

## **For Immediate Release**

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### **The Fresh Market Set to Open Doors in Shaker Heights January 24**

*Old World Style Grocer Brings New Shopping Experience, Style to Shaker Heights*

**Shaker Heights, OH — January 23, 2007** – The Fresh Market officially opens its doors Wednesday, January 24 at 9 a.m., and brings its unique style and European open market charm to Shaker Heights. Located at 20125 Van Aken Boulevard, the 22,000 plus square foot grocery is the first Fresh Market store to open in the Cleveland area, and one of 64 stores operating in the Southeast and Midwest. The Fresh Market anticipates adding between 100 and 125 jobs.

According to Fresh Market executives, the specialty grocer is proud to be part of the robust and vibrant area of Shaker Heights, and is excited to provide the community with a specialty grocer that offers the highest quality meats, produce, fresh seafood and baked goods. The Fresh Market evokes a sense of “European charm and culture,” enveloped in tile floors, antiques, incandescent lighting, rich aromas and classical music. While in the store, the customer has the feeling of strolling through several fresh markets – all under one roof.

“The Fresh Market puts an enormous amount of energy and resources into creating a unique food shopping experience,” Chief Operating Officer, Craig Carlock says. “It’s easy to shop our stores because every product is carefully scrutinized and we carry only the best of the best. We chose to locate our first Cleveland area store in Shaker Heights because of its wonderful sense of style and sense of community, and we eagerly await opening our doors to the folks really looking for something different and something special from their grocer.”

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The Fresh Market opened its first store in Greensboro, N.C. in 1982. It was the fulfillment of a dream for founders Ray and Beverly Berry to provide a unique and wholesome grocery shopping experience. Their goal was to offer customers high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 64 stores in the Southeast and Midwest, with plans for continued expansion into areas that desire the old-time value of our store in their community. 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. More information can be accessed at [www.thefreshmarket.com](http://www.thefreshmarket.com).

### **Media Notes**

Special VIP and Behind the Scenes Tour Available

Media members invited to VIP Breakfast from 8:00 a.m. – 9:00 a.m. on Wednesday, January 24, 2007.