

LOYALTY UNPACKED

by the NORTH AMERICAN LOYALTY ASSOCIATION

THE
FRESH
MARKET





THE BRAND

The Fresh Market, Inc. is an American chain of supermarkets with 174 stores across 22 U.S. states. USA Today's 10 Best Readers' Choice Awards recognized The Fresh Market four times, including 2025 as "Best Grocery Store in America"



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THE PROGRAM

Explore your Rewards

Along with more member offers and club savings, we've added new features to reward members like you. The best way to explore?

Download our NEW app today! Get it from the [Apple App® Store](#) or [Download from Google Play®](#)



Save 5% on Curbside Orders*

Save 5% on every curbside order of \$60 or more.



Expanded Annual Birthday Reward

Shop in-store during your Birthday Month and get a birthday reward of \$5 off* any bakery or floral item.

* Minimum Purchase of \$5 in Bakery or Floral required



NEW—Special In-Store Events

Join us for tastings, meet & greets, and special in-store events designed to turn great food into memorable moments.



NEW—Personalized Offers

Receive curated offers tailored to your tastes, making it easier to enjoy the flavors you love while saving time and money.

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THE NUMBER

Surpassed
1 million members

just seven months after
its initial launch

TFM
Rewards!

Our new and improved loyalty program and app make it easier than ever to earn rewards and save every time you shop.

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THE IMPACT



Tasting events drive triple-digit sales increases on the items being sampled

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THE BIG IDEA



Experiential Rewards



Events



Customer Listening

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THE NALA™ INSIGHT

For many years, grocery loyalty focused almost entirely on price and promotions.

The Fresh Market is broadening that equation by combining rewards with experiences, community events and customer listening.

It's another example of loyalty becoming a relationship strategy rather than simply a savings strategy.

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OUR CHALLENGE

Could this work in **convenience retail**?

Would all customers **value experiences** over bigger discounts?

How often do we **listen** before launching new benefits?

Which creates more loyalty: **value or belonging**?

Are the rewards **memorable** enough?

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THE BIG QUESTION

“How are you incorporating experiential rewards into your program?”

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JOIN US

NALA™ is a community for people doing the real work of loyalty, CRM and customer engagement inside brands and retailers.

We create space for real brand stories like this, open debate, practical exchange and celebrate success.



Meet us at **The BIG Handshake Loyalty™**
event in Chicago on November 10
[Get your tickets here](#)

the-nala.com - tbhchicago.com

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