



**Contact:**  
**Catherine Ogle/ Karina Timmel**  
**KC Public Relations**  
404.233.3993  
[cogle@kcpr.net](mailto:cogle@kcpr.net)/ [ktimmel@kcpr.net](mailto:ktimmel@kcpr.net)

**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET OPENS NEW LOCATION IN GRAND RAPIDS**

*The Specialty Grocer Continues Growth in the Midwest, opening its Ninth Store in this Region*

**Grand Rapids, Michigan** (August, 2007) – **The Fresh Market** is proud to expand its presence in the Midwest with the grand opening of its new store in Grand Rapids. Bringing more than 90 new jobs to Michigan’s thriving west coast, the specialty grocer is excited to make a permanent mark in this city. On **Wednesday, August 8<sup>th</sup> at 9:00 a.m.** friends, family and neighbors are invited to an opening day full of activities, which will include a complimentary outdoor barbeque, sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers.

Located on 28<sup>th</sup> Street, between Interstate 96 and the Chapel Hill Memorial Gardens Cemetery, The Fresh Market delivers a food shopping experience which is unique, wholesome and out of the ordinary – one that is designed to delight and surpass expectations. Each store features a bakery department, a full service meat counter with a knowledgeable butcher on duty, a wide selection of ready-to-serve entrées, a bountiful produce department and fresh seafood that is flown into stores up to several times each week.

“The Fresh Market is designed for the senses,” says Craig Carlock, chief operating officer. “We want to wow you – to look great, to taste great and to be beautifully presented.”

The Grand Rapids location opens with more than 22,000 square feet of culinary delights. The specialty grocery store is modern in concept, but grounded in old-fashioned values. Customers can enjoy the store’s European charm and atmosphere, complimented by incandescent lighting, tantalizing aromas and classical music. The customer experience is similar to that of strolling through several, “fresh” European markets – all under one roof.

- more -

“The Fresh Market is a destination for anyone who values quality products, full service attention and expert advice,” says Brett Berry, president and chief executive officer. “At The Fresh Market, we are celebrating a food experience. Every product is carefully scrutinized -- we only carry the best of the best.”

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 service and will release an exclusive line of 25<sup>th</sup> anniversary products, in addition to a special edition cookbook, which will be available for purchase this fall. The Fresh Market currently operates 71 stores in the Southeast and Midwest, with plans for continued expansion into these areas, as well as the Mid-Atlantic region. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer.

**The Fresh Market – Grand Rapids is located on 5110 28<sup>th</sup> Street. For additional information visit [www.thefreshmarket.com](http://www.thefreshmarket.com).**

###