

Fresh Market, Inc.  
Form 10-K  
March 27, 2013

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF  
1934

For the fiscal year ended January 27, 2013

OR  
 TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT  
OF 1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_  
Commission File Number: 1-34940

THE FRESH MARKET, INC.  
(Exact name of registrant as specified in its charter)

Delaware (State or other jurisdiction of incorporation or organization)	56-1311233 (I.R.S. Employer Identification No.)
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628 Green Valley Road, Suite 500  
Greensboro, North Carolina 27408  
(Address of principal executive offices)

(336) 272-1338  
(Registrant's telephone number, including area code)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Name of each exchange on which registered
Common stock, par value \$0.01 per share	The NASDAQ Stock Market LLC (NASDAQ Global Select Market)

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act.  
Yes  No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the  
Act. Yes  No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the  
Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was  
required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

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Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes  No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (§229.405) is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer  Accelerated filer

Non-accelerated filer  (Do not check if a smaller reporting company) Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act.) Yes  No



Aggregate market value of the registrant's common stock held by non-affiliates as of July 27, 2012, based upon the closing sales price of common stock on such date reported on the NASDAQ Global Select Market, was approximately \$2,736,000,000.

The number of shares of the registrant's common stock, \$0.01 par value, outstanding as of March 18, 2013 was 48,210,761 shares.

**Documents Incorporated by Reference**

Portions of the registrant's definitive proxy statement to be filed with the Securities and Exchange Commission in connection with its 2013 Annual Meeting of Stockholders to be held June 4, 2013 are incorporated by reference in Part III of this Form 10-K to the extent described herein.

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## Forward Looking Statements

This Form 10-K and our 2012 Annual Report contain forward-looking statements in addition to historical information. The forward-looking statements relate to matters such as our industry, business strategy, goals and expectations concerning our market position, future operations, future performance or results, margins, profitability, capital expenditures, liquidity and capital resources and other financial and operating information. We use words such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “forecast,” “intend,” “looking forward,” “may,” “plan,” “potential,” “project,” “target,” “will” and “would” or any variations of these words or other words with similar meanings. All statements that address activities, events or developments that we intend, expect or believe may occur in the future are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These “forward looking statements” may relate to such matters as our industry, business strategy, goals and expectations concerning our market position, future operations, future performance or results, margins, profitability, capital expenditures, liquidity and capital resources, interest rates and other financial and operating information and the outcome of contingencies such as legal and administrative proceedings.

Our forward-looking statements contained in this Form 10-K are based on management’s current expectations and are subject to uncertainty and changes in circumstances. We cannot guarantee that the results and other expectations expressed, anticipated or implied in any forward-looking statement will be realized. Actual results may differ materially from these expectations due to unexpected expenses and risks associated with our business; our ability to remain competitive in the areas of merchandise quality, price, breadth of selection, customer service and convenience; the effective management of our merchandise buying and inventory levels; the quality and safety of food products and other items that we may sell; our ability to anticipate and/or react to changes in customer demand; changes in economic and financial conditions, including the outcome of negotiations surrounding U.S. fiscal policy, which, even if resolved, may be adverse due to tax increases and spending cuts, and the resulting impact on consumer confidence; other changes in consumer confidence and spending; unexpected consumer responses to promotional programs; unusual, unpredictable and/or severe weather conditions including their effect on our supply chain and our store operations; the effectiveness of our logistics and supply chain model, including the ability of our third-party logistics providers to meet our product demands and restocking needs on a cost competitive basis; the execution and management of our store growth including the availability and cost of acceptable real estate locations for new store openings, the capital that we utilize in connection with new store development and the anticipated time between lease execution and store opening; the mix of our new store openings as between build to suit sites and second-generation, as-is sites; the actions of third parties involved in our store growth activities, including property owners, landlords, property managers, contractors, subcontractors, government agencies, and current tenants who occupy one or more of our proposed new store locations, all of whom may be impacted by their financial condition, their lenders, their activities outside of those focused on our new store growth and other tenants, customers and business partners of theirs; global economies and credit and financial markets; our ability to maintain the security of electronic and other confidential information; serious disruptions and catastrophic events; competition; personnel recruitment and retention; acquisitions and divestitures including the ability to integrate successfully any such acquisitions; information systems and technology; commodity, energy and fuel cost increases; compliance with laws, regulations and orders; changes in laws and regulations; outcomes of litigation and proceedings and the availability of insurance, indemnification and other third-party coverage of any losses suffered in connection therewith; tax matters; numerous other matters of national, regional and global scale, including those of a political, economic, business, and competitive nature; and other factors, many of which are beyond our control. Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, our actual results may vary in material respects from those projected in these forward-looking statements. You should bear this in mind as you consider forward-looking statements.

Any forward-looking statement made by us in this Form 10-K speaks only as of the date hereof. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of

them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws. You are advised, however, to consult any further disclosures we may make in our future reports to the Securities and Exchange Commission, on our website, or otherwise.

The Fresh Market, Inc.

2012 Annual Report on Form 10-K  
 For Fiscal Year Ended January 27, 2013  
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## Part I

### Item 1. Business.

#### General

The Fresh Market is a high-growth specialty retailer focused on creating an extraordinary food shopping experience for our customers. Since opening our first store in 1982, we have offered high-quality food products, with an emphasis on fresh, premium perishables and an uncompromising commitment to customer service. We seek to provide an attractive, convenient shopping environment while offering our customers a compelling price-value combination. As of January 27, 2013, we operated 129 stores in 25 states, in the Southeast, Midwest, Mid-Atlantic, Northeast, and West regions of the United States.

Our business is characterized by the following key elements:

- Differentiated food shopping experience. We provide a differentiated shopping experience that generates customer loyalty and favorable word-of-mouth publicity. We offer fresh, carefully selected, high-quality food products focused on perishable categories. Examples of our offerings include hand-trimmed steaks that are aged for tenderness, fresh seafood delivered up to six times per week, hand-stacked produce that is colorfully displayed and French-style baguettes baked in-store each morning. We also provide a level of customer attention that we believe is superior to conventional grocers. We strive to create a “neighborhood grocer” atmosphere that encourages employee-customer interaction and offer full-service departments staffed with knowledgeable and accommodating employees. We believe our customers associate The Fresh Market with this distinct and superior food shopping experience.
- Smaller-box format and flexible real estate strategy. Our stores average approximately 21,000 square feet, compared to the approximately 40,000 to 60,000 square foot stores operated by many conventional supermarkets. Within this relatively smaller size, we focus on higher-margin food categories and strive to deliver a more personal level of service and a more enjoyable shopping experience. Further, our smaller-box format is adaptable to different retail sites and configurations and has facilitated our successful growth. We expect this format will enable us to continue to extend our geographic presence without compromising our profitability or shopping experience.
- Disciplined, comprehensive approach to planning and merchandising. We apply a systematic approach to planning and merchandising to support our stores. This comprehensive support includes employee training and scheduling, store design and layout, merchandising programs, product sourcing, and numerous inventory management systems, primarily focused on perishables. We believe our disciplined, comprehensive approach allows us to quickly integrate newly-hired employees, deliver predictable financial performance and expand our store base while delivering a consistent shopping experience. We believe our high-quality perishable food offerings and smaller, customer-friendly store environment are the key drivers of our differentiated, profitable business model. We strive to offer an extraordinary shopping experience based on quality, consistency, fairness and integrity for our customers and employees.

#### History

The Fresh Market opened its first store in Greensboro, North Carolina in 1982. In the late 1980s and early 1990s, the company expanded its presence outside of North Carolina, entering Tennessee, Georgia and South Carolina. In 1996, the company entered Florida, where as of January 27, 2013 we have 31 stores, making Florida our largest market. In 2005, we entered the Midwest, opening stores in Ohio, Indiana and Illinois. In 2009, we entered the Northeast, opening a store in Connecticut, with subsequent store openings in Massachusetts, New York, and New Jersey. In 2012, we entered into four new states: Kansas, Oklahoma, New Hampshire, and California.

Throughout The Fresh Market's history, our company has been characterized by a culture of continuous growth and an innovative approach to perishable product offerings. As the company has grown, we have implemented numerous organizational, technological and process improvements that have standardized our systems and processes and contributed to our ability to scale our operations. At the same time we have fostered a spirit of innovation that encourages our management to continually challenge and enhance our product offerings and services.



## Competitive Strengths

We attribute our success in large part to the following competitive strengths:

Outstanding food quality, store environment and customer service. We are dedicated to delivering a superior shopping experience that exceeds our customers' expectations by offering fresh, premium products and providing a high level of customer service. Our high-quality food offerings are the result of our careful selection of distinct products based on a range of attributes such as taste, color, size, grade, marbling, growing conditions, origins and freshness. Additionally, our stores are designed to delight our customers' senses with an aesthetically pleasing environment. Elements of this environment include colorful product presentations, ceramic tiled floors, darkened ceilings, accent lighting, classical music and various aromas including flowers, coffee and freshly baked goods. Additionally, we strive to engender employee pride and enthusiasm, reflecting our belief that a motivated, knowledgeable staff and a service-oriented, engaging shopping experience foster a strong relationship with our customers, generate favorable word-of-mouth publicity and drive sales.

Business well positioned for changing industry trends. We believe that our company is well positioned to capitalize on evolving consumer preferences and other trends currently shaping the food retail industry. These trends include:

- a growing emphasis on the customer shopping experience;

- an increasing consumer focus on healthy eating choices and fresh, quality offerings, including regionally and locally sourced products;

- an improving perception of private-label product quality; and

an increase in the average age of the U.S. population, driven by an aging Baby Boomer population which, we believe, tends to make a greater number of shopping trips and higher food at home spending per household than younger age groups.

We believe that our differentiated food shopping experience, product offerings and smaller-box format complement these industry dynamics and will enable us to continue growing successfully and profitably.

Highly-profitable smaller-box format. Since our founding, we have exclusively operated a smaller-box format, which has proven to be highly profitable. Our stores average approximately 21,000 square feet and carry an edited assortment of approximately 9,000 to 10,000 SKUs at any one time, while many conventional supermarkets are approximately 40,000 to 60,000 square feet and carry an average of 45,000 SKUs. Within this smaller-box format, we focus on higher-margin food categories. Further, we believe our format facilitates interaction among our store managers, customers and staff, enhancing the customers' shopping experience. Our disciplined, exclusive focus on this format leads to consistent execution across our store base, which we believe allows us to generate higher operating margins than conventional supermarkets. Additionally, the smaller-box format is adaptable to different retail sites and configurations. We expect this format will enable us to continue to extend our geographic presence without compromising our profitability or shopping experience.

Scalable operations and replicable store model. We believe that our infrastructure, including our management systems and distribution network, enables us to replicate our profitable store format and differentiated shopping experience. We expect this infrastructure to be capable of supporting significant expansion. We believe our standardized systems and processes, which rely on refined tools for procurement, inventory management, store operations and employee hiring, training and scheduling, are scalable to meet our expansion goals. We outsource substantially all of our logistics functions to third-party distributors and vendors whom we expect to have sufficient capacity to accommodate our anticipated growth. Additionally, each of our stores utilizes standard product display fixtures with flexible

arrangement and design options that enable us to successfully replicate our customers' shopping experience in stores of various sizes and dimensions. Our store management mobility tracking system allows us to efficiently deploy staff across our stores and place experienced managers in each of our new stores, helping provide a consistent shopping experience at each of our stores.

Experienced management team with proven track record. Our executive management team has extensive experience across a broad range of industries and employs an analytical, data-driven approach to decision-making that is designed to encourage innovation and stimulate continuous improvement throughout the organization. Our executive management team has an average of fourteen years of experience in the retail industry and an average of eight years with our company, and is complemented by merchandising and operations management with an average of over thirty years of food retail experience and an average of thirteen years with our company.

While we have set forth our competitive strengths above, food retail is a large and competitive industry and our business involves numerous risks and uncertainties. These risks include the possibility that our competitors may be more successful than us in attracting customers. Some of these competitors have been in business longer or may have greater financial resources than us, which may give them a competitive advantage in sourcing, promoting and selling products. In addition, achieving our store growth and margin improvement objectives will be subject to a number of important challenges. For a more complete description of these challenges and the other risks associated with an investment in our common stock, see “Risk Factors.”

