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**GIVE A LITTLE, GET A LITTLE AT THE FRESH MARKET THIS HOLIDAY SEASON**  
*Gift Giving Pays Off With Foodie Bucks*

**Greensboro, NC** (December 12, 2008) – This December, The Fresh Market is encouraging its customers to indulge the foodies in their lives with unique gourmet gifts while treating themselves at the same time. The Fresh Market’s Foodie Bucks program, originally introduced for Thanksgiving, is back by popular demand. Now through December 21 shoppers will receive five Foodie Bucks for every \$50 spent per visit. The Foodie Bucks may be redeemed anytime between December 22 and 28 at any Fresh Market store, allowing customers to treat themselves to something special for their holiday meals.

The Fresh Market has an extensive selection of gifts, from baskets full of savory treats to unique and delectable candies, even elegant holiday floral arrangements. The wide array of items and range of prices makes it easy to find the perfect gift.

**Gift Baskets, priced from \$14.99-\$124.99**

Ideal for family, friends, customers and co-workers, The Fresh Market’s gift baskets come in a wide variety of styles and price ranges. And if you can’t find what you’re looking for in the pre-made selection, the stores’ gift specialists will be happy to help you put together a custom basket of goodies.



**Holiday Coffee Gift Box, \$24.99 (3-Pack)**

Filled with a collection of our handcrafted seasonal coffees, this gift pack is great for the coffee-lover on anyone’s list. It includes one pound each of The Fresh Market’s Christmas Blend, Holiday Rum Cake and Caramel Macchiato coffees.

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## *The Fresh Market Gift Giving*

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### **The Fresh Market and Friends 25<sup>th</sup> Anniversary Cookbook, \$19.99**

*The Fresh Market and Friends 25th Anniversary Cookbook* is the result of a collaboration of time-honored recipes from the personal collections of The Fresh Market's customers and employees. This hardbound cookbook includes serving ideas and beautiful photography, celebrating many ways to "experience the food."



More information on the "Foodie Bucks" program is available in stores.

### ***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 86 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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