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THE FRESH MARKET'S MUST-TRY MEXICAN MENU

The specialty grocer offers perfect pairs and an easy recipe for Cinco de Mayo

Greensboro, NC (April 30, 2007) – Ariba, ariba! **The Fresh Market's** cooking up some vibrant Mexican flavors for Cinco de Mayo. Discover simple Mexican pairings or a delicious recipe to help you entertain without any fuss and still wow your guests.

NEW Special Salsas and Chips:

Each batch of The Fresh Market Tortilla Chips are crafted from organically grown corn and cooked with an authentic traditional recipe to get that crispy, tasty chip that's perfect for dipping into The Fresh Market Salsas!

Tomatillo Green Chile Mild Salsa

A distinctive, robust alternative to traditional red salsas, this versatile green salsa is made with plump green tomatillos that are fire-roasted to bring out their rich, sweet and wonderfully tangy flavor. Try dipping with The Fresh Market's **White Strips Tortilla Chips**, or spreading over warm chicken quesadillas.

Roasted Chipotle Medium Salsa

Smoky chipotle chiles turn up the heat in this salsa made with chipotle chiles, sweet fire-roasted tomatoes and fresh cilantro resulting in a chunky, rustic salsa with a balance of heat and smoky-sweetness. This salsa tastes great with The Fresh Market's Chili Lime Tortilla Chips, or served over grilled steak or beef burritos.

Black Bean Chipotle Mild Dip

Smooth and creamy, this peppy dip tastes great with The Fresh Market's **Blue Sesame Tortilla Chips**, or tucked inside a warm tortilla.

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Perfect Mexican Pairs:

- **Mexican Spice Rubbed Chicken Breast and Nueva Cocina Mexican Rice**
Simply rub our juicy, all-natural chicken breasts with Instant Gourmet Grande Southwest Seasoning. All you'll need to do is grill chicken on medium heat for 8 to 10 minutes and serve over our Nueva Cocina Mexican Rice, for a nearly effortless meal.
- **Desert Pepper Corn, Black Bean and Roasted Red Pepper Salsa with TFM Thick Yellow Tortilla Chips**
Made with organic corn, our TFM Thick Yellow Tortilla Chips are the perfect match for this wonderfully chunky salsa.
- **Frontera Guacamole Mix and Fresh Avocados**
Guacamole doesn't get simpler or tastier than this. Alive with bright-tasting tomatillos, green chiles, cilantro and sweet roasted garlic, this mix makes the perfect guacamole when paired with fresh avocados.

Easy Mexican Recipe:

Fish Tacos with Tomatillo Sauce

Ingredients:

Fish –

- 1 ½ pounds mahi-mahi fillets
- 3 tablespoons lemon juice
- 1 clove of garlic, crushed
- 1 tablespoon oil
- 1 teaspoon ground cumin
- 8 (8 inch) flour or corn tortillas

Sauce –

- 1 pound tomatillos, husked, rinsed and quartered
- ¼ cup chicken stock
- 2 cloves of garlic
- ½ cup of onions
- 2 jalapeno peppers, halved and seeded
- ½ teaspoon sugar
- 1 tablespoon lemon juice

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- salt and pepper
- ½ cup fresh cilantro, chopped

Preparation:

Combine lemon juice, garlic clove, oil and cumin. Marinate fish in juice mixture 30-45 minutes. Preheat the grill and grill fish about four minutes per side basting with marinade.

Meanwhile prepare sauce. Begin by simmering tomatillos for five minutes in stock. Process garlic, onion, and peppers until chopped. Add cooked tomatillos, sugar and lime and process until coarsely pureed. Season with salt and pepper. Flavor will be somewhat tart. Add more stock for a thinner stock. Reheat before serving, adding cilantro just before serving.

As the fish grills, layer the tortillas between slightly dampened paper towels and place the stack of tortillas in a casserole dish with a tight fitting lid. When ready to serve, place the casserole dish in the microwave for about one minute.

To serve, place a piece of the grilled fish in a warm tortilla and top with the tomatillo sauce.

On March 8, 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. This year, the specialty grocer celebrates 25 years of success with its year-long anniversary campaign featuring an expansion of e-commerce options, exclusive 25th anniversary products and a series of special events. The Fresh Market currently operates 68 stores in the Southeast and Midwest, with plans for continued expansion into the Mid-Atlantic area. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer. For additional information visit www.thefreshmarket.com.