



Contact:

Dorothy Carlow
The Fresh Market
Media Relations
336.420.5405

Contact:

Catherine Ogle/ Kristin Cowart
KC Public Relations
404.233.3993
cogle@kcpr.net/ kcpr.net

FOR IMMEDIATE RELEASE:

THE FRESH MARKET EXPANDS PRESENCE IN FLORIDA WITH NEW DESTIN STORE
Specialty Food Store Delivers High-Quality Products with Quality Customer Service

Destin, Florida (January 24, 2007) – Freshly brewed coffee, baked pastries, fresh-cut flowers, premium beef, chicken and seafood, brightly colored fruits and vegetables and classical music embody the European charm and culinary delights of **The Fresh Market**. The specialty neighborhood grocer expands its presence in Florida with the addition of a new store in Destin. The Fresh Market excitedly joins the community and brings more than 100 new jobs to the Emerald Coast area.

On Wednesday, February 21st, The Fresh Market welcomes friends, family and neighbors to the store's grand opening celebration at 9:00 a.m. Sampling stations, a live jazz band and an outdoor BBQ with professional chefs preparing succulent baby-back ribs will be available for all guests to enjoy. A sample bag of coffee will go to the first 1,000 customers.

"The Fresh Market is a very modern store, grounded in old-fashioned values and designed for the senses," said Craig Carlock, Chief Operating Officer. "While exploring more than 22,000 square feet, the customer has the feeling of strolling through several "fresh" European markets – all under one roof. We are particularly excited about the Destin opening, as it brings our total number of Florida stores to 19."

The Fresh Market is known for its full-service meat counter with high-quality certified meats and poultry in butcher-style display cases and the best selection of fresh fish flown into stores up to six times a week. The Fresh Market also provides shoppers with ready-to-serve entrées, including rotisserie selections, fresh sushi, salads, sandwiches, dips and spreads. From opening to closing, there will always be a knowledgeable associate in the bakery, produce and seafood departments; and unlike most meat counters, there will always be a butcher available to assist shoppers.

The Fresh Market is a destination for anyone who values quality and service. "At The Fresh Market, we are celebrating a food experience," said Brett Berry, President and Chief Executive Officer. "The goal is for our foods to 'wow' our customers, look great, taste great and be beautifully presented."

Since its inception in 1982, The Fresh Market has brought an unwavering commitment to personalized and engaging customer service. The Fresh Market is a privately held company, which was founded in 1982 by the Berry family and remains an equal opportunity employer. As a retail specialty grocer focusing on high quality, reasonably-priced perishables, The Fresh Market has grown to 65 stores in AL, AR, FL, GA, IL, IN, KY, LA, MD, MI, MS, NC, OH, PA, SC, TN, VA and WI and plans to open 15 to 20 new stores each year.

The Fresh Market - Destin is located on 4495 Commons Dr. West. For additional information visit www.thefreshmarket.com.

###