



**Contact:**

Karina Timmel, KC Public Relations  
404.233.3993; [ktimmel@kcpr.net](mailto:ktimmel@kcpr.net)

## EVENT LISTING

### THE FRESH MARKET “TASTE OF THE HOLIDAYS” EVENT AT STORES NATIONWIDE

#### *Specialty Grocer Hosts Events To Sample Ready-Made Gourmet Meals*

The classic American family holiday celebration has taken on a new twist – ready-made Holiday meals. Thanksgiving and Christmas are the busiest times of the year and families today want meals that require less preparation without sacrificing quality and taste. The Fresh Market, a specialty food retailer is taking the extra step to invite shoppers to stop by any of the 73 Fresh Market locations for a true “Taste of the Holidays” on November 2<sup>nd</sup> and 3<sup>rd</sup>. The stores will be offering a free sampling of the ready-made holiday meals so that shoppers have a chance to taste before placing their orders. “Nobody wants to take risks when it comes to their holiday dinner,” says Marius Andersen, SVP Merchandising. “We allow our customers to try our products before making their final decisions.”

In its annual survey of American eating trends, the Institute of Food Technologists (IFT) says fewer than a third of American households are making meals from scratch – a noticeable seven percent decline from just two years ago. With busy schedules in mind, The Fresh Market created two traditional gourmet holiday feasts made with premium ingredients and all the trimmings -- available to order beginning in early November with pick up just before the holidays. “The prepared meals have become must-haves for thousands of Fresh Market customers who prefer to spend more time with their families, instead of in their kitchens over the holidays,” says Andersen.

**WHAT:**        **The Fresh Market “Taste of the Holidays” Event**

*Sampling stations include cooked and smoked turkey, petite spiral ham, Yukon Gold whipped potatoes, traditional herb stuffing, corn and carrot soufflé, green bean Amandine, yeast rolls, desserts, wine and more.*

**WHEN:**        Friday, November 2, 12:00 p.m. – 6:00 p.m. and Saturday, November 3,  
11:00 a.m. – 5:00 p.m.

**WHERE:**        At all of the 73 Fresh Market stores. For locations, go to  
[www.thefreshmarket.com](http://www.thefreshmarket.com).