

The Fresh Market Grand Opening for 100th Store

Fact Sheet

OVERVIEW: The Fresh Market will open its 100th store nationwide in St. Petersburg, Florida, and have a grand opening to celebrate the event, June 20.

WHERE: 2900 4th Street North in St. Petersburg, Florida

WHEN: June 20 at 9 a.m.

ACTIVITIES:

- The first 1,000 customers receive a free reusable shopping bag and a sample-sized bag of the company's house coffee.
- There will be outdoor live music, grilling, chef demonstrations and food sampling stations.
- Local shoppers can enter a drawing to win \$1,000 worth of TFM brand favorites.

STORE FEATURES

- Classical music, traditional European décor, antique accents
- Fully serviced meat counter, fresh entrées, seafood, large organic section
- Over 200 imported/domestic cheeses and more than 400 produce items

IMPACT ON ST. PETERSBURG:

- TFM will bring approximately 90 new jobs to the area, most of which are being filled locally.

HISTORY: Ray and Beverly Berry founded their first Fresh Market store in Greensboro, North Carolina, in 1982. Their primary goal is to bring friends, family and neighbors the freshest products in an inviting atmosphere with high-quality customer service. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer.

STORES: There are currently 99 TFM stores in 19 states. They are located in the Southeast, Midwest, Mid-Atlantic and Northeast. The owners look forward to increasing expansion nationwide.

CONTACT

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MORE INFORMATION

www.thefreshmarket.com

Twitter.com/freshmarket

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Consumer Q&A about Grand Opening

Where will the event activities be held?

Out in front of our store, located at 2900 4th Street North in St. Petersburg, Florida.

How long will the event last for?

Activities will be held from 9 a.m. to 4 p.m. The store will stay open until it closes at 9 p.m.

How will I know if my name is drawn for the contest?

If you are the winner of the grand opening drawing, we will contact you at the address and number you provided on your entry form.

Can I purchase a sample-sized bag of the house coffee?

The sample sizes are given out to the first 1,000 people who arrive for the grand opening, but they are available to purchase in-store as well.

Are the reusable bags for sale?

Yes, the reusable bags can be purchased at every cash register.

Will there be coupons?

Yes. There will coupons on select items included in your entry packet.

What is the return policy?

Food or beverages cannot be returned with a refund, but exchanges and store credit will be offered.

Will there be employees to help me bring my groceries to the car?

Yes. Employees will be available at the cash registers and exits to assist in bagging your items and loading them into your car.

Does the store have a mobile app?

Not yet, but our Design and Development team is currently working on one and will inform customers as soon as it is completed.

How can I apply for a job at The Fresh Market?

Our website has online applications that can be filled out for positions at our store.

The link is www.thefreshmarket.com/apply