



## A FRESH APPROACH TO THE SHOPPING EXPERIENCE

At The Fresh Market, we inspire our guests to make everyday eating extraordinary by being a premier, fresh-focused specialty food retailer. Our stores are warm and inviting—encouraging guests to linger, explore and try new flavors—and our service is always friendly, helpful and inspiring. We also carefully curate and create products that help our guests cook with confidence and serve easy, delicious meals, any night of the week.



# OUR HISTORY

After returning from a trip to Europe, Ray Berry and his wife Beverly were inspired to bring the charm and essence of an open, European-style food market to America. They wanted to offer a more intimate and personalized shopping experience than the warehouse-type supermarkets popular at the time.

Leaving his job at the Southland Co. overseeing 3,600 7-Eleven stores, Ray Berry and his wife poured their life savings into their dream: creating a warm and inviting shopping experience filled with the freshest produce, meats hand-trimmed by butchers in-store, fresh-cut flowers and the finest foods and ingredients from around the world.

While searching for the ideal place to make their dream a reality, the Berrys fell in love with the quaint community of Greensboro, North Carolina. On March 5, 1982, the first The Fresh Market store opened in Greensboro on Lawndale Drive, where a store still stands today. Everything about this small specialty grocery store was designed to enhance the food shopping experience.

The initial 14,000-square-foot store differentiated itself from conventional supermarkets with a farmer's market atmosphere, complete with locally-grown produce, bins of freshly roasted coffee, an old-world style butcher shop and fish market, in-store bakery, fresh cheeses and cured meats and floral stands.

The original store became the blueprint for other locations to follow. Today, with 159 locations in 22 states, The Fresh Market is committed to their original values of inspiring guests with the freshest foods to make everyday eating extraordinary.

## The Fresh Market Company Milestones

- 1982** Opened first store in Greensboro, NC
- 1983** Opened second store in Asheville, NC
- 1985** Opened first store in South Carolina
- 1996** The Fresh Market grows to 20 locations, entering the Florida market for the first time
- 1998** Ray's son, Brett Berry, joins The Fresh Market as a full-time employee
- 2005** The Fresh Market has 53 stores in North Carolina, South Carolina, Florida, Tennessee, Georgia, Kentucky, Alabama, Ohio, Indiana, Louisiana, Virginia and Illinois
- 2007** Brett Berry becomes president and CEO, founder Ray Berry remains as Chairman of the Board
- 2009** Brett Berry transitions to vice chairman of the board; company has first-ever non-family management team
- 2010** The Fresh Market's 100th store opens in St. Petersburg, Florida
- 2010** The Fresh Market files its IPO to be listed on NASDAQ
- 2013** The Fresh Market hits 150 stores nationwide
- 2016** The Fresh Market is acquired by Apollo Global Management for \$1.36 billion
- 2017** Larry Appel joins The Fresh Market as President and Chief Executive Officer





# DEPARTMENTS & OFFERINGS

## Bakery | PAGE 4

Our bakery produces more than 30 kinds of freshly baked bread, 14 varieties of pies, croissants with over 100 layers of buttery goodness and a decadent selection of desserts, cookies and cakes.

## Coffee, Candy & Bulk | PAGE 5

The coffee, candy and bulk departments house a wide variety of everyday snack mixes, nuts, seeds, dried fruits, candies, and of course, java.

## Dairy | PAGE 6

In our dairy department, you'll find a combination of natural and organic brands, specialty items and trusted national brands. Guests looking to accommodate special diets or supplement their diet with tasty alternatives to dairy can find a variety of options, including some of our signature plant-based meat and dairy alternatives.

## Deli | PAGE 7

The deli is modeled after a European-style delicatessen and features our signature collection deli meats, charcuterie, more than 200 varieties of imported and domestic cheeses, an assortment of prepared gourmet entrées and sides and expertly rolled sushi made fresh every day.

## Floral and Gift Center | PAGE 8

The floral and gift center is the perfect place to pick up a beautiful bouquet or potted plant, including our signature orchids and specialty rose selections. We can also assemble a custom gift basket with virtually any item in the store.

## Grocery | PAGE 9

Along with carrying pantry staples, The Fresh Market stocks its grocery shelves with unique items from around the globe to complement the wide range of fresh offerings in the store.

## Meals Made Easy | PAGE 10

From ready-to-eat, ready-to-heat, ready-to-cook or ready-to-inspire, The Fresh Market offers an assortment of great-tasting meal options for all occasions and cooking abilities.

