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THE FRESH MARKET HELPS CREATE A SPECIAL MOTHER'S DAY

The specialty grocer offers super-simple, cost-efficient ideas to make your Mother's Day

Greensboro, NC (May 1, 2007) – There's nothing mom appreciates more than something hand-selected especially for her by her children or hubby. This year, The Fresh Market has taken the oftentimes painstaking brainstorming process out of your hands, and presents some simple yet thoughtful ways you can brighten up your mom's special day. Here are a few ideas:

1. Do-It-Yourself Flowers

Now everyone can afford fresh flowers! Orchids (\$19.99) and peonies (\$11.99) are two great spring options. Plus, The Fresh Market carries a dozen roses for only \$8.99 - surprise mom and get her *two* dozen!

- **Choosing fresh:** Look for flowers with slightly closed blooms. Part of the enjoyment of taking home fresh flowers is watching them open up. Crisp-looking, bright green foliage is a good indication that the flowers are fresh.
- **Selecting for mom:** Too many choices making it hard to put together a bouquet? Think of your mom's favorite colors (or the color scheme at her home or office), or simply pick up a beautiful prepared bouquet.
- **Freshen up:** Always add flower food to the water. Many of The Fresh Market flowers, such as roses, come with a flower food packet. The floral department will happily provide an extra packet to keep your flowers vibrant.

2. Plan The Perfect Picnic

The Fresh Market offers an array of ready-to-go items that you can pick up for a scrumptious spring picnic. Some favorites:

- Hand-rolled sushi made fresh every day by Fresh Market Sushi Chefs.
- Sandwiches and wraps made with premium meats and cheeses, fresh produce and rich details. Pair any of these with an apple or a single

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serving of cheese tortellini or pasta salad for the perfect picnic combination.

- With more than 15 cookie varieties and rich brownie selections, your mom's favorite flavor is a great finale. Try the famous gourmet super fudge brownie or refreshing handmade lemon bars that are an easy-to-serve treat.
- Fruit is another dessert option and The Fresh Market is overflowing this time of year with plump, juicy fresh berries. Great for snacking out of hand, berries are also the perfect addition to freshly baked pound cake and whipped cream.

3. Give A Gift Basket

Not everyone can celebrate Mother's Day in person. For those who would like to send a thoughtful gift from afar, The Fresh Market creates beautiful gift baskets that you can easily select and order online at www.thefreshmarket.com or at any Fresh Market store near you.

- Select from pre-made options online at www.thefreshmarket.com or choose from a variety of unique in-store basket selections at any Fresh Market store near you.
- Another extra special option, available in-store only, is to customize a gift basket just for mom. Choose mom's favorite goodies (the options are endless) and give her something she will truly remember!
- Online orders placed before 12:00 p.m. will be shipped the same business day. Choose from ground, two-day and standard overnight shipping options available.
- At this time, The Fresh Market ships only to the continental US.

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 yearlong 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

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