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For immediate release:

The Fresh Market Invites Customers to its "Taste of the Holidays" Open House

GREENSBORO, N.C., November 4, 2005. Thanksgiving only comes once a year, but this year it's coming twice to The Fresh Market. Customers are invited to stop by any Fresh Market location for a "Taste of the Holidays," the specialty grocery store's annual event that highlights its holiday meal offerings. The event takes place Saturday, November 5th, from 11 a.m. to 5 p.m., and the following Friday and Saturday (November 11th and 12th) from noon to 6 p.m. on Friday, and 11 a.m. to 5 p.m. on Saturday.

Come stroll through a variety of sampling stations, where you'll find a mouthwatering selection of holiday favorites, including fully cooked turkey and a luscious array of side dishes, appetizers and desserts.

Did someone say "dessert?" Traditional sweet potato and pumpkin pies, alongside warm pecan pie, will be served fresh from the stores' artisan ovens. And, because one can never have too many sweet treats, the tasting will include gourmet strawberry- and chocolate-topped cheesecakes, homemade nut breads and hand-decorated Yule logs.

In addition to cooked turkey and naturally wood-smoked spiral ham, The Fresh Market will feature a selection of premium side items and appetizers. These include such exquisite items as seafood dips, smoked salmon, chicken and artichoke wrapped in phyllo dough, seasonal fruit preserves and salsas, gourmet cheese spreads, and whipped potatoes.

With its seasonal selection of fully cooked savory meals, The Fresh Market aims to help families impress their guests without the stress that normally accompanies any holiday planning. Each sampling station is designed to offer customers ideas for their holiday entertaining menus.

Store employees will be available to educate customers about the menu items, ordering instructions, and meal preparation, as well as to take orders for this year's holiday meals. Holiday menus, order forms and holiday catalogs will be available at each station. Customers are encouraged to place orders early, as specific items typically sell out quickly.

For more information, or to locate The Fresh Market nearest you, please visit <http://www.thefreshmarket.com>.