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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET TO HOLD A “TASTE OF THE HOLIDAYS” SAMPLING EVENT**

*Specialty Grocer Invites Customers to Sample the Best in Holiday Fare*

**GREENSBORO, NC** (October 22, 2009) – The beginning of the holiday season is a special time for **The Fresh Market**<sup>®</sup> as the store selections expand to include a number of traditional holiday food favorites. It is also a time when customers are invited to a “**Taste of the Holidays**” sampling event. This year’s “Taste of the Holidays” will be held on **Friday, November 6 from Noon to 6:00 p.m.** and **Saturday, November 7 from 11:00 a.m. to 5:00 p.m.**

Customers will find themselves surrounded by the familiar aromas of the season as they stroll through sampling stations that will include The Fresh Market’s fully prepared holiday meal offerings, smoked salmon, standing rib roast, holiday pies and cakes, holiday coffee, fresh squeezed orange juice and eggnog, to name just a few of the selections.

“We encourage customers to come in and taste this year’s holiday fare,” said Marc Jones, vice president of merchandising and marketing for the company. “Our stores will be sampling a variety of products selected to inspire festive gatherings with family and friends during this holiday season.”

“Taste of the Holidays” is the perfect time for customers to consider the convenience of allowing The Fresh Market to do their holiday cooking for them, with the choice of two complete holiday meal options or an à la carte menu to combine with their own traditional dishes.

The Traditional Meal includes a turkey, traditional herb stuffing, Yukon gold whipped potatoes, home-style turkey gravy, cranberry relish and soft yeast rolls. The Deluxe Holiday Dinner includes all of the items above plus a petite spiral ham, corn soufflé and green bean amandine. Customers can pick up an order form at The Fresh Market’s deli or print one from the company’s website at [www.thefreshmarket.com](http://www.thefreshmarket.com) to order an entire meal or to choose items à la carte.\*

\* Available for order beginning in early November. Meals should be ordered in advance to ensure availability.

**About The Fresh Market**<sup>®</sup>

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 92 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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