



**For More Information:**

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**\*\* EVENT LISTING \*\***

**THE FRESH MARKET CELEBRATES SPRING WITH ICE CREAM SOCIAL**

*Sample The Fresh Market's All-Natural Ice Cream and Crofters Superfruit Spreads  
at All Store Locations, March 26 & 27*

**WHO:** **The Fresh Market**, a North Carolina-based specialty grocer and **Crofter's Organic**, an Ontario, Canada-based purveyor of organic fruit including spreads, conserves and jellies

**WHAT:** **Ice Cream and Superfruit Spread Sampling**  
The Fresh Market will sample its signature Vanilla Bean and Chocolate Ice Cream made from all-natural ingredients. Enjoy it plain or top it off with Crofters Superfruit Spreads – a powerhouse of antioxidant-rich deliciousness!



Each 11-ounce jar of Crofters Superfruit Spreads is stuffed with one pound of premium organic fruit. The new line includes four unique fruit combinations, sourced from around the world. The certified organic spreads are sweetened with fair trade sugar and contain one-third less sugar than jam.

**WHEN:** **March 26 & 27**  
2:00 p.m. – 6:00 p.m. daily



**WHERE:** **The Fresh Market's 101 store locations nationwide**  
For local store information, please visit: <http://www.thefreshmarket.com/stores/>

**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 101 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](http://www.thefreshmarket.com).

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