



Contact:
Catherine Ogle / Karina Timmel
KC Public Relations
404.233.3993
cogle@kcpr.net / ktimmel@kcpr.net

FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS NEW STORE IN BATON ROUGE
Specialty Grocer Introduces Fresh Approach to Shopping

Baton Rouge, LA (November 2007) – **The Fresh Market** continues to expand its presence in the Gulf Shore region with the opening of the company’s first Baton Rouge location. Recognized across the United States as a destination for high-quality food items, The Fresh Market offers an unrivaled shopping experience. The new store will mark the second Louisiana location for The Fresh Market, bringing approximately 90 new jobs to the area.

Opening its doors on **Wednesday, December 5 at 9:00 a.m.**, the new store will be located at 10555 Perkins Road. The community is encouraged to join the opening celebration festivities, including a complimentary barbecue with professionally prepared fare and live jazz music. Complementary sampling stations will also be offered throughout the store, and the first 1,000 customers will receive a bag of gourmet coffee.

The Fresh Market offers specialty grocery items in a modern yet comfortable setting. Modeled after old-world European markets, shoppers can find a variety of the freshest, highest quality goods at The Fresh Market. Each store features an old-style butcher counter, fresh seafood selection, an aromatic bakery and impressive selection of garden-fresh produce. All of these elements come together to create an unparalleled selection that combines convenience and quality under one roof.

“Customers recognize The Fresh Market as the premier source for exceptional foods, and we look forward to bringing the experience to the Baton Rouge community,” said Brett Berry, President and CEO of The Fresh Market. “Our stores offer dedicated service, a neighborhood ambiance and, most importantly, the best goods available.”

The Fresh Market also aims to exceed expectations in the area of customer service. The team of friendly store associates is trained to provide the type of assistance reminiscent of a small neighborhood market in a larger store setting. Associates strive to recognize and

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build relationships with patrons who visit the store regularly, creating the atmosphere of a store that has been “just around the corner” for years.

The Fresh Market features an intimate setting complete with soft-lighting, classical music, Italian tile floors and antique décor. Fresh Market founder Ray Berry adds, “We encourage customers to discover and experience a family-orientated tradition in an environment conducive to those who enjoy cooking and good eating.”

About The Fresh Market

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 77 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.

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