



Contact:
Catherine Ogle
KC Public Relations
404.233.3993
cogle@kcpr.net

FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS IN TOLEDO ON SEPTEMBER 17
Specialty Grocer Continues Growth in Ohio with the Addition of a Fifth Store

TOLEDO, OH (August 22, 2008) – **The Fresh Market**[®] is pleased to introduce a unique grocery shopping experience to the residents of Toledo with its first store in the city and its fifth location in the Buckeye state.

At its newest store, located at 3315 West Central Ave., the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. Doors will open at **9:00 a.m. on Wednesday, September 17**, and grand opening activities will include a complimentary barbeque, food sampling stations, and a free bag of gourmet coffee to the first 1,000 customers.

"We are excited to open a store in Toledo, expanding our reach in the Midwest with our fifth Ohio location," said Brett Berry, president and chief executive officer. "This new store has been designed with the Toledo customer in mind, and we look forward to offering residents a unique and rewarding food shopping experience."

The Fresh Market recognizes the value of personal connections through its emphasis on excellent service and employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of customer service to shoppers. Team members can often be found offering cooking advice or sharing their favorite tips to help customers create the perfect meal.

With over 21,000 square feet of culinary delights, features of the Toledo store will include a bakery that produces 30 freshly baked breads and 15 different varieties of pies daily, a full service meat counter with freshly ground beef in the store each day, a wide selection of ready-to-serve entrées, fresh seafood flown into the store several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.

The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Craig Carlock, chief operating officer. "Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products, all work together to create the feel of several 'fresh' markets all under one roof."

The Fresh Market looks forward to becoming a member of the Toledo community, while bringing more than 90 new jobs to the area, most of which will be hired locally.

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 81 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.

The Fresh Market in Toledo is located at 3315 West Central Ave. Hours of operation will be Monday – Saturday from 9 a.m. - 9 p.m. and Sunday from 11 a.m. – 6 p.m.

###