



THE FRESH MARKET – A RETROSPECTIVE -

Company Takes A Stroll Down Memory Lane as First Store Relocates to New Location

The fulfillment of a dream, Ray and Beverly Berry opened the first Fresh Market in Greensboro, N.C. with one simple goal in mind: to bring neighbors, family and friends a wholesome grocery shopping experience in a warm and friendly atmosphere with high quality products. Still family-owned and operated, the specialty grocer provides uncompromising attention to customer service and continues to stand out as an extraordinary food shopping destination. While the specialty grocer has grown and evolved over the last 25 years, The Fresh Market has stayed true to its founding principles.

Then

Now

- The Fresh Market's original Lawndale location opened on March 5, 1982.	- The Fresh Market's new Lawndale location will open on March 18, 2008.
- The original Lawndale store occupied 14,500 square feet of space on the main floor and 2,000 in the basement.	- The new Lawndale store will occupy over 23,600 square feet of space.
- The number of employees in 1982 totaled 63.	- The number of employees in 2008 exceeds 6,300 with 101 employees working at the Lawndale location.
- There was just one store, located in Greensboro.	- Now there are 77 stores in 17 states, with the 78 th store opening in the 18 th state on March 19.
- The Fresh Market had a large selection of vitamins, some books and fresh bread - but no bakery.	- The Fresh Market doesn't sell vitamins or books (other than <i>The Fresh Market and Friends Cookbooks</i>) anymore, but has a bakery department with over 15 varieties of pies, 30 different types of bread and a decadent dessert selection that includes tarts, napoleons, cookies & cakes.
- Uniforms included tan collared shirts with green aprons, white smocks, and a vest and dress pants for the store manager.	- Today's uniforms include updated green collared shirts, green aprons, white smocks and business casual for the store managers.
- The Fresh Market's first private label product was Pimento Cheese, based on a Berry family recipe.	- Today The Fresh Market Pimento Cheese is still made using the same family recipe, and the specialty grocer offers over 300 TFM-branded products across all departments.
- There was a focus on bulk fresh produce, making sure The Fresh Market delivered the highest quality products with superior freshness.	- The Fresh Market carries over 400 produce items and a growing organic selection, while continuing to deliver the best quality products with superior freshness.
- The Fresh Market boasted a full-service meat counter with a butcher on-site during all open hours – at a time when prepackaged meat was the industry standard.	- The Fresh Market continues to provide a full-service meat counter with a butcher on-site during open hours – and prepackaged meat is still the industry standard.
- The store's atmosphere was completely unique – it featured soft lighting, classical music and antique and vignette displays.	- The store's atmosphere is still completely unique – it features soft lighting, classical music and antique and vignette displays.
- Customer service was exemplary and of the utmost importance.	- Customer service remains exemplary and of the utmost importance.

"The Fresh Market is a very modern store, grounded in old-fashioned values."

– Brett Berry, President and Chief Executive Officer

