stores in coastal states from North Carolina to Louisiana sell shrimp direct from the waters of their states. This Labor Day, the specialty grocer invites customers to connect to our land, ocean and people by including wild shrimp in their family's holiday traditions and by supporting the local fishermen who so avidly sustain it.

“The U.S. shrimp industry has evolved into a coastal way of life, carried on by generations of families for over 100 years, that now provides jobs for over 70,000 people throughout the country,” states Edward Woods of Wood's Fisheries' Inc. a Florida based shrimper. “Over 85 percent of all shrimp consumed in the United States today are farm raised overseas and imported to our country. By supporting the wild American shrimp program and the local fishermen in over seven coastal states, The Fresh Market is giving consumers a choice that is not only a win for the U.S. shrimp industry, but for the consumer as well.”

“Wild shrimp from American waters are a naturally sustainable resource; one female shrimp can produce up to 3 million shrimp per year,” Woods added. “Simply put, The Fresh Market is providing the consumer with the very best in healthy, sustainable, and tasty seafood by offering wild shrimp.”

Offered in three varieties - Red, White, and Pink - wild shrimp are caught in their natural habitat and are superior in flavor and are more nutritious than farm-raised shrimp.

Royal Reds prefer the 2,000 feet cold depths off the Continental Shelf, making them a more difficult but tasty catch. A true delicacy, these vibrant red shrimp are considered the softest and sweetest of the shrimp species, and are similar to snow crab or lobster.

White Shrimp are caught in brackish estuaries and are mild in flavor, yet slightly salty in taste. Their firm texture makes them the ideal for appetizers such as shrimp cocktail or perfect for a peel-and-eat main course.

Pink Shrimp are found over white sand in the crystal clear waters of Florida and the Gulf Coast. Their delicate, sweet flavor and medium texture make them a perfect choice for sauces or for traditional Low Country Shrimp & Grits.

While some of The Fresh Market's stores are in landlocked states, they still offer these locally harvested wild American shrimp from nearby regions. It's natural, it's sustainable, and it supports an American way of life. Here are two great ways to serve shrimp either as an appetizer or as an entrée.

Rosemary Shrimp Skewers with Lemon Garlic Pesto

Ingredients for Lemon Garlic Pesto:

- ½ cup pine nuts
- 1 garlic clove, minced
- juice and zest of 2 lemons
- ½ cup olive oil

Ingredients for Shrimp Skewers:

- 2 pounds (16-20 ct) shrimp
- ⅛ cup olive oil
- ¼ teaspoon red pepper flakes
- 2 tablespoons lemon juice
- 1 tablespoon fresh thyme, chopped
- 8 rosemary sprigs, leaves removed

Pulse all pesto ingredients in a food processor until they form a paste. Remove and set aside. Peel and devein shrimp, and place in a single layer in a baking dish. In a small mixing bowl, whisk together olive oil, red pepper flakes, lemon juice and thyme; pour over shrimp. Set aside for 30 minutes. When ready to cook, preheat grill to medium heat and lightly oil the grates to prevent sticking. Skewer shrimp onto rosemary sprigs and grill for 5 to 6 minutes per side or until pink. Arrange skewers on a serving platter and serve with Lemon Garlic Pesto. *Makes 8*

Baked Blue Cheese & Lime Shrimp

Ingredients:

- 2 pounds (16-20 ct) shrimp
- juice of 2 limes
- 1 stick unsalted butter
- ¼ cup heavy cream
- 1 (8 ounce) package cream cheese
- 2 ounces Blue cheese, crumbled
- ½ tablespoon hot sauce
- (14 ounce) box brown rice
- paprika, to taste
- fresh parsley, to taste

Preheat oven to 350°. Peel and devein shrimp and place in a single layer in a 9x13-inch baking dish; drizzle lime juice evenly over shrimp and set aside. In a 4-quart pot over high heat, melt butter; add cream and bring to a boil. Add cream cheese, blue cheese and hot sauce, whisking until smooth. Pour cheese mixture over shrimp and bake for 20 minutes in preheated oven. Meanwhile, cook rice according to directions on package; set aside and keep warm. Serve shrimp and cheese sauce over cooked rice; garnish with paprika and parsley. *Serves 4 - 6*

Both recipes are found in the *25th Anniversary The Fresh Market & Friends Cookbook*. For more ideas on ways to prepare shrimp, visit the recipe section on The Fresh Market website at www.thefreshmarket.com.

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 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 80 stores in 18 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.