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FOR IMMEDIATE RELEASE:

THE FRESH MARKET TO OPEN IN WILMETTE ON 5 DECEMBER 2007
18,000 sq. ft. experiential grocer will offer unsurpassed perishables and other foods in cozy, intimate environment

Wilmette, Illinois (December, 2007) - Just in time for the holiday season, The Fresh Market is pleased to announce its first store in Wilmette, Illinois. Located in Edens Plaza at the intersection of Lake Avenue and Skokie Boulevard, the experiential food store will offer high-quality products and superior customer service in a relaxed, enjoyable, and intimate environment. The Fresh Market Wilmette will open at 9 a.m. on Wednesday, December 5th. Wilmette will be the company's third location in Chicagoland and its 77th store.

Known for its best-in-class foods, inviting atmosphere, and doting staff, The Fresh Market is a true neighborhood market that appeals to food lovers of all generations. The privately-held company was founded 25 years ago by Ray and Beverly Berry and opened its first store in Greensboro, North Carolina. Reaching from Milwaukee to Miami and from Virginia Beach to Baton Rouge, The Fresh Market operates 76 stores in 18 states but continues to stay true to its original principles: To provide the highest quality products at honest prices and to be a destination food store for those who enjoy cooking and good eating. The Fresh Market Wilmette was designed with the Wilmette customer in mind – it will be cozy yet stimulating, relaxed yet dynamic, and a fun place to shop for your food.

The Fresh Market offers the advances and convenience of a modern store while retaining old-fashioned retail sentiments and common sense. The store exudes the charm of an old-world, European market through classical music, Italian tile floors, antiques, and soft lighting. It recognizes the importance of personal connectivity through its emphasis on superlative service as well as through its reputation as an impromptu meeting place for friends (they offer free coffee in a great atmosphere!).

The many discoveries you will find at The Fresh Market include:

- **World-Class Produce:** The Fresh Market sources the finest specifications at the best possible value by nurturing relationships with the farmers and growers of produce. Although it carries an extensive line of organic products, The Fresh Market is not an exclusively organic market. “Quality matters more than label or certification,” emphasizes Brett Berry, the company’s CEO. “Sometimes the organic items are simply better than the conventional items, especially many of the salads and vegetables in our produce department.” The Fresh Market also emphasizes the bountiful local harvest when possible.
- **Aged, Hand-Trimmed, Breed-Specific Meats:** The Fresh Market prides itself on its high-quality, full-service meats (both Angus and Hereford breeds) and fresh, often wild seafood. All meat is hand trimmed, often to order, in the store. What’s more, The Fresh Market is perhaps the only chain that insists on making all ground beef daily in the store as a quality and safety guarantee. “Our ground beef is made solely from whole roasts and steak trimmings,” says Brett Berry. “In an age of frequent product recalls, it’s nice to know that our grinds, always from our steaks and roasts and always freshly made, are always safe to eat – and they just taste better too!”
- **Fresh, Innovative Convenient Meal Solutions:** Praised by their customers for their rotisserie entrees, The Fresh Market includes only the freshest ingredients in our prepared foods and salads. Freshly prepared and partially prepared items abound throughout the store to save the hurried cook time and make the timid cook look like a professional.
- **Deli Cheeses and Meats:** The Fresh Market is a purveyor of the world’s finest cheeses and sells only the best deli meats under our signature, proprietary label.
- **Bakery:** From artesian breads to decadent desserts, our bakery is a taste of the old-world and complements any visit to the store.

The quality focus is evident throughout the store. The Coffee Specialist will tell you that the flawlessly roasted coffee beans are selected from the top three percent of the world’s coffee production from exotic places like Sumatra, Kona Island, and Blue Mountain in Jamaica. The cashews, which are found in the expansive bulk department, are absolutely huge. “The specific sizes and quality we look for are only available from certain regions of the world at very specific times of the year. Our buyers know when and where to find these products,” says Marius Andersen, Senior Vice President of Merchandising.

Perhaps this is why customers often comment that shopping for food at The Fresh Market is a lot like a treasure hunt.

Shopping at The Fresh Market is a joyful, exciting, and rewarding experience of discovery and connectivity. Our maxim rings louder with each store opened: “Experience the Food!”

For more information, please visit www.thefreshmarket.com

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