### Growth Strategy

Expand our store base. We intend to continue to expand our store base and penetrate new markets. We view expansion as a core competency and have nearly tripled our store count since 2004 and nearly quadrupled our store count since 2002. Our disciplined approach to expansion relies upon a structured and rigorous process for market analysis and real estate selection that we believe maximizes the prospects for successful new store openings. We opened 16 new stores in fiscal year 2012. Based upon our operating experience and market research, we believe that the U.S. market can support at least 500 The Fresh Market stores operating under our current format. Our historical growth is summarized below:

	Year Ended January 27	Year Ended January 29	One Month Ended January 30	Year Ended December 31	
	2013	2012	2011	2010	2009
Stores at beginning of fiscal year	113	100	100	92	86
Stores opened	16	13	—	8	7
Store closures	—	—	—	—	(1)
Stores at end of fiscal year	129	113	100	100	92
Relocations and remodels	1	4	—	1	2
Total gross square footage	2,714,000	2,383,000	2,129,000	2,129,000	1,955,000
Year-over-year change	14	% 12	% —	% 9	% 8

Our new store operating model, which is based on our historical performance, assumes a target store size of approximately 17,000 to 22,000 gross square feet and assumes we achieve first year sales of \$8 million to \$12 million. Our target net investment to open a new store varies based on the approach we take to developing the applicable new store site. For example, we may enter into a “build-to-suit” lease, in which the owner develops a store site to our specifications prior to us occupying the premises. For build-to-suit stores, depending on site characteristics and other factors, our target net investment is approximately \$3.0 million to \$4.0 million per store, including build-out costs and initial inventory, net of payables. Alternatively, we may enter into a lease “as-is” for existing structures, in which we take the premises in its current state and develop it. For opening stores in “as-is” existing structures, depending on the age of the building, our target net investment is approximately \$3.5 million to \$5.0 million per store, although some transaction structures or specific properties may be substantially higher. Occasionally, we enter into a lease for, or acquire, land and then build the entire structure. In this case, depending on the site work and scope of the project, the net investment excluding cost of land is typically \$5.5 million to \$6.5 million, although some transaction structures or specific properties may be substantially higher. Also, we may incur lease inducement costs or similar prepayments in connection with acquiring or entering into new leases. These lease inducement costs and similar prepayments are not included as part of our net investment costs and are amortized to rent expense over the primary lease term.

Our operating model targets a cash flow contribution of greater than 10% of sales in the first year of operations, increasing to the low-to mid-teens by the fifth year of operation. In addition, our investment criteria and internal rate of return thresholds remain consistent across store site types. We target a payback period of less than four years.

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Drive comparable store sales. We aim to increase our comparable store sales by generating growth in the number and average size of customer transactions at our existing stores. The key elements of our strategy to increase the number of customer transactions at our existing stores include:

- continuing to offer a differentiated food shopping experience that leads to favorable word-of-mouth publicity;

- continuing to provide an assortment of distinctive, high-quality product offerings to generate new and repeat visits to our stores; and

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generating customer loyalty through expansion of products offered under our private-label brands.

The key elements of our strategy to increase the amount our customers spend when they visit our stores include:

- continuing to introduce new and creative products, including products offered under our private label brands, to accommodate our customers' evolving preferences;
- expanding our selection of local and regional products;
- utilizing in-store cross-marketing; and
- enhancing our product offering displays.

We believe that our commitment to providing differentiated and creative product offerings in response to customer needs and preferences and our focus on customer service will continue to build customer loyalty and favorable word-of-mouth publicity and lead to increased customer transactions at our stores and growth in the amount our customers spend when they visit our stores.

Increase our operating margins. We intend to continue to increase our operating margins through scale efficiencies, improved systems, continued cost discipline and enhancements to our merchandise offerings. Our anticipated store growth will permit us to benefit from economies of scale in sourcing products and will allow us to leverage our existing infrastructure, corporate overhead and fixed costs to reduce labor and supply chain management costs as a percentage of sales. In addition to our continued expansion, as we refine and improve our various ordering, tracking and product allocation systems, we expect to benefit from additional margin improvement opportunities by increasing sales and reducing inventory shrinkage. We also believe that we can make profitable enhancements to our merchandise offerings by, for example, increasing our selection of local and regional products. Finally, we have initiated new pricing and promotional efforts that we believe will over time, improve our margins.

#### Industry Overview and Trends

The U.S. food retail industry encompasses store formats ranging from small grocery shops and convenience stores to large supermarkets. The supermarket format represents the largest segment of the food retail industry. This format, of which we are a part, includes conventional, warehouse, supercenter, limited assortment, military commissaries and natural/gourmet foods. We do not believe, however, that we neatly fit into any of these categories. With an average store size of approximately 21,000 square feet, a focus on perishables and only 9,000 to 10,000 SKUs in stock at any one time, we believe we are best defined as a specialty food retailer.

Key trends that we believe shape our market include:

**Increasing focus on the customer shopping experience:** Supermarkets are enhancing or attempting to enhance the consumer's shopping experience in stores even as price competition is increasing. In addition, supermarkets are striving to be more innovative and responsive to consumer preferences with their consumer interactions and product offerings.

**Emphasis on healthy, fresh and quality offerings:** Supermarkets are increasingly providing and marketing fresh food items consistent with ongoing health trends and greater consumer awareness of the negative aspects of processed foods. Many conventional supermarkets are attempting to complement center aisle grocery formats with fresh formats that emphasize high-quality perishables and prepared foods. The increased popularity of farmers' markets over the past few years is also indicative of a consumer preference for fresh food items. Additionally, the growing consumer

demand for fresh, quality offerings has improved the infrastructure for, and increased the supply of, these items, resulting in improved sourcing, distribution and pricing.

Localization: An increasing number of consumers believe that locally-grown products are fresher and taste better. Consumers often purchase locally-grown food because they prefer to support local growers. In addition, these consumers may believe that locally-grown food results in a reduced environmental impact.

Rise of private label: Supermarkets are increasingly developing and promoting private-label brands to distinguish themselves from their competitors and promote customer loyalty. These private-label brands can also offer benefits to retailers through increased margins and, in certain instances, to customers through lower prices compared to branded products. Another key contributor to private label growth has been the improved product quality image and exclusivity of certain brands, which can further help to differentiate supermarkets from each other.

Aging customer demographic: According to the U.S. Census Bureau, by 2030, nearly one in five U.S. residents will be 65 or older, driven by an aging Baby Boomer population which, we believe, tends to make a greater number of shopping trips and higher food at home spending per household than younger age groups.

## Products and Stores

We offer fresh, carefully-selected, high-quality food products focused on perishable categories in a store format that has been successful in diverse geographic and demographic markets.

## Products

We have a significant focus on perishable product categories, which include meat, seafood, produce, deli, bakery, floral, sushi and prepared foods. Our non-perishable product categories consist of traditional grocery and dairy products as well as bulk, coffee and candy, beer and wine, and health and beauty. We emphasize fresh items that are distinct and of premium quality as compared to our conventional competitors. The following is a breakdown of our perishable and non-perishable sales mix:

	Year Ended		One Month	Year Ended			
	January 27, 2013	January 29, 2012	January 30, 2011	December 31, 2010	December 31, 2009		
Perishable	65.8	% 66.4	% 65.9	% 66.5	% 66.8	%	%
Non-perishable	34.2	% 33.6	% 34.1	% 33.5	% 33.2	%	%

Our in-house merchants actively seek high-quality products from a wide range of sources. Our product selection includes:

**Meat.** Our meat department offers our customers a unique Old World butcher shop experience set apart by its flexibility, quality and service. Our professional meat cutters are available during all hours of operation to answer customers' questions, offer cooking tips and provide custom cuts of meat. Our offerings include steaks that are expertly trimmed and aged for 14 to 21 days to provide restaurant-quality taste and tenderness, fresh turkeys year-round and ground beef that is ground daily in-store from steak trimmings and whole roasts.

**Seafood.** We offer our customers a distinctive selection of fresh seafood and choose our suppliers based on the quality of their offerings. Our stores receive deliveries of fresh seafood up to six times a week, demonstrating our dedication to freshness. One of the distinguishing characteristics of the department is the prepared or "value-added" seafood selections, such as our popular bourbon-marinated salmon and lobster-stuffed tilapia.

**Produce.** We offer our customers a "farmers' market" experience focused on freshness, variety and abundant displays. For example, our mushroom selection consists of many varieties, including French horn, hen-of-the-woods and porcini. We also pride ourselves on offering our customers the "best eating" varieties year-round, and offer a mix of conventional, certified organic and local produce throughout the year depending on quality and availability. An example of our "best eating" varieties is our Sweet Tango apple that may not be available in conventional supermarkets.





**Grocery and Dairy.** We carefully select our grocery and dairy products to provide hard-to-find and premium-quality offerings to our customers, such as truffle oil and Devonshire cream. We have a growing line of our distinctive private-label dairy and non-perishable grocery products that address the wants and needs of our food-savvy shoppers and we employ these products as a vehicle for building and supporting our brand. These include our private-label omega-3 eggs and our private-label dairy products, which comprise a significant share of the dairy products we sell.

**Prepared Foods.** We have a growing prepared foods department with a broad selection of quality products. Our prepared foods operations are focused on simplicity of execution, often relying on standardized recipes and instructions provided to the stores to maintain consistency in quality and food safety across the stores while maintaining a homemade, fresh look and great taste. Our prepared foods include entrees such as turkey meatloaf and stuffed shells, rotisserie selections such as whole chickens and baby back ribs and freshly made sandwiches and sides.

**Deli.** Our European-style delicatessen features a broad assortment of high-quality deli meats and typically offers more than 200 varieties of imported and domestic cheeses. Our cheese selection includes Parmesan Reggiano, fresh mozzarella, manchego, gruyere and imported brie. Our deli meats are sliced to customer specifications and most cheese is cut, wrapped and weighed in-store.

**Bakery.** We utilize a combination of in-store and third-party bakeries to produce our baked goods. The presence of daily in-store baking enhances the customer's shopping experience and reinforces the freshness and value provided in each store. The open layout of our bakery contributes to our aesthetically-pleasing store environment by, for example, allowing our customers to see and smell warm cookies as they come out of the oven and watch birthday cakes being decorated.

**Bulk, Coffee and Candy.** A number of products are offered in bulk format including nuts, dried fruits, snack mixes, coffee and candy. We take pride in the quality and selection we provide, including nut varieties that we believe are larger than those offered by many conventional supermarkets. In addition, we carry only 100% Arabica coffee beans. The substantial number of options and presentation utilizing wooden stands, crates and barrels in these departments helps reinforce the open-air Old World market feeling.

**Beer and Wine.** We believe that wine enhances our customers' food experience. We offer a carefully selected assortment of highly-ranked wines at affordable prices, everyday wines and wine from local vintners. We also offer beers from local, domestic and foreign brewers. Beer and wine sales are subject to applicable law and are not available in every store.

**Floral and Gifts.** Lively, elegant floral displays greet our customers when they enter the store. In order to offer our customers attractive seasonal flowers at peak blooming, we regularly vary the selection of our floral offerings, which include our top-selling roses, orchids and tulips. Our gift selection includes candles, cookbooks, kitchen items and seasonal and holiday gift baskets.

We believe our ability to identify, source, merchandise and market differentiated products is critical to our success. We carefully select new products based on a variety of attributes including taste, color, size, grade, marbling, growing conditions, origins and freshness. Our centralized merchandising team rigorously rotates, updates and re-evaluates our existing merchandise offerings and regularly tests new products in our stores to excite our customers and to better understand customer preferences. Although our typical store carries approximately 9,000 to 10,000 SKUs at any one time, our stores carry many more SKUs over the course of a year. This allows us to maintain a consistent flow of new and seasonal products in our stores and keep our product assortment fresh and relevant.

## Pricing Strategy

By maintaining our commitment to providing premium products at reasonable prices, we believe we are able to communicate to our customers a sense of value and foster a relationship of trust, which in turn generates customer loyalty. We attract customers to our stores based on the quality of our products and a differentiated shopping experience.

Our pricing decisions are driven by the limited direct overlap between our product offerings and the products offered by most conventional supermarkets. Where our products are directly comparable to those offered by our competitors, such as grocery and dairy staples, beer and wine, we aim to price them competitively, and where our products are recognizably distinct

from those offered by our competitors, such as our produce, meat and seafood, we aim to price them commensurate with the quality of our products. Examples of such products include our Fuji apples, because of their size, color and lack of bruising, and our ground beef, which is ground fresh in our stores every day and contrasts with that carried by many conventional supermarkets, who typically rely upon mechanically separated beef processed at a central processing facility and available for sale many days after the product was ground.

### Stores

Our stores are organized around distinct departments with engaging merchandise displays that reinforce our emphasis on freshness and service. In addition, our stores are decorated and designed to evoke a “neighborhood grocer” feel, and in some cases are customized to local and regional tastes. The careful design of our stores creates a warm, inviting atmosphere that evokes a simple elegance, with colorful product presentations, ceramic tiled floors, darkened ceilings, accent lighting and classical music. The aroma of flowers, coffee and freshly baked goods permeates the stores and other amenities, such as free coffee daily and cut-to-order meats, enhance the shopping experience for our customers. The Fresh Market store atmosphere is meant to encourage the customer to slow down, interact with employees and have an enjoyable shopping experience.

