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FOR IMMEDIATE RELEASE:

THE FRESH MARKET RELOCATES IN WINSTON-SALEM

*Grocer's Niche is High-Quality Perishables, Specialty Foods and
Fresh Approach to Customer Service*

Winston-Salem, N.C. (October 3, 2007) – The growth in Winston-Salem continues with the relocation of a new and improved, more spacious Fresh Market store that will offer an even larger selection of specialty items. Doors open on **Wednesday, October 24 at 9:00 a.m.** with a variety of opening week activities including a complimentary outdoor barbeque with succulent baby-back ribs, food sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers.

“We are proud to be part of the continued robust business development in one of North Carolina’s fastest growing areas, while providing a unique food shopping experience for the residents of Winston Salem,” says Craig Carlock, chief operating officer.

Located at 3285 Robinhood Rd., The Fresh Market evokes a sense of European charm and culture, enveloped with dark red tile floors, antiques, incandescent lighting, rich aromas and classical music. While in the store, the customer has the feeling of strolling through several “fresh” European markets – all under one roof.

With a full array of ready-to-serve items, The Fresh Market gives busy customers the opportunity to enjoy rotisserie selections, fresh sushi, salads, sandwiches, dips, spreads and sides. The bakery carries over 15 varieties of pies baked fresh daily, and nearly 30 different breads, along with a dessert selection that includes tarts, napoleons, cookies and cakes.

“We offer customers premium choice beef and all-natural chicken, fresh and seasonal seafood options like wild salmon and halibut, and over 200 varieties of imported and domestic cheeses,” says Craig Carlock, chief operating officer. “We understand the growing demand for natural products, which is why we are pleased to provide over 400 organic produce options, prepared foods and bakery items,” Carlock added.

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Since its inception in 1982, The Fresh Market has brought an unwavering commitment to personalized and engaging customer service. Winston-Salem store manager, Rich Salyards, says, “As customers enter, they are treated to complimentary freshly brewed coffee. Throughout the store, they enjoy full-service and expert advice. Whether it’s custom cuts of meat from our expert meat cutters, cooking advice from our seafood specialists or assistance in selecting perfect produce, our customers enjoy a knowledgeable, helpful staff each time they visit our stores.”

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 25th anniversary products, in addition to a special edition cookbook, which will be available for purchase this fall. The Fresh Market currently operates 73 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 – Winston-Salem is NOW located on **3285 Robinhood Rd.** For additional information, please visit www.thefreshmarket.com.

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