## Meat & Seafood | PAGE 11

**In-Store Butchers:** Our full-service meat counters offer all-natural, antibiotic-free chicken; premium hand-trimmed, aged beef; lamb, veal and fresh-cut pork. Each day, our butchers cut and prepare steaks and roasts and grind fresh beef. The ground beef is sold only the day it's ground.

**Fish Market:** We offer fresh-caught fish and restaurant-quality, chef-inspired appetizers and entrées including: gourmet crab cakes, steamer bags, cedar planks and kabobs.

## Peak-Season Produce | PAGE 12

Our produce department boasts more than 400 items, with an assortment of both traditional and unique items. Seasonal offerings include tree-ripened mangoes, cotton candy grapes, jackfruit and purple cauliflower, along with chef-prepped sides and entrées.

## Private Label | PAGE 13

We offer a wide range of private label items—from fresh pasta and sauce to popcorn and pretzels—and stand behind each with a promise of 100% satisfaction.

## Wine and Beer | PAGE 14

Many of our stores include an extensive selection of wine, as well as imported and craft beers.

## Leadership Team | PAGES 15-16

## Community Involvement | PAGE 17

### Our Stores at a Glance

- On average, our stores are between 18,000 and 23,000 square feet.
- Each store carries an average of 1,100 organic items, 1,200 certified non-GMO items and 1,500 certified gluten-free items.
- We employ more than 11,000 team members company-wide with an average of 50 to 65 employees per store.





## BAKERY

Every day, at five o'clock in the morning, our bakers begin preparing a variety of fresh baked goods for our guests. With hundreds of offerings available from unique recipes to authentic and imported items including celebratory cakes, signature breads, delicious and shareable platters, cannoli and cookies, The Fresh Market invites guests to indulge their taste buds with delectable treats.

### Bakery Highlights

- Signature, made-from-scratch nut breads baked to perfection using only fresh bananas, zucchini or seasonal pumpkin
- Decadent cakes in an assortment of flavors and sizes that sure to meet every taste
- Exquisite fruit tarts containing up to 2lbs of fresh, all-natural fruit
- A selection of delicious pies including classic apple that's brimming with over 1lb of crisp apples
- The Fresh Market's famous Crispie Cookies, available in variety of flavors from chocolate chip to cranberry almond
- European cookies including an assortment of macarons and Italian cookies
- Baked in-store croissants with over 100 layers of buttery goodness
- Classic sourdough bread baked and proofed in-store to ensure every loaf contains that savory sourdough flavor



## == COFFEE, CANDY & BULK ==

The Fresh Market offers a huge assortment of high quality, specialty and crave-worthy products in the coffee, candy and bulk departments. Each department is a destination for premium entertaining, gifting and snacking featuring seasonal offerings from a rotating selection of candies to an extensive variety of nuts and healthy snack choices.

### Coffee Highlights

- An array of custom roasts and flavors such as molten chocolate, Jamaican Blue Mountain, rich decaffeinated blends and our limited-edition seasonal coffees
- Daily java, classic blends, flavored coffees and espressos to satisfy all coffee drinkers
- Coffee-by-the-cup is available all day, every day. Sample a 4 oz. cup of our daily featured coffees for free or purchase a larger cup to enjoy as you shop through the store

### Candy Highlights

- Over 100 jars of high quality chocolate covered, gummi and licorice items
- Guest favorites such as dark chocolate covered almonds and an assortment of jelly bean flavors
- Classic and nostalgic candies such as saltwater taffy, gum drops and caramel creams
- Seasonal candies for gifts, stocking stuffers, or holiday treats

### Bulk Highlights

- A broad assortment of premium nuts, seeds, snack mixes, dried fruits and more
- Stations to grind-your-own jar of fresh peanut butter or almond butter
- Guest favorites like seasonal chocolate or yogurt covered pretzels
- Customizable quantities to allow guests to purchase only what they want, save money and reduce packaging, food waste and environmental impact



## DAIRY

The Dairy Department offers a combination of natural and organic brands, specialty items and trusted national brands. Guests will always find high quality ingredients as well as fair priced milk and eggs to round out their shopping experience. The Fresh Market also offers tasty alternatives to dairy to accommodate special diets or restrictions, such as plant and protein-based beverages and cheeses.

### Dairy Highlights

- Thousands of fresh dairy options from basic to exotic that can be used to create an exceptional dish
- Plant based products and dairy alternatives to satisfy any dietary limitations or lifestyle
- Refrigerated foods including delicious snacks and desserts



## DELI

The Deli Department at The Fresh Market provides guests with the highest quality of chef-inspired, fresh and delicious dining options using custom recipes. Whether our guests are seeking sushi, a side salad or sandwich, imported cheeses and charcuterie or just need some inspiration for an easy, nutritious family meal, the deli is stocked with tasty items sourced both locally and internationally.