Each of our stores uses standardized product display fixtures with flexible arrangement and design options that enable us to accommodate each store’s distinct shape, size, and layout. Each of our discrete departments, such as deli, bakery, seafood and meat, has several well-developed merchandising and display alternatives to optimize the available space. We position our full-service departments adjacent to each other to provide a “market feel” and foster interaction between employees and customers. As a result, although departments are systematically arranged, they appear customized to local tastes. This further reinforces our ability to successfully replicate our customers’ shopping experience and retain the charm of a “neighborhood grocer.”

We employ a detailed, analytical process to identify new store locations. We target locations based on demographic characteristics, including income and education levels, drive times and population density, as well as other key characteristics including convenience for customers, visibility, access, signage and parking availability. We generally visit a potential location multiple times to perform on-site diligence and interview potential customers. We supplement our in-house efforts by leveraging the expertise of our extensive regional broker network. Our real estate committee, which includes members of senior management, approves all new stores.

### Store Staffing and Operations

Our typical store is staffed with approximately 70-80 full-and part-time employees including a store manager, two to three assistant store managers and five department heads. The store management team is responsible for all aspects of store execution including managing inventory and cash, maintaining a clean and engaging store environment, and hiring, training and supervising our store employees. Importantly, we encourage our employees, especially our store managers, to engage regularly with our customers. To facilitate interaction between staff and customers, our store managers are typically positioned on our selling floor, near our service counters.

In addition, we employ a dedicated new store opening team, including a new store operations manager, which is exclusively focused on the new store opening process. We believe this allows us to seamlessly open new stores while our field management team can focus on continuing to improve the performance of our existing stores.

Our stores are generally open seven days a week from 9:00 am to 9:00 pm Monday through Saturday, and 10:00 am to 8:00 pm on Sunday.

### Training and Development

We believe that our success and our growth are dependent upon hiring, training, retaining, developing, and promoting qualified and enthusiastic employees who share our passion for delivering an extraordinary food shopping experience. Nearly all of our store managers and district managers are promoted from within, and we actively track and reward mobility to ensure a sufficient pipeline of store managers and assistant store managers.

We provide our store management a number of analytical tools and training programs designed specifically to support the demands of operating a small-box, perishables-focused format. These tools include order review systems, production tools and labor scheduling programs, all of which ensure that we maintain high in-stock levels, minimize shrink and match staffing levels to sales volume and mix. In addition, we provide hands-on training and educational programs to our store employees and assistant managers.

We believe this comprehensive support allows our store management and employees to optimize the operating performance of our stores while fostering a “neighborhood grocer” feel for our customers.

### Sourcing and Distribution

We source our products from over 1,000 vendors and suppliers. Our in-house merchants source only those products that meet our high specifications for quality, and we maintain strict control over the products that are sold in our stores.

Our distribution strategy is to capitalize on the capabilities of best-in-class third-party logistics providers and, as such, we do not own warehouses, distribution facilities or transportation equipment, unlike most conventional supermarkets. We outsource substantially all of our logistics functions to third-party distributors and vendors.

We believe that our distribution strategy enables us to:

- focus on our core competency of in-store food retail rather than logistics;
- grow our geographic footprint and operate profitably in new markets without a need for critical mass in any one market;
- benefit from best-in-class logistics solutions and related, rapidly evolving technologies; and
- capture scale efficiencies and increase negotiating power with both our suppliers and our distributors.

With our logistics contracts we seek to increase our efficiency, generate higher margins and achieve better returns. As a result, we are willing to switch logistics providers from time to time when appropriate.

Since 2007, Burris Logistics has been our primary logistics provider, and has managed inventory replenishment, warehouse operations and transportation for all of our stores. Burris Logistics warehoused and distributed products that accounted for approximately 58% of the merchandise we purchased during 2012. The term of our agreement with Burris Logistics extends into February 2016. We expect that Burris Logistics will have sufficient capacity to accommodate our anticipated growth through the medium term and that we have various alternatives, including Burris Logistics, available to us for long-term growth.

We also have certain direct to store vendors that distribute across all our stores, as well as individual, store-managed relationships with local vendors.

### Marketing and Advertising

We believe that the distinct and superior food shopping experience we offer our customers, and our customers’ association of that shopping experience with The Fresh Market, are major drivers of our comparable store sales and enable us to spend less on advertising than our conventional competitors. We rely primarily on favorable word-of-mouth publicity to drive sales growth rather than traditional marketing activities, such as weekly newspaper circulars that are focused on price promotions. In 2012, our marketing expense was 0.3% of annual revenues, which we believe is significantly lower than that of most of our competitors. We spend most of our marketing budgets on in-store merchandising-related activities, including promotional signage and events such as classes, tours, cooking demonstrations, product samplings and other seasonal events. We use in-store signage to highlight new products and any differentiated aspects of our products. We also distribute a weekly electronic newsletter named “Fresh Ideas” to share new products, seasonal produce, recipes and weekly specials with our customers.

In addition, our website enables customers to learn more about us and read about food-related topics that may be of interest to them. The website also provides an opportunity for customers to request a newsletter, offer feedback and place catering and holiday meal orders online. We re-evaluate our marketing strategy regularly in an effort to identify the most effective means of attracting and retaining customers.

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## Competition

Food retail is a large and competitive industry. Our competition varies and includes national conventional supermarkets such as Kroger and Safeway, regional supermarkets such as Harris Teeter and Publix, national superstores such as Wal-Mart and Target, alternative food retailers such as Whole Foods and Trader Joe's, and local supermarkets, natural foods stores, smaller specialty stores and farmers' markets. Each of these stores competes with us on the basis of product selection, quality, customer service, price or a combination of these factors. We believe our commitment to high-quality perishable offerings at competitive prices and our focus on customer service differentiate us in this marketplace.

## Intellectual Property

We believe that our intellectual property has substantial value and has contributed to the success of our business. In particular, our trademarks, including our registered The Fresh Market, Experience the Food and TFM trademarks, are valuable assets that reinforce our customers' favorable perception of our stores. In addition to our trademarks, we believe that our trade dress, which includes the design, arrangement, color scheme and other physical characteristics of our stores and product displays, is a large part of the "neighborhood grocer" atmosphere we create in our stores and enables customers to distinguish our stores and products from those of our competitors.

From time to time, third parties have used names similar to ours, have applied to register trademarks similar to ours and, we believe, have infringed or misappropriated our intellectual property rights. Third parties have also, from time to time, opposed our trademarks and challenged our intellectual property rights. We respond to these actions on a case-by-case basis. The outcomes of these actions have included both negotiated out-of-court settlements as well as litigation.

In the ordinary course of our business, we evaluate the branding of our stores and products and how they are perceived by our customers. As part of this evaluation, we regularly develop new marks and explore using existing marks in new ways. Whether or not our The Fresh Market trademark rights are challenged in the future, we may decide (1) to continue to use The Fresh Market name and related design, (2) to use our other existing trademarks on a wider or different basis or (3) to develop new trademarks, which could also incorporate The Fresh Market name. If we undertake such an effort, we cannot assure you that it would be successful in strengthening our brand or improving our brand recognition or image to our customers. However, we believe that the strength of our business is driven by the distinct and superior food shopping experience we offer our customers. We therefore believe that we will be able to expand our business and pursue our growth strategy even if The Fresh Market trademark and related design mark are impaired.

## Regulatory

Our stores are subject to various local, state, federal and international laws, regulations and administrative practices affecting our business. We must comply with provisions regulating health and sanitation standards, food labeling, equal employment, minimum wages, licensing for the sale of food and, in many stores, licensing for beer and wine or other alcoholic beverages. The manufacturing, processing, formulating, packaging, labeling and advertising of products are subject to regulation by various federal agencies including the Food and Drug Administration, the Federal Trade Commission, the United States Department of Agriculture, the Consumer Product Safety Commission and the Environmental Protection Agency.

## Insurance

We use a combination of insurance and self-insurance to provide for potential liability for workers' compensation, automobile and general liability, product liability, director and officers' liability, employee health care benefits, and other casualty and property risks. Changes in legal trends and interpretations, variability in inflation rates, changes in

the nature and method of claims settlement, benefit level changes due to changes in applicable laws, insolvency of insurance carriers, and changes in discount rates could all affect ultimate settlements of claims. We evaluate our insurance requirements on an ongoing basis to ensure we maintain adequate levels of coverage.

#### Employees

As of January 27, 2013, we employed approximately 10,000 people, consisting of approximately 6,250 full-time employees and approximately 3,750 part-time employees, none of whom are subject to a collective bargaining agreement. We believe our employee relations are satisfactory.



## Seasonality

The food retail industry and our sales are affected by seasonality. Our average weekly sales fluctuate during the year and are usually highest in the fourth quarter when customers make holiday purchases.

## Inflation

While inflation may impact our sales and cost of goods sold, we believe the effects of inflation on our results of operations and financial condition are not significant. We cannot assure you, however, that our results of operations and financial condition will not be materially impacted by inflation in the future.

## Note on Terminology

References to “we”, “our”, “us” and the “Company” used throughout this document refer to The Fresh Market, Inc. and its subsidiaries.

## Available Information

Our annual report on Form 10-K, quarterly reports on Form 10-Q, Current Reports on Form 8-K, and any amendments to these reports, are available on our website at [www.thefreshmarket.com](http://www.thefreshmarket.com), as soon as reasonably practicable after we file these reports electronically with, or furnish them to, the Securities and Exchange Commission (“SEC”). Except as otherwise stated in these reports, the information contained on our website or available by hyperlink from our website is not incorporated into this Annual Report on Form 10-K or other documents we file with, or furnish to, the SEC.

## Item 1A. Risk Factors.

Our business, financial condition and results of operations can be impacted by a number of risk factors, any one of which could cause our actual results to vary materially from recent results or from our anticipated future results. Any of these risks could materially and adversely affect our business, financial condition and results of operations, which in turn could materially and adversely affect the price of our common stock or other securities.

We may not be able to successfully implement our growth strategy on a timely basis or at all. Additionally, new stores may place a greater burden on our existing resources and adversely affect our existing business.

Our continued growth depends, in large part, on our ability to open new stores and to operate those stores successfully. Successful implementation of this strategy depends upon, among other things:

- the identification of suitable sites for store locations including sites in new markets throughout the United States;
- the negotiation of acceptable lease terms;
- the ability to continue to attract customers to our stores largely through favorable word-of-mouth publicity, rather than through conventional advertising;
- the hiring, training and retention of skilled store personnel;
- the identification and relocation of experienced store management personnel;
- the effective management of inventory to meet the needs of our stores on a timely basis;
- the availability of sufficient levels of cash flow or necessary financing to support our expansion; and

the ability to successfully address competitive merchandising, distribution and other challenges encountered in connection with expansion into new geographic areas and markets.

We, or our third party vendors, may not be able to adapt our distribution, management information and other operating systems to adequately supply products to new stores at competitive prices so that we can operate the stores in a successful and profitable manner. We do not participate in many of the traditional marketing activities of conventional food retailers, but

instead rely primarily on favorable word-of-mouth publicity to drive sales. We cannot assure you that we will continue to grow through new store openings or through favorable word-of-mouth publicity in the future. Although we believe, based upon our experience and market research, that the U.S. market can support at least 500 The Fresh Market stores operating under our current format, we anticipate that it will take years to grow our store count to that number. We cannot assure you that we will grow our store count to at least 500 stores. Additionally, our continued expansion into geographic areas in which we currently do not operate, will place increased demands on our operational, managerial and administrative resources. These increased demands could cause us to operate our existing business less effectively, which in turn could cause deterioration in the financial performance of our existing stores. Further, new store openings in markets where we have existing stores may result in reduced sales volumes at our existing stores in those markets. If we experience a decline in performance, we may slow or discontinue store openings, or we may decide to close stores that we are unable to operate in a profitable manner. In the past fifteen years, we have closed two stores before the expiration of their primary lease terms. If we fail to successfully implement our growth strategy, including by opening new stores, our financial condition and operating results may be adversely affected.

Our new store base, or stores opened or acquired in the future, may not achieve sales and operating levels consistent with our mature store base on a timely basis or at all or may negatively impact our results.

We have actively pursued new store growth in existing and new markets and plan to continue doing so in the future. Our growth continues to depend, in part, on our ability to open and operate new stores successfully. New stores may not achieve sustained sales and operating levels consistent with our mature store base on a timely basis or at all. This may have an adverse effect on our financial condition and operating results. In addition, if we acquire stores in the future, we may not be able to successfully integrate those stores into our existing store base and those stores may not be as profitable as our existing stores.

