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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OFFERS HOLIDAY MEAL MAKEOVERS

Unique Recipes Take a Twist on Traditional Seasonal Favorites

GREENSBORO, NC (December 10, 2010) – With the holidays quickly approaching, at-home chefs everywhere are beginning to plan their menus. This year, The Fresh Market® encourages foodies to think outside the recipe box by departing from tradition in favor of new flavors! The specialty grocer offers up some unique recipes for “**Meal Makeovers**” for your holiday feasts – **unexpected flavors incorporated into traditional favorites.**

New flavors from across the globe will liven up menus and allow for even more creativity in the kitchen. Taste buds are sure to enjoy **Curried Sweet Potato Casserole**, **Truffled Mashed Potatoes** and **Lemon Dill Green Beans with Pine Nuts and Pecorino**, a delicious alternative to traditional green bean casserole. While turkey is tried and true, shake up the menu by preparing an elegant **Pork Crown Roast served with Couscous** instead of traditional stuffing. Another holiday favorite is **Whole Beef Tenderloin** as it serves well with a wide range of interesting side dishes.

Curried Sweet Potato Casserole

4 medium sweet potatoes, roasted and flesh scooped out
2 tbsp yellow curry powder
1 c coconut milk
½ c fresh cilantro, chopped
1 c pineapple chunks, drained
½ c toasted coconut

Using a mixer with a large bowl, combine the sweet potato, curry powder, coconut milk and cilantro. Fold in the pineapple chunks and transfer mixture to a baking dish. Bake at 350 degrees for 30 minutes. Sprinkle toasted coconut over the top and serve. Serves 4.

Truffled Mashed Potatoes

4 medium potatoes, peeled, cubed and rinsed
1 tsp coarse salt
1 c milk
4 tbsp unsalted butter, divided
2 oz white truffle butter
3 tbsp white truffle oil
1 c leeks, white and pale green parts, chopped
1 tbsp chives, chopped

Fill a medium saucepan with potatoes, add water to cover and add salt. Bring pot to a boil and cook until tender, about 25 minutes. Drain potatoes and set aside. Combine milk and 2 tablespoons of butter in a small saucepan and gently warm over low heat until butter is melted. In a small skillet, heat truffle oil and remaining 2 tablespoons of butter. Add leeks and sauté until soft and translucent, about 5 minutes. In a large bowl combine potatoes, leeks, and heated milk and butter combination. Gently blend together using a hand mixer. Season with salt and pepper to taste and garnish with freshly chopped chives. Serves 4.

Lemon Dill Green Beans with Pine Nuts and Pecorino

1 lb green beans, trimmed
4 tsp fresh dill
1 tbsp minced shallot
1 tbsp TFM Extra Virgin Olive Oil
1 tbsp each lemon juice
1 tsp whole grain Dijon mustard
½ c toasted pine nuts
1/3 c Pecorino Romano cheese, grated
1 tbsp lemon zest

Bring an inch of water to a boil in a large saucepan fitted with a steamer basket. Add green beans, cover and cook until tender-crisp, 5 to 7 minutes. Remove from heat. Whisk dill, shallot, oil, lemon juice, mustard, and pine nuts in a large bowl. Add green beans and toss to coat. Let stand about 10 minutes before serving to blend flavors. Just before serving add cheese and toss to combine. Garnish with lemon zest and serve. Serves 4.

Honey Roasted Butternut Squash Salad with Pomegranate Vinaigrette

½ c toasted pumpkin seeds, see TFM Tip below
1 medium butternut squash, peeled and cubed
3 tbsp olive oil, divided
2 tbsp honey
2 ½ tbsp unsalted butter
1 tbsp sugar
1/2 tsp cumin
1/4 tsp cinnamon
1/4 tsp paprika
1/4 tsp cayenne pepper
1/4 tsp salt
4 slices pre-made polenta, sliced into ½-inch medallions
2 (5 ounce) bags arugula
¾ c Parmesan cheese, grated
2 tbsp pomegranate vinegar, may substitute with champagne vinegar
1 tbsp shallots, minced
6 tbsp olive oil

Preheat oven to 350°. Spread pumpkin seeds out on a sheet pan and toast for 10 minutes, or until seeds are puffy and crisp.

Preheat oven to 400°. Spray a cookie sheet with non-stick cooking spray and set aside. In a large mixing bowl, whisk together 1 tablespoon olive oil and honey until combined. Add butternut squash and toss to coat. Spread evenly on cookie sheet and bake 30 to 35 minutes, or until tender. Remove and set aside.

Meanwhile, melt butter in a saucepan over medium heat. Stir in sugar, cumin, cinnamon, paprika, cayenne and salt until combined. Allow spice mixture to cook, without stirring, until caramelized. Add pumpkin seeds and stir to coat, continue to cook until seeds are puffed and golden, about 3 to 4 minutes.

Heat 2 tablespoons of olive oil in a skillet over medium heat. Add polenta slices and fry until golden brown and crispy, about 5 to 6 minutes. Remove from skillet and slice into quarters.

In a small mixing bowl, whisk together all dressing ingredients and set aside.

To serve, place arugula on salad dish, top with crispy polenta, hot butternut squash, toasted pumpkin seeds and Parmesan cheese; drizzle with salad dressing and serve. Serves 8.



Whole Beef Tenderloin

A holiday favorite, Beef Tenderloin is a great choice to impress a hungry crowd without spending hours in the kitchen. The Fresh Market's butchers will gladly trim and tie the whole tenderloin or cut it into Filet Mignon steaks.



Pork Crown Roast

For a large gathering of eight or more guests, The Fresh Market recommends a 12-rib Pork Crown Roast. The stores' butchers prepare this roast from fresh pork loins by first Frenching the rib bones, then tying together the ends of the rack. At home, you are ready to stuff and roast. Add the complimentary chop holders after cooking for a memorable table presentation!

About The Fresh Market®

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 operates 100 stores in 20 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.