### Deli Highlights

- 200 varieties of imported and domestic cheeses from aged Wisconsin cheddar to Parmigiano Reggiano from Italy
- An extensive selection of cured meats, cheeses, salads and side dishes perfect for sandwiches, gourmet entrées or charcuterie boards
- Prepared lunch solutions for on-the-go, including a variety of green salads, sandwiches, panini and wraps
- Our signature roasted chicken salad recipe that is made fresh in-store with only five simple ingredients
- Grab and go entrées from our hot case that are perfect for a warm dinner at a moment's notice
- An assortment of expertly rolled sushi made fresh every day
- Hometown favorites such as Lebanon Bologna and Taylor Pork Roll
- Crowd-pleasing platters for large parties or small get-togethers from fresh sandwiches and wraps to colorful crudité as well as mouthwatering drumettes and wings



## == FLORAL & GIFT ==

Whether it's for a holiday, special event or a simple desire to pick up fresh flowers, The Fresh Market Floral Department receives fresh flowers and potted plants every week to remain stocked with the very best in roses, orchids and seasonal flowers. Likewise, the gift center is the perfect place to grab a card, candle, small gift or assemble a custom gift basket.

### Floral & Gift Highlights

- Knowledgeable floral experts available by request to assist guests in choosing the perfect floral arrangement or gift item for any occasion
- An assortment of specialty roses grown in the mountain ranges of Colombia and Ecuador. The roses are cultivated on environmentally sustainable farms where the water is physically treated to drinking quality before it is used to hydrate the flowers.
- A variety of best-selling orchids including waterfall orchids, Hawaiian orchids and orchid gardens
- Custom gift baskets assembled by our gift center experts. These baskets can be filled with virtually any item in the store!



## == GROCERY ==

The Fresh Market is committed to bringing you delicious, unique offerings from across the country—and around the world. Going shopping in our stores is like a treasure hunt—from traditionally crafted pastas and sauces, to gourmet oils and vinegars, to unique cocktail mixers and crackers for entertaining. Many of these items come from family-owned businesses and are crafted in small batches using authentic recipes and only the finest ingredients.

In addition to carrying pantry staples, The Fresh Market also focuses on providing exclusive and best-in-class products to our guests. With a mix of unique, natural, specialty, and organic items, in addition to beverages and other ingredients that complement the thousands of fresh offerings in the store, the Grocery Department is an incomparable destination for food lovers.

### Grocery Highlights

- All necessary ingredients to make classic recipes from baking items, to oils and vinegars, to pasta and pasta sauces, as well as a plethora of international items
- Specialty crackers, including a line that is made to pair with specific cheeses
- Readily available traditional favorites or specialty items such as flour that has been milled the old-fashioned way and premium extra virgin olive oils
- Top grocery items including beverages, chips or frozen foods to accompany the wide range of fresh offerings in store
- The very best in frozen fruit and vegetables, imported pasta, ready to cook entrées and appetizers for easy meals and entertaining for last-minute guests



## == MEALS MADE EASY ==

The Fresh Market delivers great tasting meal options for our guests, no matter what their cooking level is or what the occasion may be.

### Ready-to-Eat, Heat and Cook

Our guests are seeking great experiences around delicious meals to share with their family and friends. However, they can sometimes be challenged by available time, cooking skill or picky eaters—so The Fresh Market provides Easy Meals as a signature category to enable our guests to eat well every day.

- Using only the finest ingredients, we offer meals that are ready-to-eat, heat and cook with little to no guest prep time—and no waste!
- Our meal solutions are conveniently located within the store or can be ordered online. Guests can choose

from a wide range of chef inspired meat, seafood and vegetable items plus delicious sides to make a unique, nutritious and delicious meal every day of the week.

- Market Meal kits that are perfect for on-the-go shoppers. Choose from a variety of perfectly-portioned meals for two (like Southwest Chipotle Chicken and Ginger Glazed Salmon) that are ready to enjoy in 15 minutes or less. Everything you need to whip up a delicious and easy meal is included in the same package, just grab and go!
- Convenient meal solutions including our signature Dinner Deal for Four® that takes the guesswork out of preparing a deliciously different dinner at an affordable price for busy families. With a new recipe featured every week, we inspire guests to discover new flavors in a convenient fashion as all the main ingredients needed to concoct the meal are located right next to each other.