We cannot assure you that our new store openings will be successful or result in greater sales and profitability for the company. New stores build their sales volume and their customer base over time and, as a result, generally have lower gross margin rates and higher operating expenses, as a percentage of sales, than our more mature stores. There may be a negative impact on our results from a lower contribution of new stores, along with the impact of related pre-opening and applicable store management relocation costs. In addition, our comparative results from one fiscal period to another may be impacted by the relative timing of new store openings within those fiscal periods. Any failure to successfully open and operate new stores in the time frames and at the costs estimated by us could result in a decline of the price of our common stock.

Another factor is our success in developing stores in new markets. There are inherent risks in opening new stores, especially in new markets, including the lack of experience, logistical support, and brand awareness. These factors may result in lower than anticipated sales and cash flow for stores in new markets along with higher preopening costs. In the event stores in new markets do not achieve the sales that we expect, we may expend additional resources through advertising, promotions or service offerings in order to improve sales performance. Further, if expected sales are not achieved and our efforts to increase sales and store profitability do not succeed, we may be forced to take an impairment charge if future undiscounted cash flows expected to be generated by an asset group does not exceed the carrying value of that asset group.

Our inability to maintain or improve levels of comparable store sales could cause our stock price to decline.

We may not be able to maintain or improve the levels of comparable store sales that we have experienced in the recent past. In addition, our overall comparable store sales have fluctuated in the past and will likely fluctuate in the future. A variety of factors affect comparable store sales, including consumer preferences, competition, economic conditions, pricing, in-store merchandising-related activities and our ability to source and distribute products efficiently. In addition, many specialty retailers have been unable to sustain high levels of comparable store sales growth during and after periods of substantial expansion. These factors may cause our comparable store sales results to be materially

lower than in recent periods, which could harm our business and result in a decline in the price of our common stock.

Our inability to maintain or increase our operating margins could adversely affect the price of our stock.

We intend to continue to increase our operating margins through scale efficiencies, improved systems, continued cost discipline and enhancements to our merchandise offerings. If we are unable to successfully manage the potential difficulties associated with store growth, we may not be able to capture the scale efficiencies that we expect from expansion. If we are not able to continue to capture scale efficiencies, improve our systems, continue our cost discipline and enhance our merchandise offerings, we may not be able to achieve our goals with respect to operating margins. In addition, if we do not adequately refine and improve our various ordering, tracking and allocation systems, we may not be able to increase sales and reduce inventory shrinkage. As a result, our operating margins may stagnate or decline, which could adversely affect the price of our stock.

Economic conditions that impact consumer spending could materially affect our business.

Ongoing economic uncertainty continues to negatively affect consumer confidence and discretionary spending. Our results of operations may be materially affected by changes in overall economic conditions that impact consumer confidence and spending, including discretionary spending. This risk may be exacerbated if customers choose lower-cost alternatives in response to economic conditions. Future economic conditions affecting disposable consumer income such as employment levels, business conditions, changes in housing market conditions, the availability of credit, interest rates, tax rates, fuel and energy costs and other matters could reduce consumer spending or cause consumers to shift their spending to lower-priced competitors. As a result, our results of operations could be materially adversely affected.

We face competition in our industry, and our failure to compete successfully may have an adverse effect on our profitability and operating results.

Food retail is a competitive industry. Our competition varies and includes national, regional and local conventional supermarkets, national superstores, alternative food retailers, natural foods stores, smaller specialty stores, and farmers' markets. Each of these stores competes with us on the basis of product selection, product quality, customer service, price or a combination of these factors. In addition, some competitors are aggressively expanding their number of stores or their product offerings. In their new or remodeled stores, our competitors often increase the space allocated to perishable food and specialty food categories, which are our core categories. Some of these competitors may have been in business longer or may have greater financial or marketing resources than we do and may be able to devote greater resources to sourcing, promoting and selling their products. As competition in certain areas intensifies or competitors open stores within close proximity to one of our stores, our results of operations may be negatively impacted through a loss of sales, reduction in margin from competitive price changes or greater operating costs. Further, any attempt by a competitor to copy or mimic our smaller-box format or operating model could materially impact our business, results of operations and financial condition by causing a decrease in our market share and our sales and operating results. Increased competition may also make employee retention more difficult and raise our cost of hiring and retaining qualified employees.

We may be unable to protect or maintain our intellectual property, including The Fresh Market trademark, which could result in customer confusion and adversely affect our business.

We believe that our intellectual property has substantial value and has contributed to the success of our business. In particular, our trademarks, including our registered The Fresh Market, Experience the Food and TFM trademarks, are valuable assets that reinforce our customers' favorable perception of our stores.

From time to time, third parties have used names similar to ours, have applied to register trademarks similar to ours and, we believe, have infringed or misappropriated our intellectual property rights. Third parties have also, from time to time, opposed our trademarks and challenged our intellectual property rights. We respond to these actions on a case-by-case basis. The outcomes of these actions have included both negotiated out-of-court settlements as well as litigation.

In the ordinary course of our business, we evaluate the branding of our stores and products and how they are perceived by our customers. As part of this evaluation, we regularly develop new marks and explore using existing marks in new ways. Whether or not our The Fresh Market trademark rights are challenged in the future, we may decide (1) to continue to use The Fresh Market name and related design, (2) to use our other existing trademarks on a wider or different basis or (3) to develop new trademarks, which could also incorporate The Fresh Market name. If we undertake such an effort, we cannot assure you that it would be successful in strengthening our brand or improving our brand recognition or image to our customers. However, we believe that the strength of our business is driven by the distinct and superior food shopping experience we offer our customers. We therefore believe that we will be able

to expand our business and pursue our growth strategy even if The Fresh Market trademark and related design mark are impaired.

Our success depends upon our ability to source and market new products to meet our high standards and customer preferences and our ability to offer our customers an aesthetically pleasing shopping environment.

Our success depends on our ability to source and market new products that both meet our standards for quality and appeal to customers' preferences. A small number of our employees, including our in-house merchants, are primarily responsible for both sourcing products that meet our high specifications and identifying and responding to changing customer preferences. Failure to source and market such products, or to accurately forecast changing customer preferences, could lead to a decrease in the number of customer transactions at our stores and a decrease in the amount customers spend when they visit our stores. In addition, the sourcing of our products is dependent, in part, on our relationships with our vendors. If we are unable to maintain these relationships we may not be able to continue to source products at competitive prices that both meet

our standards and appeal to our customers. We also attempt to create a pleasant and appealing shopping experience. If we are not successful in creating a pleasant and appealing shopping experience we may lose customers to our competitors. If we do not succeed in maintaining good relationships with our vendors, and in introducing and sourcing new products that consumers want to buy or if we are unable to provide a pleasant and appealing shopping environment or maintain our level of customer service, our sales, operating margins and market share may decrease, resulting in reduced profitability.

Our stores rely heavily on sales of perishable products, and ordering errors or product supply disruptions may have an adverse effect on our profitability and operating results.

We have a significant focus on perishable products. Sales of perishable products accounted for approximately two-thirds of our total sales in 2012. We rely on various suppliers and vendors to provide and deliver our perishable product inventory on a continuous basis. We could suffer significant product inventory losses in the event of the loss of a major supplier or vendor, disruption of our distribution network, extended power outages, natural disasters or other catastrophic occurrences. We have implemented certain systems to ensure our ordering is in line with demand. We cannot assure you, however, that our ordering system will always work efficiently, in particular in connection with the opening of new stores, which have no, or a limited, ordering history. If we were to over-order, we could suffer inventory losses, which would negatively impact our operating results. Furthermore, we could suffer significant product inventory losses in the event of the loss of a major supplier or vendor, disruption of our distribution network, extended power outages, natural disasters or other catastrophic occurrences.

Increased commodity prices and availability may impact profitability

Many of our products include ingredients such as wheat, corn, oils, cocoa and other commodities. While the commodity prices do not typically represent the substantial majority of product costs, any increase in commodity prices may cause our vendors to continue to seek price increases from us. Although we typically resist vendor efforts to increase costs to us, we may be unable to continue to resist these commodity-related requests in whole or in part. In the event we are unable to resist our vendors' requests to obtain price increases, we may consider raising our prices in turn, and our customers may resist any price increases. Our profitability may be impacted through increased costs to us which may impact gross margins or through reduced revenue as a result of our customers resisting any attempts by us to increase our prices.

The current geographic concentration of our stores creates an exposure to local economies, regional downturns or severe weather or catastrophic occurrences that may materially adversely affect our financial condition and results of operations.

As of January 27, 2013, we operate 31 stores in Florida, making Florida our largest market and representing 24% of our total stores. We also have store concentration in North Carolina and Georgia, operating 15 stores and 12 stores in those states, respectively. As a result, our business is currently more susceptible to regional conditions than the operations of more geographically diversified competitors, and we are vulnerable to economic downturns in those regions. Any unforeseen events or circumstances that negatively affect these areas could materially adversely affect our revenues and profitability. These factors include, among other things, changes in demographics and population.

Severe weather conditions and other catastrophic occurrences in areas in which we have stores or from which we obtain products may materially adversely affect our results of operations. Such conditions may result in physical damage to our stores, loss of inventory, closure of one or more of our stores, inadequate work force in our markets, temporary disruption in the supply of products, delays in the delivery of goods to our stores and a reduction in the availability of products in our stores. Any of these factors may disrupt our businesses and materially adversely affect our financial condition and results of operations.

Changes in accounting standards and estimates could materially impact our results of operations.

Generally accepted accounting principles and related accounting pronouncements, implementation guidelines, and interpretations for many aspects of our business, such as accounting for inventories, impairment of long-lived assets, insurance reserves, closed store reserves, leases, unclaimed property laws, income taxes and share-based compensation, are highly complex and involve subjective judgments. Changes in these rules or their interpretation or changes in underlying estimates, assumptions or judgments by our management could significantly change our reported or expected earnings.

Risks associated with insurance plan claims and actuarial estimates could increase future expenses.

We use a combination of insurance and self-insurance to provide for potential liabilities for workers' compensation, automobile and general liability, product liability, director and officers' liability, employee health care benefits, and other



casualty and property risks. The liabilities for these claims have been determined using actuarial estimates of the aggregate liability for claims incurred and an estimate of incurred but not reported claims, on an undiscounted basis. Any actuarial projection of losses is subject to a high degree of variability. Changes in legal trends and interpretations, variability in inflation rates, changes in the nature and method of claims settlement, benefit level changes due to changes in applicable laws, and changes in discount rates could all affect the level of reserves required and could cause material future expense to maintain reserves at appropriate levels.

Health care reform could adversely affect our business.

Our expenses relating to employee health benefits are significant. In March 2010, the United States government enacted health care reform legislation that will make significant changes to the health care payment and delivery system. The health care reform legislation requires employers to provide employees with insurance coverage that meets minimum eligibility and coverage requirements or face penalties. The legislation includes provisions that will impact the number of individuals with insurance coverage, the types of coverage and the level of health benefits that will be required and the amount of payment health care providers will receive. The legislation's implementation effective dates extend through 2020. Many of the changes require additional guidance from government agencies or federal regulations. Therefore, it is difficult to determine at this time what impact the health care reform legislation will have on our financial results.

Our business could be harmed by a failure of our information technology, administrative or outsourcing systems, including a security breach.

We rely on our information technology, administrative and outsourcing systems to effectively manage our business data, communications, supply chain, order entry and fulfillment and other business processes. The failure of our information technology, administrative or outsourcing systems to perform as we anticipate could disrupt our business and result in transaction errors, processing inefficiencies and the loss of sales and customers, causing our business to suffer. In addition, our information technology and administrative and outsourcing systems may be vulnerable to damage or interruption from circumstances beyond our control, including fire, natural disasters, systems failures, viruses and security breaches, including breaches of our transaction processing or other systems that could result in the compromise of confidential customer data. Further, we process a large number of credit and debit card transactions each year. A security breach may compromise the security of such transactions and may continue undetected for a period of time, increasing the potential impact on customer data. Any such breach, damage or interruption could have a material adverse effect on our business, cause us to face significant fines, customer notice obligations or costly litigation, harm our reputation with our customers, reduce customers' willingness to use credit and debit cards in our stores, require us to expend significant time and expense developing, maintaining or upgrading our information technology, administrative or outsourcing systems or prevent us from paying our suppliers or employees, receiving payments from our customers or performing other information technology, administrative or outsourcing services on a timely basis. Data security breaches suffered by well-known companies and institutions have attracted a substantial amount of media attention, prompting new federal and state laws and legislative proposals addressing data privacy and security, as well as increased data protection obligations imposed on merchants by credit card issuers. As a result, we may become subject to more extensive requirements to protect the customer information that we process in connection with the purchase of our products.

