

Contact:
Kristin Cowart/Lara Bronstein
KC Public Relations
404.233.3993
kcowart@kcpr.net/lbronstein@kcpr.net

FOR IMMEDIATE RELEASE:

THE FRESH MARKET ADDS HOLIDAY FLAVOR TO CLASSIC FAVORITES
Specialty Grocer Introduces Peppermint Moravian Cookies and Peppermint Crème Coffee

GREENSBORO, NC (November 9, 2009) – Move over candy canes, **The Fresh Market**[®] has two great ways to enjoy the favorite holiday flavor of old-fashioned peppermint with the introduction of new TFM products for the season.

Enjoy The Fresh Market's amazingly delicious and indubitably thin **Chocolate Dipped Peppermint Moravian Cookies**. These are traditional Moravian sugar cookies infused with rich peppermint and dipped in decadent premium dark chocolate. *12.75 oz tin for \$14.99 each*

Joining The Fresh Market's popular holiday coffee line is **Peppermint Crème Coffee**. It's perfectly crafted in small artisan batches with cool refreshing peppermint and hints of sweet crème to deliver a blend that is sure to become a new classic. *6 oz for \$9.99 each*



Both products are available in The Fresh Market stores and online at www.thefreshmarket.com. All items are subject to availability.

About The Fresh Market[®]

On March 5, 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. The Fresh Market currently operates 92 stores in 18 states, concentrated in the Southeast, Midwest, Mid-Atlantic and Northeast, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

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