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**** EVENT LISTING ****

THE FRESH MARKET HOSTS A “TASTE OF THE HOLIDAYS” SAMPLING EVENT
Specialty Grocer Offers a Sampling of Holiday Favorites that Make Entertaining Simple

WHO: **The Fresh Market**, a North Carolina-based specialty grocer

WHAT: **“Taste of the Holidays” Sampling Event**

Customers will find themselves surrounded by the familiar aromas of the season as they stroll through sampling stations that will include The Fresh Market’s fully prepared holiday meal offerings such as turkey, ham and a variety of side dishes, as well as standing rib roast, holiday pies and desserts, smoked salmon, cooked shrimp and crab dip, to name just a few of the selections.

“Taste of the Holidays” is the perfect time for customers to consider the convenience of allowing The Fresh Market to do their holiday cooking for them, with the choice of two complete holiday meal options or an à la carte menu to combine with their own traditional dishes. During the tasting event, customers can sample the options and place orders for holiday meals, making for a simpler holiday season.

Customers can pick up holiday meal order forms at The Fresh Market’s deli or order online at the company’s website at www.thefreshmarket.com. Customers can order an entire meal or choose items à la carte. Holiday meals will be available for order beginning October 24 and should be ordered in advance to ensure availability.

WHEN: **Friday, November 4**
Noon - 6:00 p.m.

Saturday, November 5
11:00 a.m. - 5:00 p.m.

WHERE: **The Fresh Market’s 107 store locations nationwide**
For local store information, please visit: <http://www.thefreshmarket.com/stores/>

About The Fresh Market, Inc.

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 107 stores in 21 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

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