Energy costs are a significant component of our operating expenses and increasing energy costs, unless offset by more efficient usage or other operational responses, may impact our profitability.

We utilize gas, water, sewer and electricity in our stores and our third-party logistics providers use gas and diesel in the trucks that deliver products to our stores. Increases in energy costs, whether driven by increased demand, decreased or disrupted supply or an anticipation of any such events will increase the costs of operating our stores and may increase the costs of our products. We may not be able to recover these rising costs through increased prices charged to our customers, and any increased prices may exacerbate the risk of customers choosing lower-cost

alternatives. In addition, if we are unsuccessful in attempts to protect against these increases in energy costs through long-term energy contracts, improved energy procurement, improved efficiency and other operational improvements, the overall costs of operating our stores will increase which would impact our profitability.

We are substantially dependent on a few key third-party vendors to provide logistical services for our stores, including services related to inventory replenishment and the storage and transportation of many of our products. A disruption in these relationships or a key distribution center, or a failure to renew or replace existing contractual relationships, may have a negative effect on our results of operations and financial condition.

We currently rely upon independent third-party service providers for all product shipments to our stores. In particular, we rely on one third-party service provider, Burris Logistics, to provide key services related to inventory management,

warehousing and transportation, and, as a result, much of our product is stored at warehouses maintained by Burris Logistics. See “Business—Sourcing and Distribution.” Products sourced and distributed through Burris Logistics accounted for approximately 58% of the merchandise we purchased during 2012, and, therefore, our relationship with Burris Logistics is important to us.

Although we have not experienced difficulty in our inventory management, warehousing and transportation to date with Burris Logistics, interruptions could occur in the future. Further, although we expect that Burris Logistics, and our other key vendors, will have sufficient capacity to accommodate our anticipated growth, they may not have the resources to do so. Any significant disruptions in our relationship with Burris Logistics to service our stores, or our relationships with our other key vendors, including due to their inability to accommodate our growth, would make it difficult for us to continue to operate our existing business or pursue our growth plans until we execute replacement agreements or develop and implement self-distribution processes. While we believe that other third-party service providers could provide similar services on reasonable terms, they are limited in number and we cannot assure you that we would be able to find a replacement distributor on a timely basis or that such distributor would be able to fulfill our demands on commercially reasonable terms, which could have a material adverse effect on our results of operations and financial condition.

We may experience negative effects to our reputation from real or perceived quality or health issues with our food products, which could have an adverse effect on our operating results.

We believe customers count on us to provide them with fresh, high-quality food products. Concerns regarding the safety of our food products or the safety and quality of our food supply chain could cause shoppers to avoid purchasing certain products from us, or to seek alternative sources of food, even if the basis for the concern is outside of our control. Adverse publicity about these concerns, whether or not ultimately based on fact, and whether or not involving products sold at our stores, could discourage consumers from buying our products and have an adverse effect on our operating results. Furthermore, the sale of food products entails an inherent risk of product liability claims, product recall and the resulting negative publicity. Food products containing contaminants could be inadvertently distributed by us and, if processing at the consumer level does not eliminate them, these contaminants could result in illness or death. We cannot assure you that product liability claims will not be asserted against us or that we will not be obligated to perform product recalls in the future, whether on food or other products. Any such claims, recalls or adverse publicity with respect to our private-label products may have an even greater negative effect on our sales and operating results, in addition to generating adverse publicity for our private label brand.

Any lost confidence on the part of our customers would be difficult and costly to reestablish. Any such adverse effect could be exacerbated by our position in the market as a purveyor of fresh, high-quality food products and could significantly reduce our brand value. Issues regarding the safety of any food items sold by us, regardless of the cause, could have a substantial and adverse effect on our sales and operating results.

The loss of key employees could negatively affect our business.

A key component of our success is the experience of our key employees, including our President and Chief Executive Officer, Craig Carlock, our Executive Vice President, Chief Operating Officer, and Interim Chief Financial Officer, Sean Crane, and our Senior Vice President—Merchandising and Marketing, Marc Jones. These employees have extensive experience in our industry and are familiar with our business, systems and processes. The loss of services of one or more of our key employees could impair our ability to manage our business effectively. We do not maintain key person insurance on any employee.

In addition to these key employees, we have other employees in positions, including those employees responsible for our merchandising, operations, information technology, and real estate departments that, if vacant, could cause a temporary disruption in our business until such positions are filled.

Union attempts to organize our employees could negatively affect our business.

None of our employees are currently subject to a collective bargaining agreement. As we continue to grow, and enter different regions, unions may attempt to organize all or part of our employee base at certain stores or within certain regions. Responding to such organization attempts may distract management and employees and may have a negative financial impact on individual stores, or on our business as a whole.

The terms of our revolving credit facility may restrict our current and future operations, which could adversely affect our ability to respond to changes in our business and to manage our operations.

Our revolving credit facility contains, and any additional debt financing we may incur would likely contain, covenants that restrict our operations, including limitations on our ability to grant liens, incur additional debt, pay dividends, redeem our common stock, make certain investments and engage in certain merger, consolidation or asset sale transactions. A failure by us to comply with the covenants or financial ratios contained in our revolving credit facility could result in an event of default, which could adversely affect our ability to respond to changes in our business and manage our operations. Upon the occurrence of an event of default, the lenders could elect to declare all amounts outstanding to be due and payable and exercise other remedies as set forth in the unsecured revolving credit facility. If the indebtedness under our revolving credit facility were to be accelerated, our future financial condition could be materially adversely affected.

We will require significant capital to fund our expanding business, which may not be available to us on satisfactory terms or at all.

To support our expanding business and pursue our growth strategy, we will utilize significant amounts of cash generated by our operations to pay our lease obligations, build out new store space, purchase inventory, pay personnel, further invest in our infrastructure and facilities, and pay for the increased costs associated with operating as a public company. We primarily depend on cash flow from operations and borrowings under our revolving credit facility to fund our business and growth plans. If our business does not generate sufficient cash flow from operations to fund these activities, and sufficient funds are not otherwise available to us under our revolving credit facility, we may need additional equity or debt financing. If such financing is not available to us, or is not available to us on satisfactory terms, our ability to operate and expand our business or to respond to competitive pressures would be limited and we could be required to delay, significantly curtail or eliminate planned store openings or operations or other elements of our growth strategy.

We may incur additional indebtedness in the future which could adversely affect our financial health and our ability to react to changes to our business.

We may incur additional indebtedness in the future. Any increase in the amount of our indebtedness could require us to divert funds identified for other purposes for debt service and impair our liquidity position. If we cannot generate sufficient cash flow from operations to service our debt, we may need to refinance our debt, dispose of assets or issue equity to obtain necessary funds. We do not know whether we will be able to take any of such actions on a timely basis, on terms satisfactory to us or at all. Our level of indebtedness has important consequences to you and your investment in our common stock.

For example, our level of indebtedness may:

require us to use a substantial portion of our cash flow from operations to pay interest and principal on our debt, which would reduce the funds available to us for working capital, capital expenditures and other general corporate purposes;

limit our ability to pay future dividends;

limit our ability to obtain additional financing for working capital, capital expenditures, expansion plans and other investments, which may limit our ability to implement our business strategy;

heighten our vulnerability to downturns in our business, the food retail industry or in the general economy and limit our flexibility in planning for, or reacting to, changes in our business and the food retail industry; or

prevent us from taking advantage of business opportunities as they arise or successfully carrying out our plans to expand our store base and product offerings.

We cannot assure you that our business will generate sufficient cash flow from operations or that future borrowings will be available to us in amounts sufficient to enable us to make payments on our indebtedness or to fund our operations.

Our stock price has been volatile, and if our stock price declines, you could lose a significant part of your investment.

The market price of our stock may be influenced by many factors and events, some of which are beyond our control, including those described herein and the following:

- the failure of securities analysts to cover or continue to cover our common stock;
- changes in financial estimates by securities analysts;
- the inability to meet market expectations or the financial estimates of analysts who follow our common stock;
- the failure to meet, or delay in meeting, our growth targets;
- strategic actions by us or our competitors;
- announcements by us or our competitors of significant contracts, acquisitions, joint marketing relationships, joint ventures or capital commitments and other publicity regarding us or our competitors;
- variations in our quarterly sales and operating results and those of our competitors;
- general economic and stock market conditions including broad price fluctuations or the sales of substantial amounts of common stock in the public market or the perception that such sales could occur;
- risks related to our business and our industry, including those discussed above;
- changes in conditions or trends in our industry, markets or customers;
- terrorist acts;
- future sales of our common stock or other securities;
- investor perceptions of the investment opportunity associated with our common stock relative to other investment alternatives; and
- guidance, if any, that we provide to the public, any changes in this guidance or our failure to meet this guidance.

As a result of these factors, investors in our common stock may not be able to resell their shares at or above purchase price or may not be able to resell them at all. These broad market and industry factors may materially reduce the market price of our common stock, regardless of our operating performance. In addition, price volatility may be greater if the trading volume of our common stock is low.

Future sales or the perception of future sales of our common stock may depress the price of our common stock.

The market price of our common stock could decline significantly as a result of sales of a large number of shares of our common stock in the market, including shares that might be offered for sale by the Berry family, our founding stockholders. The sales, or the perception that these sales might occur, could depress the market price. These sales, or the possibility that these sales may occur, also might make it more difficult for us to sell equity securities in the future at a time and at a price that we deem appropriate.

The Berry family has rights to require us to file registration statements registering additional sales of shares of common stock or to include sales of such shares of common stock in registration statements that we may file for ourselves or other stockholders. Subject to compliance with applicable lock-up restrictions, shares of common stock sold under these registration statements can be freely sold in the public market. In the event such registration rights are exercised and a large number of shares of common stock are sold in the public market, such sales could reduce the trading price of our common stock. These sales also could impede our ability to raise future capital. Additionally, we will bear all expenses in connection with any such registrations (other than stock transfer taxes and underwriting discounts or commissions).



Also, in the future, we may issue shares of our common stock in connection with investments or acquisitions. The amount of shares of our common stock issued in connection with an investment or acquisition could constitute a material portion of our then-outstanding shares of our common stock.

A failure of our internal control over financial reporting could materially impact our business or stock price.

Our management is responsible for establishing and maintaining adequate internal control over financial reporting. An internal control system, no matter how well designed and operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met. Further, the design of a control system must reflect the fact that there are resource constraints, and the benefits of controls must be considered relative to their costs. Because of the inherent limitations in all internal control systems, internal control over financial reporting may not prevent or detect misstatements.

Any failure to maintain an effective system of internal control over financial reporting could limit our ability to report our financial results accurately and timely or to detect and prevent fraud, and could expose us to litigation or adversely affect the market price of our common stock. Our management concluded that its internal control over financial reporting was effective as of January 27, 2013. See “Item 9A. Controls and Procedures — Management’s Annual Report on Internal Control over Financial Reporting.”

Prior to our initial public offering, we were treated as an S-corporation under Subchapter S of the Internal Revenue Code, and claims of taxing authorities related to our prior status as an S-corporation could harm us.

Prior to November 2010, we were treated as an S-corporation. If the unaudited, open tax years in which we were an S-corporation are audited by the Internal Revenue Service, and we are determined not to have qualified for, or to have violated, our S-corporation status, we will be obligated to pay back taxes, interest and penalties, and we do not have the right to reclaim tax distributions we have made to our stockholders during those periods. These amounts could include taxes on all of our taxable income while we were an S-corporation. Any such claims could result in additional costs to us and could have a material adverse effect on our results of operations and financial condition.

We have entered into a tax indemnification agreements with certain stockholders and could become obligated to make payments to them for any additional federal, state or local income taxes assessed against them for fiscal periods prior to the initial public offering.

Prior to November 2010, we were treated as an S-corporation. In the event of an adjustment to our reported taxable income for a period or periods prior to termination of our S-corporation status, our stockholders at that time could be liable for additional income taxes for those prior periods. Pursuant to a tax indemnification agreement into which we entered with certain stockholders, we agreed that upon filing any tax return (amended or otherwise), or in the event of any restatement of our taxable income, in each case for any period during which we were an S-corporation, we will make a payment to each stockholder on a pro rata basis in an amount sufficient so that the stockholder with the highest incremental estimated tax liability (calculated as if the stockholder would be taxable on its allocable share of our taxable income at the highest applicable Federal, state and local tax rates and taking into account all amounts we previously distributed in respect of taxes for the relevant period) receives a payment equal to its incremental tax liability. Depending on the respective tax rates of such stockholders, the aggregate amount that we would be required to pay to the stockholders may be greater than the total amount of additional income taxes assessed. We also agreed to indemnify the stockholders for any interest, penalties, losses, costs or expenses (including reasonable attorneys’ fees) arising out of any claim under the agreement.

