

For Immediate Release:

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**World Renowned Chocolatier Joseph Schmidt Scheduled to Appear at The Fresh Market
The Fresh Market – 4223 Providence Road**

Charlotte, North Carolina (November 6, 2006) – On Friday, November 10 from 11:00am – 3:00pm, **The Fresh Market** will welcome world renowned chocolatier Joseph Schmidt to its Charlotte store located at 4223 Providence Road. Schmidt fans and chocolate lovers alike will have the opportunity to preview the award-winning chocolatier’s new Seasonal Collections, which features a variety of flavored truffles packaged in artistic holiday boxes.

Mr. Schmidt also will be available to sign autographs.

“The Fresh Market is excited that Mr. Schmidt chose to come to our store on his world tour,” said Kathy Dube, Candy, Coffee, and Bulk Marketing Coordinator for The Fresh Market. “Our customers will get to preview his Seasonal Collections, which make great holiday gifts for family and friends.”

In 1983 Schmidt founded Joseph Schmidt Confections,™ which has a worldwide reputation for creating decadent truffles and chocolate masterpieces. Joseph Schmidt Confections’ hand-crafted edibles, which capture the attention of chocolatiers from around the world, feature a blend of the world’s finest Belgian chocolate with a variety of flavors. Handcrafted by the award-winning Schmidt, Joseph Schmidt Confections offers a gallery of sensory experiences and flavors from fruit and spice, to caramel and nuts to champagne and spirits.

Since opening its first store in 1983, Joseph Schmidt Confections has been the master of unique chocolate art and beautifully painted confectionary creations. Purveying chocolates almost too beautiful to eat, Joseph Schmidt combines his artistic talent with his passion for pleasing the palate.

The Fresh Market, is located on 4223 Providence Road. The Fresh Market is a privately held company, which was founded in 1982 by the Berry Family. The Fresh Market is an equal opportunity employer. As a retail specialty grocer focusing on high quality, reasonably-priced perishables, The Fresh Market has grown to 61 stores in NC, SC, TN, FL, GA., KY, AL, OH, IL, IN, LA and VA, and plans to open ten to twelve new stores each year. For additional information visit www.thefreshmarket.com.

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