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**THE FRESH MARKET OFFERS HEALTHY ‘ON THE GO’ SNACK AND TRAIL MIXES**  
*Specialty Grocer Focuses on Flavor and Fruits in Four Tasty Mixes*

**Greensboro, NC** (July 28, 2008) – Pack up the car and hit the road with The Fresh Market’s newest snack and trail mixes. These healthy blends of nuts, seeds, fruit and more are perfect for traveling, hiking, snacking at your desk or keeping the kids happy during the ride home from school. Keep some in your bag, in your car and in your hand for a satisfying snack any time of the day.

**The Fresh Market PB&J Snack Mix, \$5.99 (1 lb bag)**

Peanuts, dried cranberries and creamy peanut butter drops - everything but the bread. This yummy mix will bring back memories of childhood. PB&J Snack Mix is the perfect combination of sweet and salty.

**The Fresh Market Wasabi Explosion Snack Mix, \$5.99 (1 lb bag)**

Wasabi soy nut mix, Wasabi crescents, Wasabi coated green peas are mixed together with rice crackers and honey roasted soy nuts for a fiery treat. Low fat and cholesterol free, Wasabi Explosion is also a great source of protein.

**The Fresh Market Organic Trail Mix, \$5.99 (13 oz package)**

This USDA certified organic mix includes raisins, sunflower seeds, pumpkin seeds, almonds and cashews. Organic Trail Mix is delicious and travels well, making it the perfect energy booster on a hiking trail or as a fun snack on the ride home from school.

**The Fresh Market Organic Tropical Delight Trail Mix, \$3.99 (8 oz package)**

This exotic blend contains raisins, banana chips, sunflower seeds, peanuts, pumpkin seeds, coconut, pineapple, dates, cashews, almonds and mango. Organic Tropical Delight Trail Mix is USDA certified and makes a scrumptious breakfast on the go or a healthy afternoon snack.

These snack and trail mixes - and many more - are available for purchase at The Fresh Market locations or online 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 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 80 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).