**Contact:**

Haley Sheram/Laurel Haislip

BRAVE Public Relations

[hsheram@bravepublicrelations.com/](mailto:hsheram@bravepublicrelations.com/)

[lhaislip@bravepublicrelations.com](mailto:lhaislip@bravepublicrelations.com)

404.233.3993

**FOR IMMEDIATE RELEASE**

**The Fresh Market, Inc. names Vic Savanello Vice President of Merchandising, Produce**

**GREENSBORO, N.C.** **(March 19, 2018)** – **The Fresh Market, Inc.,** a leading specialty grocery retailer, announced today the appointment of **Vic Savanello** as the company’s vice president of merchandising, produce. Mr. Savanello joins The Fresh Market with more than 30 years of experience in produce and floral management, with an emphasis on independent supermarkets. Based in Greensboro, he will oversee management of The Fresh Market’s seasonally fresh produce departments across all 176 stores in 24 states.

Mr. Savanello’s extensive management career spans more than three decades across the retail and produce sectors. Prior to assuming his new position at The Fresh Market, he served as the senior director of produce and floral at Allegiance Retail Services for over 10 years, where he led all produce and floral operations and functions, including sales management, advertising, merchandising and product procurement for nearly 100 stores across three states. Mr. Savanello also previously worked for more than two decades at Wakefern Food Corporation, where he served as a produce category manager for 15 years.

“Vic comes to us with extensive retail produce knowledge and has proven himself time and again throughout his impressive career,” said Rich Durante, executive vice president of midwest and southeast operations of The Fresh Market. “Armed with his insights, The Fresh Market is poised to strengthen our reputation as the premier specialty grocer offering the freshest, most accessible fruits, vegetables and complementary offerings to our guests.”

A New Jersey native, Mr. Savanello earned a Bachelor’s degree from William Paterson University and is involved heavily in giving back to the community. He currently serves as president of the Eastern Produce Council, where he has been on the board since 2006, as well as chairman of the New York Produce Show, EPC Strategic Planning committee and co-chairman of the Eastern Produce Council Golf Outing committee. He’s previously served on the PMA Fresh Summit committee and is a member of the SEPC and NEPC.

**About The Fresh Market, Inc.**Founded in 1982, The Fresh Market, Inc. is a specialty grocery retailer focused on providing fresh, delicious food with friendly service in a warm and inviting atmosphere. From seasonally fresh produce to exceptional quality meat and seafood, signature baked goods and thousands of organic options, The Fresh Market is dedicated to offering its guests the most delicious and inspiring foods available. As a destination for weekly shopping and special occasions, The Fresh Market provides a thoughtful product assortment curated for all tastes and culinary preferences. The company operates 176 stores in 24 states across the U.S. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com/) or follow the company on [Facebook,](https://www.facebook.com/TheFreshMarket) [Twitter](https://twitter.com/TheFreshMarket), [Instagram](https://www.instagram.com/thefreshmarket/) and [Pinterest](https://www.pinterest.com/thefreshmarket/).

###