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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET MAKES MOTHER'S DAY AN AFFAIR TO REMEMBER**  
*Specialty Grocer Suggests Simple Ways to Take Care of Mom*

**Greensboro, NC (April 23, 2008)** – Mother's Day is only a few short weeks away, and it's time to come up with ideas to make Mom's day truly special this year. **The Fresh Market®** suggests taking care of your mom as she has always taken care of you - make it all about her from the moment she opens her eyes with a simple yet delicious breakfast in bed. The Fresh Market has some great ways to help you serve up a memorable breakfast for Mom.

**Simply Sweet**

For moms who love sweets, The Fresh Market offers an array of sugarcoated delights that are easy to throw together:

- Whip up buttermilk or chocolate pancakes with The Fresh Market's own private-label TFM® Pancake mixes\* topped with TFM Maple Syrup\*, which hails from the finest maple syrup region in the world, to make a light, fluffy dish.
- Choose a side of fresh fruit, such as sweet, juicy strawberries, to sprinkle with powdered sugar.
- Brew The Fresh Market's Spring Blend Coffee\* to complement the meal with the light, creamy flavors of caramel and butterscotch.
- Finally, brighten up the presentation by choosing from a variety of The Fresh Market's colorful spring bouquets.

**Trouble-Free and Traditional**

The Fresh Market can help you put a deliciously easy spin on the classic eggs and bacon breakfast. Selecting from quick-serve items and simple sides will let you impress your mother without spending hours in the kitchen:

- Exclusive to The Fresh Market, Priscilla's Broccoli Cheddar Quiche, Spinach Tomato Quiche or traditional Quiche Lorraine come ready to pop in the oven and will be on special for \$6.99 throughout the month of May. Pair with Applewood smoked bacon for a great savory combination.

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- Top off the menu with Mamie's Cheese Wafers or make traditional homemade scones without all the hassle, using Sticky Fingers Bakeries Wild Blueberry Scone Mix.\*
- A steaming cup of Harney & Sons Paris Tea\* and a vase full of lilies or peonies from The Fresh Market will complete your Mother's Day presentation.

### **Easy and Elegant**

Moms who love the simple but fine things in life will enjoy this uncomplicated and graceful breakfast in bed:

- Charm her senses with English crumpets spread with Plugra European-style butter and TFM Orange Blossom Honey Jelly\* alongside a lovely grouping of grapes and orange wedges.
- Provide a healthy and rejuvenating start to the morning with a glass of fresh-squeezed TFM orange or tangerine juice and a soothing cup of Two Leaves and a Bud Jasmine Petal Tea.\*
- For a finishing touch that will make a lasting impression, include a touch of sophistication with an elegant orchid for only \$19.99 from The Fresh Market's floral department.

\* Items available online.

Find additional fun and fresh Mother's Day gift ideas at [www.thefreshmarket.com](http://www.thefreshmarket.com).

### **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 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 78 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).