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FOR IMMEDIATE RELEASE:

THE FRESH MARKET CELEBRATES FATHER'S DAY WITH NEW BBQ SAUCES

The Specialty Grocer Introduces a New Line of Private Label BBQ Sauces to Get Dad Grilling

Greensboro, NC (May 14, 2008) – Grilling season is well underway and **The Fresh Market®** is introducing a new line of handcrafted barbecue sauces just in time to celebrate Father's Day. The Fresh Market invites families to fire up the grill and pour on the flavor with its new **TFM® Bar-B-Que Sauces** available in two varieties: "Rich & Smoky" and "Thick & Sweet." No matter who mans the grill for dad's special day, TFM Bar-B-Que sauces are an easy way to create a memorable meal for the whole crowd.

TFM Rich & Smoky Bar-B-Que Sauce (\$4.49) has a hickory-mesquite smoke flavor with a touch of apple and chipotle – just the right consistency and taste for the perfect rack of ribs. Handcrafted from a fourth generation Kansas family recipe, it is also an excellent sauce for chicken and turkey.

Restaurant-inspired with molasses and fresh onions, TFM Thick & Sweet Bar-B-Que Sauce (\$4.49) is the perfect base sauce for baked beans, or on slow-cooked beef brisket, pork or chicken.

Both sauces will be available this month at The Fresh Market stores and online at www.thefreshmarket.com. Be sure to pick up a bottle -- the head chef, whether dad or another member of the family, will thank you for making life easy, the food tasty and the holiday a happy one!

Find additional grilling essentials and gift ideas at www.thefreshmarket.com.

About The Fresh Market®

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.