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**FOR IMMEDIATE RELEASE**

**PRE-PREPARED HOLIDAY FEASTS ARE THE NEW “HOME-COOKED”  
MEALS**

***The Fresh Market Offers Ready-Made Gourmet Meals Allowing Families to Enjoy  
Hassle-Free Holidays***

**Greensboro, NC** (October 25, 2007) – The classic American family holiday celebration has taken on a new twist – ready-made meals. In its annual survey of American eating trends, the Institute of Food Technologists (IFT) says fewer than a third of American households are making meals from scratch – a noticeable seven percent decline from just two years ago. The number of meals prepared at home continues to decline, with almost half of the food served at home pre-prepared, oftentimes bought at supermarket ready-to-go counters.

Companies like The Fresh Market have long recognized that Thanksgiving and Christmas are the busiest times of the year for their shoppers and each year provide easy-to-prepare holiday meals without sacrificing quality or taste. With busy schedules in mind, The Fresh Market created two traditional gourmet holiday feasts made with premium ingredients and all the trimmings -- available to order beginning in early November with pick up just before the holidays.

“The Fresh Market is a modern store grounded in old-fashioned values. We wanted to create high-quality meals that are in every way as good (or better) than the ones mom used to make, but completely ready-made and stress-free. This allows us to offer our customers more time spent with their families, instead of in their kitchens this holiday season,” said Marius Andersen, SVP Merchandising. “The prepared meals have become must-haves for thousands of Fresh Market customers.”

The trend toward pre-prepared food for family meals has accelerated during the past 10 to 15 years, as Americans would rather pay food preparers for the service than spend the time fixing it themselves, reports IFT. The Fresh Market has also experienced this as a growing trend. The company began offering the ready-made holiday meals four years ago.

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“We sold about 800 Thanksgiving meals that first year. This year we’ll sell more than 10,000 meals. This number will only continue to grow as our customers discover the ease and quality of our meal solutions. Americans lead demanding lives juggling career, family and hobbies. Plus, holidays have the added stress of traveling, shopping and holiday gatherings. Many of our customers who prefer to relax and enjoy their families find great convenience and the home-cooked quality they demand in our meals,” said Andersen.

**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. This year, the specialty grocer celebrates 25 years of success with its yearlong anniversary campaign. The Fresh Market currently operates 73 stores in the Southeast and Midwest, with plans for continued expansion into these areas, as well as the Mid-Atlantic region. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer.