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FOR IMMEDIATE RELEASE:

**THE FRESH MARKET OFFERS A GOURMET ALTERNATIVE
TO FINE RESTAURANT DINING THIS VALENTINE'S DAY**

Consumer Survey Shows Shoppers' Preferences for Creating Romantic Experiences at Home

GREENSBORO, NC (February 2, 2011) – This time of year, fine dining experiences are among the favorite ways to “show the love,” and The Fresh Market offers unique options to help create those romantic experiences at home. Nearly 2,000 of the specialty grocery retailer’s customers recently completed an online survey* covering everything from their go-to romantic foods and preferred gifts to experiential questions detailing how they like to enjoy Valentine’s meals. Among the findings:

Many consumers are having love affairs with all things quaint and cozy. **While roughly one-third of shoppers prefer to enjoy their Valentine’s meal in fine dining restaurants, nearly the same number plan to enjoy gourmet dining in their homes. In fact, 36 percent of participants prefer to prepare their romantic meal at home** over ordering takeout, having a picnic or planning other dining excursions. **And to keep things intimate, over 50 percent of respondents plan to serve their in-home fare at a candlelit table for two.** The Fresh Market provides easy tips to help customers prepare a charming, home-cooked Valentine’s Day meal with flair.



Just like Cupid’s arrow, chocolate proved the most direct way to the hearts of lovebirds surveyed. Not surprisingly, this decadent delight was the overwhelming favorite top romantic food. **Twenty-three percent of respondents indicated that chocolate covered strawberries are their favorite romantic food.** This Valentine’s Day, The Fresh Market offers delicious dark chocolate dipped strawberries made fresh in their stores’ bakeries and priced at \$1.49 a piece or 9-count for \$9.99.

The romantic food receiving the second-highest number of votes – coming in at 14 percent – was lobster. The Fresh Market makes it easy and affordable to impress that special someone with **cold water lobster tails** priced at two for \$20 for a limited time only. Caught in the cold waters off the North Atlantic coast and known for their sweet meat, these roughly five-ounce lobster tails can be grilled, broiled or steamed. Simply serve with melted butter and enjoy!



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Looking to make the meal even more special? **Artist Salvatore Principe's signature wines labeled with his famed heart paintings add a touch of whimsy and the different varieties are the perfect accompaniment to a romantic meal.** The Argentine Torrontes is a light, sweet wine with the nose of a Gewurztraminer. Aromas of violets, apricots, honey and spices go well with tender, meaty lobster tails. Finish the meal with a bottle of Principe's Prosecco paired with the chocolate dipped strawberries. The Italian sparkling wine's fine, persistent bubbles are enhanced by floral aromas and various fruit flavors, which make the perfect partner for rich chocolate and tart fruit.

An overwhelming 68 percent of shoppers indicated that they would prefer to receive fresh flowers over candy from their Valentine. The Fresh Market offers a terrific deal on roses for Valentine's Day – in romantic red as well as a variety of other colors - priced at \$16.99 per dozen or \$30.00 for two dozen. And for the 14% who prefer neither flowers nor candy, The Fresh Market suggests an Ahava Gift Set featuring luxury soaps, bath salts and lotions. The selection of gift sets are on sale from February 9 through March 8, prices vary.



No matter how people opt to serve their homemade Valentine's dinner, The Fresh Market has something to satisfy. In addition to enjoying a candlelit table set for two, survey participants shared some top alternative plans. **With Valentine's Day on a Monday this year, it is no surprise that 22 percent said that they will eat their romantic meal at the table with the kids and nearly 15 percent in front of the TV.**

About The Fresh Market, Inc.

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 100 stores in 20 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

*1,820 The Fresh Market shoppers responded to an online survey detailing their Valentine's Day preferences and plans between the dates of January 24 – 30, 2011. Respondents were 89 percent female and 11 percent male.

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