

The Fresh Market to Open Three New Stores in First Quarter of 2006!

GREENSBORO, North Carolina—The Fresh Market, a privately owned, specialty neighborhood grocer, will open three new stores in the first quarter of 2006, bringing the total number of stores to 56. The Fresh Market, operates stores in twelve states and plans to expand into three more by the end of 2006, opening a total of ten to twelve new stores in 2006.

The first of the three stores will open its doors in Bonita Springs, Florida, on Wednesday, February 15th at 9 a.m. This new location marks The Fresh Market's 15th store in Florida. The Fresh Market will also open in the Buckhead area of Atlanta, Georgia (6th store location in Georgia) on February 22nd and Richmond, Virginia (4th store location in Virginia) on March 8th.

“We look forward to becoming a contributing member of every community where 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 business culture. Our employees understand that great customer service is our number one priority and work to develop relationships with our customers, many of whom shop with us several times a week.”

The Fresh Market provides communities with high-quality perishables, exceptional customer service, and specialty grocery items in an old-world European market atmosphere. The cozy setting features classical music, Italian tile floors, antiques, and soft lighting. “We focus on finding the freshest fruits and vegetables that we can offer at competitive prices. In the tradition of old-world markets, our premium meat and fresh seafood is hand-selected by the customer and then hand-packaged by our butcher,” says Eric Blaesing, Director of Community Relations.

“We are excited about our openings in Bonita Springs, Atlanta, and Richmond,” said Craig Carlock.