

For Immediate Release

The Fresh Market

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The Fresh Market Provides a Variety of Alternatives to Soft Drinks

Greensboro, North Carolina: The Fresh Market: March 9, 2006: Recently, there has been a lot of press over the negative health effects of consuming large amounts of traditional soft drinks and consumers are seeking out alternative beverages. A study done by researchers from Children's Hospital Boston, determined that a simple way for teenagers to lose weight is to limit consumption of beverages that contain large amounts of sugar. The Fresh Market carries a large selection of low or no calorie great tasting beverages making it easy for customers to find low-calorie, great tasting alternatives to soft drinks.

A specialty grocer in the Southeast and Midwest, The Fresh Market provides its customers with a variety of low-calorie, great tasting alternatives to traditional high-fructose corn syrup soft drinks. "Customers want beverages they can feel good about drinking, but they also want flavor and selection. Sometimes, this is hard to find, but, The Fresh Market carries a large selection of beverages that are big on flavor and low in sugar" says Patti Walters, Grocery Marketing Coordinator for the Fresh Market. "We do carry a limited selection of traditional soft drinks, however we've seen 14% growth in beverages, largely due to increased sales in alternative beverages like those from Smart Water, IZZE, Fuze, and GuS."

Glacéau Smart Water, a Fresh Market favorite, is a competitively priced alternative to the high-calorie, high-sugar sports drinks. It uses vapor distillation for the purest water, and contains all the electrolytes for rapid hydration from sports activities.

Fuze non-carbonated beverages have no HFCS (high fructose corn syrup), and offer healthy benefits to the consumer. FUZE Refresh contains 100% RDA for calcium and essential vitamins. FUZE Green Teas contain vitamins, folic acid, and natural polyphenols which are powerful antioxidants and FUZE Slenderize contain vitamins, minerals and amino acids in a sucralose sweetened beverage to help with weight loss.

IZZE 100% Sparkling Juice, an Oprah O list beverage, is a USDA approved beverage option for schools under pressure to replace sugary sodas. IZZE is available at The Fresh Market in seven flavors: Blackberry, Blueberry, Clementine, Grapefruit, Lemon, Pear and Pomegranate.

GuS is Grown up Soda, all natural, carbonated soft drinks that are low sugar and are offered in adult flavors like Star Ruby Grapefruit, Meyer Lemon and Extra Dry Ginger ale, Just 90-95 calories per 12 oz bottle, this has become an immediate favorite with Fresh Market customers looking for something different.

The Fresh Market also carries an eclectic array of bottled water in a variety of convenient sizes. Fresh Market shoppers can choose from Voss Sparkling or Still, San Pellegrino, Perrier, Evian, Fiji, San Faustino, and Gerolsteiner. “All of our bottled water is competitively priced and conveniently located,” says Patti Walters.

For other low-calorie, flavor-full beverage alternatives visit your local Fresh Market. To find a Fresh Market near you go to www.thefreshmarket.com