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The Fresh Market Sweetens Up Summer Grilling

Specialty grocer creates healthy, fresh takes on your cookout

Greensboro, NC (July 18, 2007) – Summer always fires up our grills - and our appetites - for the usual seasonal fare: burgers, hot dogs, ribs and steaks. Yet, this year, the chefs at The Fresh Market are encouraging customers to head to the produce section at their local store for some unusually sweet summer grilled treats! Grilling brings out the natural flavors and sugars of many different types of fruit, which can top off a meal, complement poultry or steaks, or serve as a succulent summer dessert on their own. Healthy and simple, grilled fruit develops a caramelized surface, on which heated sugar liquefies and becomes a light brown syrup. The chefs at The Fresh Market have tested a variety of fruit to determine which fare best on the grill. Satisfy your sweet tooth this summer with their ideas below.

Sweet Sizzlers:

- **Peach Appetizer**
Prepare peach bruschetta by brushing ripe peaches with canola oil and grill about three minutes on each side or until you see grill marks. Remove skin, dice and toss with warm honey and cinnamon. Serve on Walkers Shortbread Rounds.

- **Nectarine Side**
Cut ripe nectarine in half and remove pit (leave skin on). Glaze ripe nectarines with “O” Blood Orange Oil and grill for three minutes on each side. Mix one cup of crème fraiche, one tablespoon sugar, one teaspoon grated orange zest and serve a dollop in the center of grilled nectarine.

- **Papaya Pairing**
Grilled papaya is the perfect ingredient for a fresh summer salsa. Brush papaya slices with canola oil and grill approximately three minutes per side. Dice papaya and combine with grilled diced mango, diced cucumber and onion and chopped cilantro. Serve over grilled salmon or chicken.

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- **Plum Dessert**

Cut plums in half; remove pit and brush with canola oil. Grill for two minutes on each side. While warm, serve with Low-Fat French Vanilla Ice Cream.

The Fresh Market's Top Five Tips To Healthier Grilling:

- Keep your grill clean. A clean grill not only cooks better, it reduces chemicals that can form on the grill after several uses. Plus, the secret to perfectly grilled veggies is beginning with a clean, well-oiled grill.
- Trim excess fats from meat and choose white-meat poultry without the skin and lean cuts of meat, such as sirloin, flank or tenderloin. For juicier and healthier, melt-in-your-mouth burgers, choose 80 to 85 percent lean meat.
- Use marinades based on heart-healthy olive oils and/or citrus juices. Marinades tenderize meats and enhance their moisture.
- Make sure meat is cooked properly by using a meat thermometer. Insert the thermometer into the center of the thickest part of the meat. Make sure it does not touch bone or fat. Once inserted into heated meat, wait 10-15 seconds before reading. Remove meat from heat when the thermometer reads the proper temperature.
- To prevent items sticking to the grill, baste very lightly with vegetable spray or light margarine.

On March 8, 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. This year, the specialty grocer celebrates 25 years of success with its yearlong anniversary campaign featuring an expansion of e-commerce options, exclusive 25th anniversary products and a series of special events. The Fresh Market currently operates 70 stores in the Southeast and Midwest, with plans for continued expansion into the Mid-Atlantic area. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer. For additional information visit www.thefreshmarket.com.