The Berry family continues to have significant control over us and maintains the ability to influence the election of directors and other matters submitted to stockholders for approval, which will limit your ability to influence corporate matters and may result in actions that you do not believe to be in our interests or your interests.

As of January 27, 2013, the Berry family beneficially owns, in the aggregate, approximately 16% of our outstanding common stock. As a result, the Berry family will be able to exert a significant degree of influence over our management and affairs and over matters requiring stockholder approval, including the election of directors, a merger, consolidation or sale of all or substantially all of our assets and any other significant transaction.

This concentrated influence will limit your ability to influence corporate matters, and the interests of the Berry family may not coincide with our interests or your interests. As a result, we may take actions that you do not believe to be in our interests or your interests and that could depress our stock price.

## Item 1B. Unresolved Staff Comments.

None.

## Item 2. Properties.

Our corporate headquarters are located in Greensboro, North Carolina and, as of January 27, 2013, we operated 129 stores in 25 states. In fiscal 2011 we increased our store base by 13 stores and in fiscal 2012 we increased our store base by 16 stores. The following store list shows the number of stores operated in each state as of January 27, 2013:

State	Total Number of Stores	State	Total Number of Stores
Alabama	5	Mississippi	1
Arkansas	2	New Hampshire	1
California	1	New York	2
Connecticut	2	New Jersey	1
Florida	31	North Carolina	15
Georgia	12	Ohio	6
Illinois	7	Oklahoma	1
Indiana	4	Pennsylvania	3
Kansas	1	South Carolina	5
Kentucky	3	Tennessee	7
Louisiana	4	Virginia	8
Maryland	4	Wisconsin	2
Massachusetts	1		
		Total	129

We currently lease most of our properties for our 129 stores as well as our corporate headquarters and own one store location. Our typical lease has a primary term of ten or fifteen years, with multiple options to renew that extend the term of our control. We do not believe that any individual store property is material to our financial condition or results of operation. Of the leases for our stores, two expire in fiscal 2013, five expire in fiscal 2014 and the balance expire at varying terms thereafter. We control options to renew and extend the terms of one of the store leases scheduled to expire in fiscal 2013, and are actively negotiating extended terms for the other lease to expire in fiscal 2013. We control options to renew and extend the terms of each of the store leases scheduled to expire in fiscal 2014. As of January 27, 2013, we have executed 30 leases for planned new store openings through 2013 and beyond.

In addition to new store openings, we occasionally remodel and relocate existing stores to improve operating performance. Despite the relative youth of our store base, we continuously consider whether any of our stores needs to be remodeled or relocated. We generally relocate stores to improve site characteristics or if customer demographics in the area have changed. We plan to remodel three to five stores in 2013.

## Item 3. Legal Proceedings.

In the ordinary course of our business, we are subject to lawsuits, investigations and claims, including, but not limited to, intellectual property disputes, contractual disputes, premises claims and employment, environmental, health, product liability and safety matters. Although we cannot predict with certainty the ultimate resolution of any lawsuits, investigations and claims asserted against us, we do not believe any currently pending legal proceeding to which we are a party will have a material adverse effect on our business, prospects, financial condition, cash flows or results of

operations, except for the proceedings described in the immediately succeeding paragraph, which could have a material adverse effect on us.

We are currently party to two lawsuits that were filed against us and other parties in South Carolina in connection with certain outdoor candle products that were sold at certain of our stores and are alleged to have caused personal injury. The lawsuits seek damages from us, as well as from one or more manufacturers of these products and the packager of these products. We believe that we have defenses against these claims and we will vigorously defend ourselves and pursue recovery

from insurers and other third parties. We maintain insurance policies (subject to customary deductibles) for our defense costs and any liability resulting from these lawsuits, but one of our umbrella carriers that sits above its primary general liability insurer has reserved its rights as to coverage. The manufacturers of the candle product and the fuel gel used in the candle have each filed for bankruptcy. Because these lawsuits are at an early stage, and because of the uncertain status of the liability of third parties and of the potential recovery from third parties, we are unable to predict the outcome of these lawsuits or to estimate the amount of damages, if any, that may be awarded. If we are ultimately found liable in these lawsuits and if insurance is not available, liability resulting from these lawsuits could have a material adverse effect on our results of operations for the period or periods in which it is incurred.

Item 4. Mine Safety Disclosures.

Not applicable.

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## PART II

## Item 5. Market For Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities.

Our common stock has been quoted on The Nasdaq Global Select Market under the symbol "TFM" since November 5, 2010, subsequent to our initial public offering. Prior to that date, there was no public market for our common stock. The following table shows the high and low sale prices per share of our common stock as reported on The Nasdaq Global Select Market for each quarter during the fiscal years ended January 27, 2013 and January 29, 2012:

	High	Low
Fiscal year ended January 27, 2013		
January 30, 2012 to April 29, 2012	\$54.57	\$42.47
April 30, 2012 to July 29, 2012	59.10	46.56
July 30, 2012 to October 28, 2012	65.69	55.16
October 29, 2012 to January 27, 2013	62.48	44.65
Fiscal year ended January 29, 2012		
January 31, 2011 to May 1, 2011	\$46.85	\$35.62
May 2, 2011 to July 31, 2011	42.02	31.34
August 1, 2011 to October 30, 2011	42.86	30.86
October 31, 2011 to January 29, 2012	46.92	33.82

As of January 27, 2013, we had approximately 40 holders of record of our common stock. We believe that the number of beneficial owners of our common stock is substantially greater than the number of record holders because a large portion of our common stock is held of record in broker "street names."

We currently expect to retain future earnings, if any, for use in the operation and expansion of our business and do not anticipate paying any cash dividends on our common stock for the foreseeable future. The declaration and payment of future dividends to holders of our common stock will be at the discretion of our board of directors and will depend upon many factors, including our financial condition, earnings, legal requirements, restrictions in our debt agreements and other factors our board of directors deems relevant.

## Performance Graph

The graph set forth below compares the cumulative total stockholder return on our common stock between November 5, 2010 (the date our stock began trading on the Nasdaq Global Select Market) and January 27, 2013, with the cumulative total return of (i) the Nasdaq Composite Index and (ii) S&P Food Retail Index, over the same period. This graph assumes the investment of \$100 on November 5, 2010 in our common stock at the closing price of \$32.11 on such date, rather than the initial public offering price of \$22.00 per share, the Nasdaq Composite Index and the S&P Food Retail Index and assumes the reinvestment of dividends, if any.

The comparisons shown in the graph below are based on historical data. We caution that the stock price performance showing in the graph below is not necessarily indicative of, nor is it intended to forecast, the potential future performance of our common stock. Information used in the graph was obtained from the Nasdaq Stock Market website, a source believed to be reliable, but we are not responsible for any errors or omissions in such information. Please also note that, due to the fact the graph begins in November and includes a transition period resulting from a change in fiscal year-end, the horizontal segments of the graph do not represent equal time intervals.



Item 6. Selected Financial Data.

The following tables set forth our selected historical financial and other data, as well as certain pro forma information that reflects the income tax effect of our conversion from an S-corporation to a C-corporation in 2010.

The historical consolidated balance sheets data as of January 27, 2013 and January 29, 2012, and the historical consolidated statements of income data for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, have been derived from our audited consolidated financial statements, which are included in "Item 15. Exhibits and Financial Statement Schedules" of this Form 10-K. The historical consolidated balance sheets data as of January 30, 2011, December 31, 2010, December 31, 2009, and December 31, 2008 and our historical consolidated statements of income for the years ended December 31, 2009 and December 31, 2008 have been derived from our audited consolidated financial statements, which are in our previously filed Annual Reports on Form 10-K. Our consolidated financial statements as of and for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the years ended December 31, 2010 and 2009, were audited by Ernst & Young LLP, independent registered public accounting firm, and our consolidated financial statements as of and for the year ended December 31, 2008 were audited by Grant Thornton LLP, independent registered public accounting firm.

You should read the selected historical financial and other data in conjunction with the information included in "Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Item 15. Exhibits and Financial Statement Schedules" included elsewhere in this Form 10-K. Our historical results set forth below are not necessarily indicative of results to be expected for any future period.



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	Year Ended (1)		One Month Ended				
	January 27, 2013	January 29, 2012	January 30, 2011 (unaudited) (2)	January 30, 2011	December 31, 2010	December 31, 2009	December 31, 2008
(dollars in thousands, except share and per share amounts)							
Consolidated Statements of Income Data:							
Sales	\$1,329,131	\$1,108,035	\$980,403	\$ 78,149	\$974,213	\$861,931	\$797,805
Cost of goods sold	877,433	741,184	659,344	53,302	654,986	585,360	554,969
Gross profit	451,698	366,851	321,059	24,847	319,227	276,571	242,836
Selling, general and administrative expenses (3)	303,495	247,047	245,955	17,623	244,378	191,250	180,765
Store closure and exit costs	976	437	775	37	792	4,361	562
Depreciation	45,741	36,485	33,483	2,729	33,122	27,880	24,482
Income from operations	101,486	82,882	40,846	4,458	40,935	53,080	37,027
Other expenses (income):							
Interest expense	1,498	1,858	2,209	87	2,374	3,806	5,267
Other income, net	—	(2	) (171	) (1	) (170	) (236	) (123
Income before provision for income taxes	99,988	81,026	38,808	4,372	38,731	49,510	31,883
Recognition of net deferred tax liabilities upon C-corporation conversion (4)	—	—	19,125	—	19,125	—	—
Tax provision (benefit) (4)	35,855	29,631	(1,655	) 1,712	(3,309	) 308	326
Net income	\$64,133	\$51,395	\$21,338	\$ 2,660	\$22,915	\$49,202	\$31,557
Net income per share							
Basic and diluted	\$1.33	\$1.07	\$0.44	\$ 0.06	\$0.48	\$1.03	\$0.66
Dividends declared per common share	\$—	\$—	\$0.83	\$ —	\$1.00	\$0.42	\$0.54
Shares used in computation of net income per share,							
Basic	48,076,675	48,002,273	47,991,045	47,991,045	47,991,045	47,991,045	47,991,045
Diluted	48,294,299	48,137,519	48,014,349	48,095,459	48,059,882	47,991,045	47,991,045



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	Year Ended (1)			One Month Ended	Year Ended		
	January 27, 2013	January 29, 2012	January 30, 2011 (unaudited) (2)	January 30, 2011	December 31, 2010	December 31, 2009	December 31, 2008
(dollars in thousands, except share and per share amounts)							
<b>Pro Forma Data</b>							
(unaudited):							
Income before provision for income taxes			\$38,808		\$38,731	\$49,510	\$31,883
Pro forma provision for income taxes (5)			15,172		15,113	19,299	12,489
Pro forma net income (5)			\$23,636		\$23,618	\$30,211	\$19,394
Pro forma net income per share (5)							
Basic and diluted			\$0.49		\$0.49	\$0.63	\$0.40
<b>Other Operating Data</b>							
(unaudited):							
Number of stores at end of period	129	113	100	100	100	92	92
Comparable store sales growth (6)	5.7	% 5.4	% 5.0	% 1.4	% 5.0	% (1.1)	)% (1.5)
Gross square footage at end of period (in thousands)	2,714	2,383	2,129	2,129	2,129	1,955	1,811
Average comparable store size (gross square feet) (7)	21,192	21,256	21,239	21,273	21,205	20,936	20,641
Comparable store sales per gross square foot during period (7)	\$524	\$501	\$480	\$ —	\$481	\$472	\$498
<b>Balance Sheet Data (end of period):</b>							
Total assets	\$385,369	\$323,340	\$258,857	\$ 258,857	\$258,002	\$235,541	\$233,550
	\$42,000	\$64,000	\$81,850	\$ 81,850	\$82,450	\$98,200	\$130,000

Total long-term  
debt

Total

stockholders' equity	\$ 197,859	\$ 126,916	\$ 72,077	\$ 72,077	\$ 69,212	\$ 68,302	\$ 37,905
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(1) On January 26, 2011, our Board of Directors approved a change in our fiscal year-end from December 31 of each year to the last Sunday in January of each year, commencing with the Company's 2011 fiscal year, which started January 31, 2011 and ended January 29, 2012.

(2) For comparative purposes, we have presented the selected consolidated statements of income data for the unaudited fifty-two weeks ended January 30, 2011, which is not covered by the auditors' report.

