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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET TO OPEN ST. PETERSBURG STORE OCTOBER 13**

*Specialty Grocer Celebrates the Grand Opening of its 100<sup>th</sup> Store*

**ST. PETERSBURG, FL** (October 1, 2010) – **The Fresh Market<sup>®</sup>** will expand its presence in Florida this month with a new store in St. Petersburg, marking the company's 24th store in the state and its 100<sup>th</sup> store in the chain.

At its newest location at 2900 4<sup>th</sup> Street North in St. Petersburg, the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. The Fresh Market employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of customer service to shoppers.

"We are pleased to expand our reach in the Southeast and especially Florida, where we have over twenty stores," said Craig Carlock, the company's president and chief executive officer. "It has been exciting for us to see how the region has embraced The Fresh Market's concept of quality perishables, excellent customer service and a unique atmosphere, and we look forward to celebrating the grand opening of our 100<sup>th</sup> store with the residents of St. Petersburg."

Doors will open at **9:00 a.m. on Wednesday, October 13**, and special 100<sup>th</sup> store grand opening activities will include live music, outdoor grilling, chef demonstrations, and food sampling throughout the store. A reusable shopping bag and sample-sized bag of the company's gourmet coffee will be free to the first 1,000 customers.

In addition, customers attending the grand opening will be invited to enter into a drawing to win The Fresh Market Pantry. Valued at approximately \$1,000, the Pantry is a collection of The Fresh Market's own TFM-branded favorites, including spices, stocks, pastas, pancake mixes, gourmet sauces, jams and more to fill the lucky winner's kitchen cupboard.

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The new St. Petersburg store will house approximately 22,000 square feet of culinary delights, including a bakery that produces 30 freshly baked breads and 14 different varieties of pie daily, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood delivered to 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 Carlock. "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 opening its store in the St. Petersburg community while bringing approximately 90 new jobs to the area, most of which are being filled locally. Those interested in learning more about The Fresh Market can visit the company's website at [www.thefreshmarket.com](http://www.thefreshmarket.com) and sign up for "Fresh Ideas," the company's weekly e-mail newsletter that includes specials as well as recipes and information about in-store events.

#### **About The Fresh Market®**

On March 5, 1982, Ray and Beverly Berry opened The Fresh Market's first store 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 99 stores in 19 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. 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).

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