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FOR IMMEDIATE RELEASE:

BRING THE STEAKHOUSE HOME FOR FATHER'S DAY
Specialty Grocer Suggests Prime Beef and Lobster Tails to Celebrate Dad

Greensboro, NC (June 15, 2009) – Father's Day means its time to fire up the grill. Whether dad cooks himself or turns over the tongs to someone else, The Fresh Market offers some tasty menu options as a great way to celebrate Dad.

For the perfect steakhouse “surf and turf” dinner, The Fresh Market suggests starting with its **USDA Prime Beef** made from the finest grade of beef with stringent standards for marbling and age. Thick or thin, let The Fresh Market's meat specialists know how dad would like his steak cut for a satisfying selection on his special day. At the grill, use **Bone Suckin' Sauce** for an extra kick of flavor. *USDA Prime Beef Tenderloins specially priced at \$11.99 per pound from June 17-23; 16 oz Bone Suckin' Sauce 2 for \$7.00 June 17-23.*

The Fresh Market's **Cold Water Lobster Tails** are tender and succulent - the perfect compliment to prime beef. Lightly brush the meat with melted butter for added flavor. *Cold Water 5.5 oz lobster tails specially priced at 2 for \$15.00 from June 17-23.*

Choose from a variety of fresh summer side dishes to complete the meal. Throw some **White and Bi-color Corn** on the grill with the steaks, or for an extraordinary cold pasta salad enjoy The Fresh Market deli's new **Pasta Carbonara** - bowtie pasta with a creamy parmesan sauce, prosciutto, red peppers and peas. *White and Bi-color Corn 10 for \$3.00, Pasta Carbonara is specially priced at \$5.99 per pound - prices good on all these items from June 17-23.*

Rosemary Sea Salt Bread - or any of The Fresh Market's Artisan breads – will round out the perfect meal. And last but not least, dad will be sure to save room for one of the specialty grocer's new **Cobbler Cakes**. Wonderfully moist, these cakes are made with real fruit. Choose from Lemon Blueberry, Cherry Almond, Peach Cobbler and Pineapple Upside Down. *Cobbler Cakes \$4.99 each.*

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For families who have to celebrate Father's Day from a distance this year, [The Fresh Market Online](#) lets customers deliver the grilling experience directly to dad with **The Grill Master Gift Set**. Designed for those who love to grill, the set is packaged in a reusable metal bucket and includes: Fire and Flavor Grilling Planks, TFM BBQ Sauce, Adam's Ultimate Rubb, Wing Time Mild Wing Sauce, Earth and Vine Pineapple Sake Teriyaki Marinade, Instant Gourmet - The Original Seasoning, TFM Sea Salt Grinder and TFM Black Pepper Grinder. *\$49.99 each + shipping.*

** Prices subject to change. All items subject to availability.*

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 88 stores in 17 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.

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