(3) In November 2010, we recorded share-based compensation and related payroll tax expenses of \$28.8 million or \$17.6 million, net of tax, in connection with our initial public offering. This expense affected the consolidated statements of income for the unaudited fifty-two weeks ended January 30, 2011 and the year ended December 31, 2010.

(4) Income tax expense for 2010 included a \$19.1 million charge to recognize a net deferred tax liability resulting from the tax reorganization carried out in connection with our initial public offering. In the period after becoming a C-corporation, from November 2010 through January 30, 2011, we recognized a \$2.0 million income tax benefit that resulted from our net loss during that period. Additionally, in the period after becoming a C-corporation, from November 2010 through December 2010, we recognized a \$3.7 million income tax benefit that resulted from our net loss during that period.

(5) Prior to November 2010, we were treated as an S-corporation for U.S. federal income tax purposes. As a result, our income was not subject to U.S. federal income taxes or state income taxes where S-corporation status is recognized. In general, the corporate income or loss of an S-corporation is allocated to its stockholders for inclusion in their personal federal income tax returns and state income tax returns in those states where S-corporation status is recognized. We terminated our S-

corporation status and converted to a C-corporation in November 2010 in connection with our initial public offering, and we are now subject to additional entity-level taxes that will be reflected in our consolidated financial statements. The pro forma provision for income taxes reflects combined federal and state income taxes on a pro forma basis, as if we had been treated as a C-corporation, using blended statutory federal and state income tax rates of 39.1% for the unaudited fifty-two weeks ended January 30, 2011, and 39.0%, 39.0%, and 39.2% for the years ended December 31, 2010, 2009, and 2008, respectively. These tax rates reflect the sum of the federal statutory rate and a blended state rate based on our calculation of income apportioned to each state for each period.

Our practice is to include sales from a store in comparable store sales beginning on the first day of the sixteenth full month following the store's opening. When a store that is included in comparable store sales is remodeled or (6)relocated, we continue to consider sales from that store to be comparable store sales. There may be variations in the way that our competitors calculate comparable or "same store" sales. As a result, data in this Form 10-K regarding our comparable store sales may not be comparable to similar data made available by our competitors.

Average comparable store size and comparable store sales per gross square foot are calculated using the gross (7)square footage and sales for stores included within our comparable store base for each month during the given period. We have excluded the comparable store sales per gross square foot calculation for the one month period ended January 30, 2011, due to its lack of comparability to the remainder of the financial data.

#### Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations.

This management's discussion and analysis of financial condition and results of operations contains forward-looking statements that involve risks and uncertainties. See "Cautionary Note Regarding Forward-Looking Statements" for a discussion of the uncertainties, risks and assumptions associated with those statements. You should read the following discussion in conjunction with "Item 6. Selected Financial Data" and our audited consolidated financial statements and related notes which are included elsewhere in this Form 10-K. Our actual results may differ materially from those discussed in the forward-looking statements as a result of various factors, including but not limited to those described under "Cautionary Note Regarding Forward-Looking Statements," "Item 1A Risk Factors," and included in other portions of this Form 10-K.

##### Overview

The Fresh Market is a high-growth specialty retailer focused on creating an extraordinary food shopping experience for our customers. Since opening our first store in 1982, we have offered high-quality food products, with an emphasis on fresh, premium perishables and an uncompromising commitment to customer service. We seek to provide an attractive, convenient shopping environment while offering our customers a compelling price-value combination. As of January 27, 2013, we operated 129 stores in 25 states, in the Southeast, Midwest, Mid-Atlantic, Northeast and West regions of the United States.

We believe several key differentiating elements of our business have enabled us to execute our strategy consistently and profitably across our expanding store base. We believe that our differentiated shopping experience has helped us to expand our business primarily through favorable word-of-mouth publicity. Within our smaller-box format, we focus on higher-margin food categories and strive to deliver a more personal level of service and a more enjoyable shopping experience. Further, our smaller-box format is adaptable to different retail sites and configurations and has facilitated our successful growth. Additionally, we believe our disciplined, comprehensive approach to planning and merchandising and the support we provide our stores allow us to deliver a consistent shopping experience and financial performance across our store base.

Operating income for fiscal year 2012 increased \$18.6 million, to \$101.5 million, compared to \$82.9 million for the year ended January 29, 2012. Net income for the year ended January 27, 2013 was \$64.1 million as compared to \$51.4

million for the year ended January 29, 2012. Diluted earnings per share for the year ended January 27, 2013 was \$1.33 compared to diluted earnings per share of \$1.07 for the year ended January 29, 2012.

#### Outlook

We intend to continue our profitable growth by expanding our store base, driving comparable store sales and increasing our operating margins. Consistent with our history of growth, we intend to open new stores in existing markets and penetrate new markets. We view expansion of our store base as a core competency and have nearly quadrupled our store count since 2002. We opened 16 new stores in fiscal 2012 and believe there is a significant opportunity to continue to increase our number of stores. In addition, if attractive opportunities arise, we may use lease inducements to acquire leases as a way to expand our store base and penetrate new markets. Our results of operations have been, and may continue to be, affected by the

timing and number of new store openings, because new stores generally have different performance profiles and greater variability in sales volumes than our mature stores, and because the overall revenue contributed by new stores may vary from period to period based on the relative timing of new store openings within each period.

We aim to increase our comparable store sales by generating growth in the number and size of customer transactions. Key elements of our strategy include increasing customer awareness, offering new and differentiated products and continuing to provide a distinctive in-store experience. We also intend to increase our operating margins through scale efficiencies, improved systems, continued cost discipline and enhancements to our merchandise offerings. We expect store growth will permit us to benefit from economies of scale in sourcing products and will allow us to leverage our existing infrastructure for scale efficiencies.

We believe that we are well-positioned to capitalize on evolving consumer preferences and other trends currently shaping the food retail industry. These trends include: a growing emphasis on the customer shopping experience; an increasing consumer focus on healthy eating choices and fresh, quality offerings, including regionally and locally sourced products; an improving perception of private-label product quality; and an increase in the average age of the U.S. population which, driven by an aging Baby Boomer population which, we believe, tends to make a greater number of shopping trips and higher food at home spending per household than younger age groups.

We expect continued sales growth in fiscal 2013. The magnitude of expected growth could vary significantly due to overall economic and competitive conditions, and due to volatility in the supply and costs of commodities such as meat, cheese and produce. The Company expects that the development and maturation of new stores will also drive future sales growth. We anticipate opening an additional 19 to 22 new stores by the end of 2013, in addition to remodeling three to five stores during the same period.

#### How We Assess the Performance of Our Business

In assessing our performance, we consider a variety of performance and financial measures. The key measures that we assess to evaluate the performance of our business are set forth below:

##### Sales

Our sales comprise gross sales net of coupons, commissions and discounts. Sales include sales from all of our stores.

The food retail industry and our sales are affected by general economic conditions and seasonality, as well as the other factors, discussed below, that affect our comparable store sales. Consumer purchases of specialty food products are particularly sensitive to a number of factors that influence the levels of consumer spending, including economic conditions, the level of disposable consumer income, consumer debt, interest rates and consumer confidence. In addition, our business is seasonal and, as a result, our average weekly sales fluctuate during the year and are usually highest in the fourth quarter when customers make holiday purchases.

##### Comparable Store Sales

Our practice is to include sales from a store in comparable store sales beginning on the first day of the sixteenth full month following the store's opening. We believe that comparability is achieved approximately fifteen months after opening. When a store that is included in comparable store sales is remodeled or relocated, we continue to consider sales from that store to be comparable store sales. There may be variations in the way that our competitors calculate comparable or "same store" sales. As a result, data in this Form 10-K regarding our comparable store sales may not be comparable to similar data made available by our competitors.

Various factors may affect comparable store sales, including:

- overall economic trends and conditions, including general price levels in the economy;
- consumer confidence, preferences, and buying trends;
- our competition, including competitor store openings or closings near our stores;
- our competitors expanding their offerings of premium/perishable products;

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the pricing of our products, including the effects of inflation, deflation and our promotional activities which we evaluate and adjust in the ordinary course of our business;

the number of customer transactions at our stores;

our ability to provide an assortment of distinctive, high-quality product offerings to generate new and repeat visits to our stores;

the level of customer service that we provide in our stores;

our in-store merchandising-related activities;

our ability to source products efficiently;

our opening of new stores in the vicinity of our existing stores;

the number of stores we open, remodel or relocate in any period; and

severe or unfavorable weather conditions.

As we continue to pursue our growth strategy, we expect that a significant percentage of our sales growth will continue to come from new stores not included in comparable store sales. Accordingly, comparable store sales is only one measure we use to assess our performance.

#### Gross Profit

Gross profit is equal to our sales minus our cost of goods sold. Gross margin rate measures gross profit as a percentage of our sales. Cost of goods sold is directly correlated with sales and includes the direct costs of purchased merchandise, distribution and supply chain costs, buying costs, store supplies and store occupancy costs. Store occupancy costs include rent, common area maintenance, real estate taxes, personal property taxes, insurance, licenses and utilities. Cost of goods sold is exclusive of depreciation, which is reported separately. The components of our cost of goods sold may not be identical to those of our competitors. As a result, data in this Form 10-K regarding our gross profit and gross margin rate may not be comparable to similar data made available by our competitors.

Gross margin rate enhancements are driven by:

economies of scale resulting from expanding our store base;

reduced shrinkage as a percentage of sales; and

productivity gains through process and program improvements.

Changes in the mix of products sold may also impact our gross margin rate.

#### Selling, General and Administrative Expenses

Selling, general and administrative expenses include certain retail store and corporate costs, including compensation (both cash and share-based), pre-opening expenses, and other corporate administrative costs. Share-based compensation expenses include those incurred in connection with our initial public offering as well as those arising from grants made under our 2010 Omnibus Incentive Compensation Plan. Pre-opening expenses are costs associated

with the opening of new stores including costs associated with travel, recruiting, relocating and training personnel and other miscellaneous costs. Pre-opening costs are expensed as incurred.

Labor and corporate administrative costs generally decrease as a percentage of sales as a result of an increase in our sales. Accordingly, selling, general and administrative expenses as a percentage of sales are usually higher in lower volume quarters and lower in higher-volume quarters. Store-level compensation costs are generally the largest component of our selling, general and administrative expenses. The components of our selling, general and administrative expenses may not be identical to those of our competitors. As a result, data in this Form 10-K regarding our selling, general and administrative

expenses may not be comparable to similar data made available by our competitors. We expect that our selling, general and administrative expenses will increase in future periods due to our continuing store growth.

#### Income from Operations

Income from operations consists of gross profit minus selling, general and administrative expenses, store closure and exit costs and depreciation.

#### Income Taxes

We must make certain estimates and judgments in determining income tax expense for financial statement purposes. The amount of taxes currently payable or refundable is accrued, and deferred tax assets and liabilities are recognized for the estimated future tax consequences attributable to differences between the financial statement carrying amount of existing assets and liabilities and their respective tax bases. Deferred tax assets are also recognized for realizable loss and tax credit carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates in effect for the year in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities of a change in income tax rates is recognized in our financial statements in the period that includes the enactment date.

#### Change in Fiscal Year-End and Presentation of Financial Information

On January 26, 2011 our Board of Directors approved a change in our fiscal year-end from a calendar year-end of December 31, to a fiscal year-end of the last Sunday of January, commencing with fiscal 2011. In connection with the change of our fiscal year-end, we had a thirty day transition period from January 1, 2011 to January 30, 2011, the audited results of which are reported below.

We changed our fiscal year-end in order to offer more comparable quarterly and annual data to our investors. As a specialty retailer focused on foods, our operations are more active during the periods surrounding holidays and can be subject to seasonal differences in the event that holiday periods fall within a particular fiscal period one year and a different fiscal period in a subsequent year. By changing our fiscal year-end, revenues, including the use of gift cards given as holiday gifts, in the months of December and January will now appear in the same fiscal quarter and fiscal year resulting in greater comparability of our period-to-period financial results regardless of whether most customer purchases are made at the end of December or the beginning of January. In addition, the Easter holiday and the time periods surrounding Easter are significant shopping periods for us and the change in our fiscal year-end means that these periods will always be in our first fiscal quarter rather than occurring variously from one year to the next in the first quarter or the second quarter. We believe that this change in fiscal year-end will provide investors with a more comparable quarterly and annual picture of our Company's operations.

Included in this report are our consolidated balance sheets as of January 27, 2013 and January 29, 2012, as well as consolidated statements of comprehensive income, stockholders' equity and cash flows for the fiscal years ended January 27, 2013, January 29, 2012, one month period ended January 30, 2011, and fiscal year ended December 31, 2010.

