

The Fresh Market to Open Four New Stores in August

GREENSBORO, North Carolina—The Fresh Market, a North Carolina-based specialty foods grocer, will open four new stores in August. The first of the four will open its doors in Ft. Wayne, Indiana, on Wednesday, August 10 at 9 a.m. Located at 6306 West Jefferson Blvd. in Covington Plaza, a neighborhood shopping center, this store marks The Fresh Market's second location in Indiana. The remaining stores will open in Mandeville, Louisiana; Kildeer, Illinois; and Savannah, Georgia.

The Fresh Market prides itself on offering customers high-quality perishables, exceptional customer service and specialty grocery items in a refreshing atmosphere. It strives to capture the sense of an old-world European market. The intimate setting features classical music, Italian tile floors, antiques and soft lighting. Each store offers the products preferred by local customers and provides them with their favorite items in an inviting, service-driven shopping atmosphere.

“We anxiously look forward to becoming a contributing member of each community in which we operate,” said Craig Carlock, senior vice president of operations for The Fresh Market. “We hire employees from the local area and train them in our systems. Our employees, then, deliver great customer service and even develop relationships with our customers, many of whom shop with us several times a week. After a short while, The Fresh Market fits comfortably into the routine of customers and employees alike.”

At an average of 20,000 square feet per store, The Fresh Market focuses on the finest fruits and vegetables, unique candies, specialty grocery items, imported cheeses, certified premium meats and fresh seafood items, and high-quality deli items, all at competitive prices. Customers will not find a large selection of dry goods such as personal care or cleaning products, nor will they find any prepackaged meats. A staff of knowledgeable employees in the bakery, deli, produce and seafood departments assists shoppers during store hours.

Regular in-store activities such as specialty samplings attract customers on a daily basis. Monthly complimentary cooking demonstrations with a professional chef offer customers a hands-on approach to learning more about The Fresh Market's specialty foods.

Founded in 1982 in Greensboro, North Carolina, The Fresh Market remains a privately held company by the Berry family. The Fresh Market is an equal opportunity employer bringing an average of 100 jobs to each new store. As a retail specialty grocer focusing on high-quality, reasonably priced perishables, The Fresh Market has grown to 47 stores and plans to open at least 10 new stores each year.