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fresh
THE GOOD FOOD MARKET



From the ordinary to the extraordinary **...fresh thinking from Ireland's newest grocery chain on the block**

For over a year now, food lovers in Dublin have been savouring the delights of Fresh – The Good Food Market, which is 100% Irish owned.

From stuffed chickens to stuffed vine leaves and from fish fingers to crab pate, shoppers and retailers have enthusiastically embraced this new style of supermarket shopping.

Fresh – The Good Food Market is based on the promise of delivering “value you can taste” and as our slogan suggests (“from the ordinary to the extraordinary”), we are not a typical, ordinary supermarket brand.

Fresh- The Good Food Market leads the way in the fresh, gourmet and speciality categories. So, while we sell the traditional grocery goods that you'd expect to find in any supermarket, most of our shelves and counters are dedicated to those 'extraordinary' ranges that Irish consumers are seeking.

Fresh, gourmet and speciality categories have experienced sustained growth in Ireland, in line with Ireland's continued economic growth and broadening taste horizons. Every supermarket within our group is meticulously planned around these categories and every single supplier, from Ireland and around the world, is carefully handpicked.

For future growth, we believe that fresh is best: fresh meat; fresh fruit and vegetables; fresh fish; fresh bread; fresh juice and smoothies and of course, fresh coffee.

In addition, you'll find plenty of tricky-to-buy products at Fresh – The Good Food Market, such as: Saffron, Mango Nectar, Harissa Paste, Double Chocolate Coffee, Liquorice Mint Tea, Cardamon Pods, Cajun Rub, Vietnamese Chilli Noodle Sauce and Capers (to name but a few).

With plans to open up more supermarkets in 2007 and beyond, it looks like food lovers will have trolley-loads of good choice, good taste and good value to look forward to.