

For immediate release



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New option for Lehigh Valley grocery shoppers: high quality, full-service neighborhood market

The Fresh Market to open in Promenade Shops at Saucon Valley

CENTER VALLEY, Pa. (January 17, 2007) – Promising an immersive and gratifying food-buying experience, The Fresh Market (www.thefreshmarket.com) will introduce its “neighborhood market” concept of knowledgeable, personalized service, high quality merchandise and European-style decor to the Lehigh Valley when it opens Jan. 17, 2007, 9 a.m., at the Promenade Shops at Saucon Valley.

It will mark The Fresh Market’s first location in the Mid-Atlantic region and its 64th overall. The Fresh Market expects to open 10 to 12 new locations in 2007. The Greensboro, N.C.-based company has been operating successfully since its founding in 1982 by the Berry family.

In the Lehigh Valley, The Fresh Market expects to hire more than 100 highly trained food professionals and artisans, managerial employees, customer service personnel and support staff.

The 22,000 plus square foot location at the Promenade Shops’ west end is both spacious and intimate. The Fresh Market evokes a sense of charm with dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While in the store, the customers enjoy the feeling of strolling through several, “fresh” European markets—all under one roof.

“The Fresh Market puts an enormous amount of energy and resources into creating a unique food shopping experience,” said Craig Carlock, Chief Operating Officer for The Fresh Market. “We were founded on one simple idea: to bring friends, family and neighbors products they could savor and appreciate. It is easy to shop our stores because every product is carefully scrutinized and we only carry the best of the best.”

From the bountiful produce and high quality meats to the convenient prepared foods and hand-selected grocery items, customers will discover that The Fresh Market is committed to variety, freshness and, above all else, quality.

Full Service Meat Counter

The Fresh Market’s full service meat counter offers All-Natural 98% Fat Free Chicken, Aged Hereford Beef and TFM Premium Choice Beef - which represents the top 12% of beef produced in the United States.

Fresh Seafood

Up to six times per week, The Fresh Market flies in fresh fish to the stores to insure the best in selection, flavor and freshness. When in season, stores carry Halibut and Wild Salmon.

Bountiful Produce

With a growing organic selection and more than 400 items to choose from, The Fresh Market produce department is a customer favorite. Each produce selection must meet stringent quality standards.

Prepared Foods

The Fresh Market is a destination for people on the go. Meat and seafood counters feature a distinct selection of ready-to-serve entrees. Throughout the store, customers may choose from rotisserie selections, fresh sushi, salads, sandwiches, dips, spreads and sides.

European Delicatessen

The Fresh Market deli features TFM Signature Collection deli meats to more than 200 varieties of imported and domestic cheeses, including imported authentic Parmesan Reggiano and Pt. Reyes Blue Cheese.

Freshly Baked Pies

With over 15 varieties of pies (baked fresh in-store each day), and nearly 30 different breads, The Fresh Market's bakery offers a decadent dessert selection that includes tarts, napoleans, cookies, pies and cakes.

Since its inception, The Fresh Market has brought an unwavering commitment to personalized and engaging customer service. "Customers at The Fresh Market enjoy a true shopping experience," said David Harris, the PSSV Store Manager. "As they enter, they are treated to complimentary freshly brewed coffee. Throughout the store, they enjoy full-service and expert advice.

"Whether it's custom cuts of meat from our expert meat cutters, cooking advice from our seafood specialists or assistance in selecting perfect produce, our customers enjoy a knowledgeable, helpful staff each time they visit our stores."

The Fresh Market will be open Monday through Saturday 9 a.m. - 9 p.m. and Sunday 10 a.m. - 8 p.m. Address: 3060 Center Valley Parkway, Center Valley, PA 18034. Phone: 610.798.7474. Fax: 610.798.9140.

About The Fresh Market

The Fresh Market is a privately held company founded in 1982 by the Berry Family. As a retail specialty grocer focusing on high quality, reasonably-priced perishables, The Fresh Market has grown to 64 stores and plans to open ten to twelve new stores each year. Headquartered in Greensboro, N.C., The Fresh Market is an equal opportunity employer. For additional information visit www.thefreshmarket.com.