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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET OPENS IN SARASOTA ON NOVEMBER 5**

*Specialty Grocer Brings High-Quality Products and Superior Customer Service to Beach Community*

**SARASOTA, FL** (October 10, 2008) – **The Fresh Market**<sup>®</sup> will expand its presence in the Southeast next month with a new store in Sarasota. This location marks the company's twenty-second store in Florida, including an additional opening the same day in The Villages.

At its newest store located at 5251 University Parkway the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. Doors will open at **9:00 a.m. on Wednesday, November 5**, and grand opening activities will include a complimentary barbeque, food sampling stations, and a free sample bag of gourmet coffee to the first 1,000 customers.

"We are pleased to expand our reach in the Southeast, now with over twenty Florida locations," said Brett Berry, president and chief executive officer. "It's exciting to see how this region has embraced The Fresh Market's concept of quality perishables, excellent customer service and a unique atmosphere, and we look forward to offering Sarasota residents a rewarding new food shopping experience."

The Fresh Market recognizes the value of personal connections through its emphasis on excellent service and employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of customer service to shoppers. Team members can often be found offering cooking advice or sharing their favorite tips to help customers create the perfect meal.

The new Sarasota location will boast over 20,200 square feet of culinary delights and includes a bakery that produces 30 freshly baked breads and 15 different varieties of pies daily, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood flown into the store several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.

The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Craig Carlock, chief operating officer. "Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products all work together to create the feel of several 'fresh' markets all under one roof."

The Fresh Market looks forward to becoming a member of the Sarasota community while bringing more than 80 new jobs to the area, most of which will be hired locally.

**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 83 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](http://www.thefreshmarket.com).

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