## == MEAT & SEAFOOD ==

The Fresh Market offers a broad range of the highest quality, carefully sourced, prime-graded meats ranging from beef tenderloin and Tomahawk steaks, to holiday favorites like standing rib roasts and French-cut rack of lamb. Guests will also find a robust selection of fresh-caught seafood including our signature Wild North Atlantic lobster tails, succulent shrimp, ultimate lump crab cakes and guest favorites like seasonal wild salmon and line-caught tuna.

### **In-Store Butcher Highlights**

- Certified on-site butchers carefully cut and hand-trim beef for juicy steaks without the excess fat
- Steakhouse quality meats (the highest grades of prime available) along with grass fed beef and organic antibiotic-free chicken
- Freshly prepared ground beef sold only the day it's ground
- Chef inspired and prepared in-store entrées including gourmet burgers, marinated meat and chicken roll-ups
- Fresh, never frozen, turkeys perfect for the holidays or special occasions

### **Fish Market Highlights**

- Convenient, ready-to-cook seafood favorites including steamer bags, cedar planks, skewers and kabobs that are a cinch to cook on the grill with no mess
- Succulent wild American shrimp caught at peak seasonality, with no additives or preservatives, so each bite is rich in flavor and naturally delicious
- Customer favorites like seasonal Alaskan salmon, wild-caught sashimi-grade tuna and ultimate lump crab cakes containing 80% crab meat
- Premium shellfish, including tender dry sea scallops, Chesapeake Bay middleneck clams, shucked Chesapeake oysters and wild North Atlantic lobster tails
- When sourcing seafood, we always look for the freshest, best-tasting offerings from suppliers who follow sustainable fishing practices, as outlined in our Sustainable Seafood Policy. This policy is built around the common vision for Environmentally Sustainable Seafood established by the Conservation Alliance for Seafood Solutions.



## PEAK SEASON PRODUCE

From down the corner to around the globe, The Fresh Market sources a plethora of produce options to provide the highest grade and most flavorful produce available in season. The beautiful, impeccably stacked displays of vibrant produce proudly showcase seasonal and local fruits and vegetables, so you can always enjoy healthy, nutritious and incredibly delicious produce at its peak of flavor.

### Produce Highlights

- An assortment of produce ranging from classic to unique with varieties such as cotton candy grapes, purple cauliflower and white asparagus
- Truly exceptional seasonal items available in limited quantities that aren't readily offered at traditional grocers such as:
  - Harry's Berries, strawberries known to have double the sweetness as a regular strawberry
  - Tree-ripe mangoes bursting with a sweet, rich flavor
  - Reed avocados that boast an interesting round shape and creamy texture
- Pumpkins for the fall ranging in size, shape and color including Frankenstein pumpkins that have literally been grown and molded in the shape of Frankenstein's face
- Chef prepped sides and entrées that are made fresh daily to perfectly complement the main course
- Special, must-try offerings like Pomelo, Starfruit, Jackfruit, Dragon Fruit and Lemonade Blueberries
- A free banana or clementine is always available for children



## == PRIVATE LABEL ==

Part of the unique shopping experience offered at The Fresh Market is the vast selection of quality items that are exclusive to our stores. This includes items such as prepared foods, custom cuts of meat and bulk spices and our own line of private label products. Our private label items are developed with an eye for quality, value, distinction and loyalty. With special offerings including guest favorites and unique items, we continue to enhance the specialty shopping experience that can only be found at The Fresh Market.

### Private Label Highlights

- Unique pastas and ancient grains that come from a sixth-generation Italian family farm in Umbria that grows and mills the grain themselves.
- From everyday staples to organic mainstays and specialty foods, our private label products are premium in quality and taste.



## WINE & BEER

Our Beer and Wine Departments (sold where permitted by law) perfectly complement the fresh fare available at The Fresh Market with an emphasis on premium, unique and regionally specific items. Our wines are hand-picked to include a range of offerings from everyday favorites to fine wines, along with unique and seasonal selections. Similarly, guests can browse the beer section and find a collection of craft, local and international brews.

