

Meet Me at The Fresh Market – Friday After Hours BBQ! For Immediate Release.

For Immediate Release

Contact: Dorothy Carlow
The Fresh Market
628 Green Valley Road
Suite 500
Greensboro, North Carolina 27408
phone: 336-272-1338
fax: 336-272-7301
mobile: 336-420-5405
email: dorothiscarlow@thefreshmarket.com

Meet Me at The Fresh Market After Hours BBQ!

Farragut, Tennessee (June 12, 2006) - As growth in Farragut continues to develop, a poignant example of this growth is **The Fresh Market's** expansion and remodel. **The Fresh Market's Farragut remodel and expansion will be complete on Friday, June 23 at 9:00 a.m. Shoppers are invited to an after work outdoor BBQ rib celebration, complete with a live jazz band and a variety of other indoor sampling stations on Friday, June 23 from 5:00 p.m. – 7:00 p.m!**

The Fresh Market was proud to pioneer business development in Farragut in 1993 when it first opened the Farragut location and now more than ever, is excited to introduce the larger, remodeled store which Craig Carlock, Senior Vice-President of Operations, says "Will better serve Farragut's thriving community." Some of the new features include European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a larger selection of prepared foods, improved produce displays with more organics and variety, and most importantly a larger, strategically designed sales floor which increases the store's fragrant floral and coffee aromas and further augments the atmosphere of several European fresh markets- all under one roof.

In addition to the opening day **After Hours BBQ, The Farragut Fresh Market**, located at 11535 Kingston Pike, will host a variety of opening week activities that include a complimentary outdoor BBQ with professional chefs and succulent baby-back ribs, sampling stations, a free coffee brick to the first 1,000 customers, and a live jazz band.

The Farragut Fresh Market evokes a sense of European charm with dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While in the store, the customer has 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," says Craig Carlock, Senior Vice- President of Operations. He adds, "It is easy to shop our stores because every product is carefully scrutinized and we only carry the best of the best."

The Fresh Market built its reputation on being an extraordinary food destination store. 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. According to Ray Berry, founder and CEO of The Fresh Market, "We strive to be as good as we can at delivering high-quality products with a high-level of customer service. We're just crazy about freshness and quality."

Full Service Meat Counter

Our 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 US.

Fresh Seafood

Up to six times per week, we fly in fresh fish to the stores to insure the best in selection, flavor and freshness!

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 our stringent quality standards, ensuring the best in size, flavor and freshness.

Prepared Foods

The Fresh Market is a destination for people on the go. **The Fresh Market** meat and seafood counters feature a distinct selection of ready-to-heat entrees and throughout our 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 Parmesean Reggiano and Pt. Reyes Blue Cheese.

Freshly Baked Pies

With over 15 varieties of pies (baked fresh in our stores each day), and nearly 30 different breads, our bakery offers a decadent dessert selection that includes tarts, napoleans, cookies, pies and cakes.

Since its inception in 1982, The Fresh Market has brought an unwavering commitment to personalized and engaging customer service. Customers at The Fresh Market enjoy a true shopping experience. John Dudeke, the Farragut Store Manager says, "As customers enter The Fresh Market, they are treated to complimentary freshly brewed coffee." He added, "Throughout the store, they enjoy full-service and expert advice. Whether its 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 Farragut Fresh Market, is located on 11535 Kingston Pike. The Fresh Market is a privately held company, which was founded in 1982 by the Berry Family. The Fresh Market is an equal opportunity employer. As a retail specialty grocer focusing on high quality, reasonably-priced perishables, The Fresh Market has grown to 57 stores in NC, SC, TN, FL, GA., KY, AL, OH, IL, IN, LA and VA, and plans to open ten to twelve new stores each year. For additional information visit www.thefreshmarket.com.

Editors Note: Phone and in-person interview opportunities available. The Fresh Market executives will be in Farragut in June for private media tour and tastes. Call Dorothy Carlow to schedule a tour and taste or interview. 336-272-1338

###