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**FOR IMMEDIATE RELEASE**

**THE FRESH MARKET INTRODUCES 25<sup>TH</sup> ANNIVERSARY COOKBOOK**

*Specialty Grocer's New Cookbook Features Compilation of Homespun Customer Recipes*

**Greensboro, NC** (March 10, 2008) – For its 25<sup>th</sup> anniversary, The Fresh Market invited customers at its 72 (now 77) locations to participate in the “25<sup>th</sup> Anniversary Cookbook Contest” by submitting family recipes for a special edition cookbook. A company rooted in personal relationships with its shoppers, The Fresh Market decided to reach out to customers and supporters of the family-run business over the course of its 25 years for submissions. Out of a pool of over 2,000, approximately 300 recipes were selected.

The cookbook is available for purchase in The Fresh Market stores and online at [www.thefreshmarket.com](http://www.thefreshmarket.com) for \$19.99.

“The 25<sup>th</sup> Anniversary cookbook is meant to be a celebration of The Fresh Market and the communities which have embraced our stores over the last 25 years,” said Ray Berry, founder of The Fresh Market. “As a company, we put an enormous amount of energy into creating a unique food shopping experience every day. This effort carried through to the creation of the 25<sup>th</sup> Anniversary Cookbook, which offers quality recipes that can be prepared for friends and family.”

Much care went into the review and selection of each potential cookbook recipe. The Fresh Market first reviewed every recipe before testing and separating into categories -- Appetizers, Entrees, Soups, Salads, Accompaniments, Desserts, Breakfast and Everything Else. The judging panel of Fresh Market employees then sampled almost 1,000 recipes and gave each a score based on how decadent, fresh and innovative they were. All those with top marks were compared and deliberated over to comprise the final list.

The Cookbook contains an eclectic combination of recipes passed along from generation to generation, as well as some more modern samplings using fresh ingredients and quality produce.

In addition, 25 entrants from nine states, including North Carolina, Florida, Alabama, Louisiana, Tennessee, South Carolina, Kentucky, Pennsylvania and Indiana, were selected at random to receive a 25<sup>th</sup> Anniversary Prize Package, which includes the cookbook and a gift card to The Fresh Market.

**About The Fresh Market<sup>®</sup>**

On March 5, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 78 stores in 18 states, concentrated in the Southeast, Midwest, and Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com).