### Beer & Wine Highlights

- Wines under \$20 that boast a 90+ point Wine Spectator rating
- Wines with rare or unique vintages to make that next celebration extra memorable
- An unparalleled selection of everyday, special occasion, and local wines including a superb assortment of chilled whites, bold reds and rosé wines
- A variety of local and craft beers that can be mixed and matched to create your own 6-pack
- Seasonal favorites, including Beaujolais Nouveau, Oktoberfest beers, summer rosé wines, cold weather ports

# FRESH FACES

## LEADERSHIP TEAM



### LARRY APPEL

In September 2017, Larry Appel was named as President and Chief Executive Officer of The Fresh Market, as well as a member of the company's board of directors. In his role as CEO, Appel is responsible for creating an incomparable specialty food experience that delivers best-in-class products and guest hospitality. Appel brings experience and expertise in retail, legal and corporate strategy. From 2014-2016, he served as chief executive officer of Skeeter Snacks, LLC, a leading producer of natural and wholesome snacks made in a dedicated nut-free facility. Previously, Appel served at Winn-Dixie

Stores, Inc., a 500-store southeastern United States grocery chain, in a variety of senior leadership roles including chief operations officer, chief human resources officer, head of strategy and chief legal officer. From 1997 to 2002, he was senior vice president of legal at The Home Depot, Inc., the world's largest home improvement retailer.

Appel holds a B.A. from the University of Virginia and a J.D. from the University of Pennsylvania Law School.



### DAN PORTNOY

Dan Portnoy serves as the Chief Merchandising Officer overseeing The Fresh Market's merchandising departments and private label program. Portnoy has more than 35 years of experience in food retail merchandising and marketing, having been the President and CEO at Kings Super Markets/Balducci's Markets and the Chief Merchandising and Marketing Officer at Winn-Dixie Stores. Portnoy complements his retail background with a deep knowledge of consumer products goods as well, with prior leadership positions at Cott Corporation, a leading beverage company, and Daymon Worldwide, a private brand development company.

Dan holds a B.S. in Finance and Statistics from Babson College and a MBA in Marketing and Consumer Research from Baruch College.



### ODED SHEIN

The Fresh Market, Inc. appointed Oded Shein as Chief Financial Officer in August 2018. Shein serves as a key member of the senior leadership team, providing guidance and direction to the organization to profitably execute on the corporate growth strategy. Shein brings more than 25 years of financial experience from a variety of retail stores, including serving as Executive Vice President and Chief Financial Officer at Stage Stores, Inc., a Houston-based retailer that operates in 42 states through 764 specialty department stores and 59 off-price stores. In addition, he has held senior financial leadership positions

at Belk, Inc. in Charlotte, NC and Charming Shoppes, Inc. in Bensalem, PA.

Shein holds a BBA in Information Systems from Baruch College and an MBA in Finance from Columbia Business School.

# FRESH FACES

## LEADERSHIP TEAM



### MARY KELLMANSON

Mary Kellmanson, Chief Marketing Officer, is responsible for all aspects of marketing and brand strategy, as well as public relations and communications. Prior to joining The Fresh Market, Kellmanson served as Senior Vice President of marketing at Web.com, a provider of internet services to small businesses. She also served as Chief Marketing Officer for Skeeter Snacks LLC, a leading producer of natural and wholesome snacks made in a dedicated nut-free facility. From 2008 to 2012, Kellmanson served as Senior Vice President of marketing for Winn-Dixie Stores, Inc., a 500-store southeastern United States grocery chain. Additionally, from 1994 to 2007, she served as Vice President of marketing and

advertising at Wegmans Food Markets, a major regional supermarket chain.

Kellmanson holds a B.A. in Government from Franklin & Marshall College and an M.B.A. in Marketing from the University of Rochester.



### CHRIS HIMEBAUCH

Chris Himebauch, Chief Human Resources Officer, is responsible for overseeing all aspects of human resources and people strategies for the company. Himebauch brings over 25 years of progressive human resources leadership experience from a variety of customer focused organizations, including most recently serving as Chief Human Resources Officer for Stein Mart, Inc., a Jacksonville, FL-based retailer with 292 retail locations, three distribution centers and 11,000+ associates in 31 states. Prior to that, Himebauch has served as Chief Human Resources Officer for APR Energy, an International Energy Provider, as well as in Senior HR Leadership roles Winn-Dixie Stores, Inc., a southeastern United

States grocery store chain and Darden Restaurants, Inc., the world's-largest casual dining company.

Himebauch holds a B.A. in Education from the University of North Carolina–Chapel Hill, as well as an MBA from the University of Southern California.

# COMMUNITY

## INVOLVEMENT

We're committed to reducing food insecurity and increasing the amount of healthy food available to those in need. The Fresh Market has partnered with Feeding America®, the largest hunger-relief organization in the United States, with a network of 200 food banks and 60,000 food pantries and meal programs, that provides meals to more than 46 million people each year. In 2017, The Fresh Market stores donated more than \$49 million in food donations to go towards hunger relief.





# CONTACT US

## HEADQUARTERS

The Fresh Market is headquartered at 628 Green Valley Road, Greensboro, NC 27408  
in the same community where its roots originally began in 1982.

## MEDIA CONTACTS:

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