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**New Store Opening**

**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET OPENS NEW LOCATION IN GAINESVILLE**

*Friends, Family and Neighbors Welcome A Fresh Approach to Grocery Shopping*

**Gainesville, Florida** (November 7, 2006) – Gainesville shoppers now have an additional location to purchase their specialty and everyday food items. **The Fresh Market** is proud to open its first store in one of Florida’s fastest growing areas and bring more than 100 new jobs to this thriving region. **The store’s doors will open on Wednesday, November 29 at 9:00 a.m.**

The Fresh Market is a destination for everyone with one simple goal: to bring friends, family and neighbors quality products they can appreciate. For the shopper on the go, the market features a distinct assortment of ready-to-serve entrees, including rotisserie selections, fresh sushi, salads, sandwiches, dips and spreads. For those planning and cooking a meal, The Fresh Market maintains a full-service meat counter with high-quality certified meats and poultry in butcher style display cases, provides the best selection of fresh fish that is flown into stores up to six times a week, and offers cooking advice from its friendly, knowledgeable staff.

According to The Fresh Market Founder, Ray Berry, “The Fresh Market is a very modern store, grounded in old-fashioned values. We have built our reputation on being an extraordinary food shopping experience, committed to variety, freshness, and above all else, quality.”

Located at the busy intersection of NW 16th Ave and NW 43rd street adjacent to Thornebrook Village, The Fresh Market evokes a sense of European charm with dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While exploring the more than 24,200 square feet of culinary delights, the customer has the feeling of strolling through several, “fresh” European markets – all under one roof.

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“Throughout our store, customers will enjoy full-service attention and expert advice,” said Store Manager, Debbie Smart. “Every product is carefully scrutinized --- we only carry the best of the best.”

The Fresh Market, employing more than 100 Gainesville area professionals, 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.

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 62 stores in NC, SC, TN, FL, GA, KY, AL, OH, IL, IN, LA and VA, and plans to open 10 to 12 new stores each year.

**The Fresh Market - Gainesville is located on 4120 Northwest 16<sup>th</sup> Blvd. For additional information visit [www.thefreshmarket.com](http://www.thefreshmarket.com).**

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