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The Fresh Market launches curbside experience

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The Fresh Market is rolling out the green carpet for its Curbside Pickup guests. Key components of the program include having designated The Fresh Market Personal Shoppers to ensure quality and freshness, managers who double check and verify every order with their personal signatures handed to each curbside guest, fast and efficient delivery to the car, along with 100 percent satisfaction guaranteed on every item in the curbside basket.

Rated as one of the top five supermarkets offering the best customer service by Newsweek/Statista, the specialty grocer's focus on service continues with the launch of "The Friendliest Curbside Experience in America."

The retailer is looking to create an experience to surprise and delight guests, such as having fully costumed Santa's bring out curbside orders during the Christmas shopping season in December. The Fresh Market completed the roll-out of the new Friendliest Curbside Experience in America program in all 159 stores Dec. 12. Since launch, the number of curbside orders has grown significantly, with an average guest rating of 4.7 out of 5 stars, wait times have decreased to under five minutes, and order completion (or fill) rates have also substantially improved.

"We're committed to creating and curating the very best, and most delicious, food for our guests every day. Along with the 100 percent satisfaction guarantee on every item, we have added special touches, such as bringing you a bottle of water on a hot day, or a banana or clementine for your children," said Brian Johnson, senior vice president of operations at The Fresh Market. "Our Personal Shoppers are in constant contact with you while fulfilling your order and also write personalized thank you notes to our guests with recipe suggestions, products they think you'd like to try next time, along with other thoughtful touches."

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