



## **For Immediate Release**

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### **The Fresh Market coming to Richmond**

*One week to go until Richmonders can experience the flavors of an old world European market, in their own backyard*

**RICHMOND, Va., Mar. 1, 2006** – Cheesecake direct from New York’s Little Italy, an old-style butcher shop and fish market, stands teeming with bright flowers, produce and breads. There’s just one week left until The Fresh Market opens its doors in Richmond.

On Wednesday, March 8, The Fresh Market will officially open at its new location on Parham Road (in the old Saxon Shoes store). The goal: offer customers high-quality perishable products, attractively displayed, loose and unpackaged, allowing customers to select just what they want.

“We like to think of our market as a complement to Richmond’s existing grocery stores,” says Eric Blaesing, director of community relations for Greensboro, N.C.-based The Fresh Market. “We’re offering what no other market in Richmond is offering, a *whole* experience.”

The Fresh Market’s open-air design presents a feast for the culinary senses with colors and fragrant smells reminiscent of a European street market. Sounds of classical music play in the background as customers are invited to enjoy daily complimentary coffee samples.

“With a friendly staff committed to the very best in customer service, ours is a shopping experience that you won’t soon forget,” says Blaesing.

The Fresh Market is located at 1527 N. Parham Road Richmond, Virginia and will be open seven days a week.

### **About The Fresh Market**

Founded in Greensboro, N.C. in 1982, The Fresh Market currently operates more than 50 stores in the Southeast and Midwest, with plans for continued expansion into areas that desire old-time value. It was the fulfillment of a dream for founders Ray and Beverly Berry to provide a unique and wholesome grocery shopping experience. This family-owned, privately held company is committed to their founding goals: to provide a unique and wholesome shopping experience at a reasonable price and to be a destination for those who enjoy cooking and good eating. For more information, visit [www.thefreshmarket.com](http://www.thefreshmarket.com).

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