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FOR IMMEDIATE RELEASE

THE FRESH MARKET MAKES FATHER'S DAY MEMORABLE

Specialty grocer offers simple tips to make dad's day

Greensboro, NC (June 6, 2007) – Showering dad with love and thoughtful gifts on Father's Day has never been easier. The Fresh Market has a variety of unique selections that are sure to bring a smile to his face...and his stomach too! Here are a few simple ideas to get you started:

1. For the Meat-and-Potatoes Dad

Treat your dad this year by taking the grill off of his hands for a change and using this simple guide to create an unforgettable Father's Day dinner.

- **Selection:** Choose premium meat like The Fresh Market's Hereford Beef, which is lean, flavorful and tender – unlike inferior quality supermarket beef, which tends to turn out tough and dry.
- **Technique:** Start with room temperature steaks to ensure even grilling and the perfect seared exterior. Grill steaks over high heat to create attractive grilling marks. For exceptional tenderness, let the meat rest in its own juices for 10-15 minutes before serving.
- **Other Grilling Options:** If a steak doesn't exactly fit the bill for your dad, try The Fresh Market's All Beef Hot Dogs and Gourmet Burgers, which are a cinch to toss on the grill for a delicious summer-inspired Father's Day dinner. The Fresh Market also offers premium seafood selections, which go great on the grill including succulent Tuna Steaks and Jumbo Shrimp.

2. For the Sweet-Tooth Dad

The Fresh Market features a gourmet Bakery, which offers a variety of freshly baked desserts ideal for a picnic or as the perfect finishing touch to your Father's Day dinner. Choose from these delicious selections or stop by your local Fresh Market for more options:

- Gourmet cookies come in over 20 varieties. Choose from traditional favorites like Chocolate Chunk, Macadamia Nut with White Chocolate,

Peanut Butter and Sugar Cookies, or try The Fresh Market's unique Pillow Cookies featuring Almond, Brownie or Raspberry fillings.

- The Fresh Market's freshly baked pies come in a variety of tantalizing flavors including Lemon Meringue, Coconut Meringue, Key Lime Meringue, Peach, Wild Berry and Strawberry Mango.
- The Fresh Market offers moist delicious pound cakes made with premium ingredients that come in traditional flavors such as French Vanilla and Chocolate and more unique flavors like Cranberry Orange and Triple Berry.

3. For the Wine Lover Dad

You may not be a wine expert, but The Fresh Market has done all the work for you and makes it easy to select a bottle of wine for your dad this Father's Day. You can't go wrong with The Fresh Market's superior selection of wines. Here are a few tips on selecting the perfect bottle:

- Light wines are a great accompaniment to light meals and heavier wines pair well with heavy meals.
- Use this guide to help you select the ideal wine for your Father's Day dinner:
 1. **Picnic Foods** – Lighter reds such as Beaujolais, a young Pinot Noir or a young Spanish red pair well with finger foods and other picnic fare.
 2. **Chicken** – When pairing wine with chicken, match the wine with the seasoning or sauce. Lighter whites and reds, including Pinot Grigio, Sauvignon Blanc or Pinot Noir, complement light flavors such as lemon. Chardonnay, Rhone reds and Spanish reds complement heavier flavors such as cream sauces and full-flavored herbs.
 3. **Seafood** – Try Spanish Albarino with scallops, Chardonnay with lobster or Pinot Noir with salmon.

4. For the "Foodie" Dad

If a gourmet selection of specialty food items sounds like the perfect gift for your dad, The Fresh Market has you covered! Visit any Fresh Market location to hand-select products for a Gift Specialist to create an attractive gift basket that makes a unique and thoughtful Father's Day gift. The Fresh Market also features beautiful pre-made gift baskets that are available in stores and online.

- Choose from pre-made gift baskets such as the Elegant Entertainer and The Fresh Market Favorites in the online store at www.thefreshmarket.com or select a basket from the large variety of in-store selections available at any Fresh Market location near you.
- For your convenience, The Fresh Market ships online orders placed before 12:00 p.m. the same business day and offers FedEx Ground, Two-Day and Standard Overnight shipping options.
- For an extra-special gift basket that your dad will truly remember, put together a custom selection of gourmet products that you can choose

yourself. Pick out all of his favorite goodies (the options are endless!) or let the Gift Specialist know what your dad really enjoys (Italian food, chocolate, coffee, etc.) and leave it up to The Fresh Market to put together a fabulous gift basket that your dad is sure to love!

On March 8, 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. This year, the specialty grocer celebrates 25 years of success with its yearlong anniversary campaign featuring exclusive 25th anniversary products, a 25th Anniversary Cookbook and a series of special events. The Fresh Market currently operates 69 stores in the Southeast and Midwest, with plans for continued expansion into the Mid-Atlantic area. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer. For additional information, visit www.thefreshmarket.com