As we did in the Form 10-K for the fiscal year-end January 29, 2012, we have provided management's discussion and analysis of financial condition and results of operations comparing the year ended January 29, 2012 against the year ended December 31, 2010. We have also provided a comparison of the fiscal year ended January 29, 2012 against the unaudited fifty-two week period ended January 30, 2011. The purpose of this presentation is to provide period-to-period comparisons that are consistent and enable greater comparability in the review of our operational and financial performance.

Thus, this section is organized in the following order: (i) Year Ended January 27, 2013 Compared to the Year Ended January 29, 2012; (ii) Year Ended January 29, 2012 Compared to the Unaudited Fifty-Two Weeks Ended January 30, 2011; (iii) Year Ended January 29, 2012 Compared to the Year Ended December 31, 2010; and (iv) One-Month Audited Transition Period Ended January 30, 2011 Compared to the One-Month Unaudited Period Ended January 31, 2010.

#### Non-GAAP Adjusted Financial Results

In addition to presenting our financial results in conformity with GAAP within this Form 10-K, we are also presenting results for the unaudited fifty-two weeks ended January 30, 2011 and the year ended December 31, 2010 on an “adjusted” basis in order to exclude the impact of certain charges related to our initial public offering and the tax effect of converting from an S-corporation to a C-corporation in connection with our initial public offering. Specifically, results for the unaudited fifty-two weeks ended January 30, 2011 and for the year ended December 31, 2010 include share-based compensation and related

payroll tax expenses arising from the vesting of equity awards at the time of the initial public offering, as well as income tax charges incurred in order to establish beginning deferred tax balances arising from our conversion from an S-corporation to a C-corporation. In addition, we did not incur federal corporate income tax for a portion of the unaudited fifty-two week period ended January 30, 2011 and for a portion of the year ended December 31, 2010, due to our previous S-corporation status. Our adjusted results exclude the impact of the charges related to our initial public offering and reflect a pro forma provision for corporate income taxes for the portion of 2010 during which we had S-corporation status except in states in which S-corporation status is not recognized. Except where the context otherwise requires, the use of the term “adjusted” or “as adjusted” with reference to the financial results discussed in this management’s discussion and analysis refers to the adjusted results described in this paragraph. These adjusted financial results are non-GAAP financial measures. We believe that the presentation of adjusted financial results facilitates an understanding of our operations without the one-time impact associated with the initial public offering and the prior S-corporation tax treatment. Non-GAAP financial measures should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP.

For a reconciliation of adjusted results to GAAP results and a discussion of why we use non-GAAP financial measures, see “Year Ended January 29, 2012 Compared to the Unaudited Fifty-Two Weeks Ended January 30, 2011” and “Year Ended January 29, 2012 Compared to the Year Ended December 31, 2010”.

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Results of Operations

The following tables summarize key components of our results of operations for the periods indicated, both in dollars and as a percentage of sales.

	Year Ended (1)				One Month Ended				Year Ended			
	January 27, 2013		January 29, 2012		January 30, 2011 (unaudited) (2)		January 30, 2011		December 31, 2010			
(dollars in thousands, except share and per share amounts)												
Consolidated Statements of Income Data:												
Sales	\$1,329,131	100.0%	\$1,108,035	100.0%	\$980,403	100.0%	\$78,149	100.0%	\$974,213	100.0%		
Cost of goods sold	877,433	66.0%	741,184	66.9%	659,344	67.3%	53,302	68.2%	654,986	67.2%		
Gross profit	451,698	34.0%	366,851	33.1%	321,059	32.7%	24,847	31.8%	319,227	32.8%		
Selling, general and administrative expenses (3)	303,495	22.8%	247,047	22.3%	245,955	25.1%	17,623	22.6%	244,378	25.1%		
Store closure and exit costs	976	0.1%	437	0.0%	775	0.1%	37	0.0%	792	0.1%		
Depreciation	45,741	3.4%	36,485	3.3%	33,483	3.4%	2,729	3.5%	33,122	3.4%		
Income from operations	101,486	7.6%	82,882	7.5%	40,846	4.2%	4,458	5.7%	40,935	4.2%		
Other expenses (income):												
Interest expense	1,498	0.1%	1,858	0.2%	2,209	0.2%	87	0.1%	2,374	0.2%		
Other income, net	—	0.0%	(2)	0.0%	(171)	0.0%	(1)	0.0%	(170)	0.0%		
Income before provision for income taxes	99,988	7.5%	81,026	7.3%	38,808	4.0%	4,372	5.6%	38,731	4.0%		
Recognition of net deferred tax liabilities upon C-corporation conversion (4)	—	0.0%	—	0.0%	19,125	2.0%	—	0.0%	19,125	2.0%		
Tax provision (benefit) (4)	35,855	2.7%	29,631	2.7%	(1,655)	(0.2)%	1,712	2.2%	(3,309)	(0.3)%		
Net income	\$64,133	4.8%	\$51,395	4.6%	\$21,338	2.2%	\$2,660	3.4%	\$22,915	2.4%		
Net income per share:												
Basic and diluted	\$1.33		\$1.07		\$0.44		\$0.06		\$0.48			
Dividends declared per	\$—		\$—		\$0.83		\$—		\$1.00			

common share  
Shares used in  
computation of  
net income per  
share,

Basic	48,076,675	48,002,273	47,991,045	47,991,045	47,991,045
Diluted	48,294,299	48,137,519	48,014,349	48,095,459	48,059,882

Pro Forma  
Data

(unaudited):

Income before provision for income taxes			\$38,808		\$38,731
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Pro forma  
provision for  
income taxes

(5)			15,172		15,113
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Pro forma net income (5)			\$23,636		\$23,618
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	Year Ended (1)			One Month Ended	Year Ended
	January 27, 2013	January 29, 2012	January 30, 2011 (2)	January 30, 2011	December 31, 2010
Other Operating Data (unaudited):					
Number of stores at end of period	129	113	100	100	100
Comparable store sales growth (6)	5.7	% 5.4	% 5.0	% 1.4	% 5.0
Gross square footage at end of period (in thousands)	2,714	2,383	2,129	2,129	2,129
Average comparable store size (gross square feet) (7)	21,192	21,256	21,239	21,273	21,205
Comparable store sales per gross square foot during period (7)	\$524	\$501	\$480	\$—	\$481

(1) On January 26, 2011, our Board of Directors approved a change in our fiscal year-end from December 31 of each year to the last Sunday in January of each year, commencing with the Company's 2011 fiscal year, which started January 31, 2011 and ended January 29, 2012.

(2) For comparative purposes, we have presented the selected consolidated statements of income data for the unaudited fifty-two weeks ended January 30, 2011, which is not covered by the auditors' report.

(3) In November 2010, we recorded share-based compensation and related payroll tax expenses of \$28.8 million or \$17.6 million, net of tax, in connection with our initial public offering. This expense affected the consolidated statements of income for the unaudited fifty-two weeks ended January 30, 2011 and the year ended December 31, 2010.

(4) Income tax expense for 2010 included a \$19.1 million charge to recognize a net deferred tax liability resulting from the tax reorganization carried out in connection with our initial public offering. In the period after becoming a C-corporation, from November 2010 through January 30, 2011, we recognized a \$2.0 million income tax benefit that resulted from our net loss during that period. Additionally, in the period after becoming a C-corporation, from November 2010 through December 2010, we recognized a \$3.7 million income tax benefit that resulted from our net loss during that period.

(5) Prior to November 2010, we were treated as an S-corporation for U.S. federal income tax purposes. As a result, our income was not subject to U.S. federal income taxes or state income taxes where S-corporation status is recognized. In general, the corporate income or loss of an S-corporation is allocated to its stockholders for inclusion in their personal federal income tax returns and state income tax returns in those states where S-corporation status is recognized. We terminated our S-corporation status and converted to a C-corporation in November 2010 in connection with our initial public offering, and we are now subject to additional entity-level taxes that will be reflected in our consolidated financial statements. The pro forma provision for income taxes reflects combined federal and state income taxes on a pro forma basis, as if we had been treated as a C-corporation, using blended statutory federal and state income tax rates of 39.1% for the unaudited fifty-two weeks ended January 30, 2011 and 39.0% for the year ended December 31, 2010. These tax rates reflect the sum of the federal statutory rate and a blended state rate based on our calculation of income apportioned to each state for each period.

(6) Our practice is to include sales from a store in comparable store sales beginning on the first day of the sixteenth full month following the store's opening. When a store that is included in comparable store sales is remodeled or relocated, we continue to consider sales from that store to be comparable store sales. There may be variations in the way that our competitors calculate comparable or "same store" sales. As a result, data in this Form 10-K regarding



our comparable store sales may not be comparable to similar data made available by our competitors.

(7) Average comparable store size and comparable store sales per gross square foot are calculated using the gross square footage and sales for stores included within our comparable store base for each month during the given period. We have excluded the comparable store sales per gross square foot calculation for the one month period ended January 30, 2011, due to its lack of comparability to the remainder of the financial data.

Percentage totals in the above table may not equal the sum of the components due to rounding.

Year Ended January 27, 2013 Compared to the Year Ended January 29, 2012

Sales

Sales increased 20.0%, or \$221.1 million, to \$1,329.1 million in 2012. The increase in sales for the year ended January 27, 2013 was attributable to sales from 16 stores that were not open during the year ended January 29, 2012, increased sales from 13 stores that were only open during a portion of the year ended January 29, 2012 and an overall increase in comparable store sales. There were 107 comparable stores and 22 non-comparable stores open at January 27, 2013.

Comparable store sales increased 5.7% for the year ended January 27, 2013, as compared to the year ended January 29, 2012, as a result of a 3.4% increase in the number of transactions and a 2.3% increase in the average transaction size at our comparable stores. Average customer transaction size increased to approximately \$31.61 for the year ended January 27, 2013, from approximately \$30.93 for the year ended January 29, 2012.

Gross Profit

Gross profit increased 23.1%, or \$84.8 million, to \$451.7 million for the year ended January 27, 2013, as compared to the year ended January 29, 2012. The amount of the increase in gross profit attributable to increased sales was \$73.2 million and the amount of the increase in gross profit attributable to increased gross margin rate was \$11.6 million. Our cost of goods sold increased by \$136.2 million for the year ended January 27, 2013, as compared to the year ended January 29, 2012, which was primarily attributable to a \$122.7 million increase in merchandise product costs and a \$8.4 million increase in store occupancy costs. Gross margin rate increased 90 basis points to 34.0% for the year ended January 27, 2013 from 33.1% for the year ended January 29, 2012. The increase in our gross margin rate was primarily attributable to increased merchandise margin, and to a lesser extent a decrease in our occupancy cost as a percentage of sales. The increase in gross margin rate over the prior year was offset by our \$1.4 million initial recognition of gift card breakage income for the year ended January 29, 2012, which improved the fiscal 2011 merchandise rate by approximately 10 basis points. The LIFO expense decreased, by approximately \$1.0 million for the year ended January 27, 2013, as compared to \$1.3 million for the year ended January 29, 2012, which provided a positive impact to the gross margin rate of approximately 10 basis points as a percentage of sales.

Selling, General and Administrative Expenses

Selling, general and administrative expenses increased 22.8%, or \$56.4 million, to \$303.5 million for the year ended January 27, 2013, as compared to the year ended January 29, 2012. The increase in selling, general and administrative expenses was primarily attributable to an increase in the number of stores in operation and an increase in customer traffic during the year ended January 27, 2013, as compared to the year ended January 29, 2012, which led to higher overall store-level compensation expenses and other costs to operate our stores. With more stores in operation during the year ended January 27, 2013, our store salary and benefit expenses increased \$38.8 million and our other store operating expenses increased \$7.4 million, compared to the year ended January 29, 2012. There was also a \$10.1 million increase in our corporate administrative expenses for the year ended January 27, 2013, as compared to the year ended January 29, 2012, primarily attributable to employee compensation expenses due to an increase in headcount and additional expenses related to our share-based compensation program.

As a percentage of sales, selling, general and administrative expenses for the year ended January 27, 2013 were 22.8% or 50 basis points higher than the selling, general and administrative expenses for the year ended January 29, 2012. The increase in selling, general and administrative expenses as a percentage of sales was primarily attributable to higher store-level compensation costs and incremental expenses associated with the Company's share-based compensation program incurred during the year ended January 27, 2013, as compared to the year ended January 29, 2012.

Income from Operations

For the year ended January 27, 2013, operating income increased \$18.6 million, to \$101.5 million from \$82.9 million for the year ended January 29, 2012. Income from operations as a percentage of sales for the year ended January 27, 2013 increased 10 basis points to 7.6% from 7.5% for the year ended January 29, 2012. The increase in our income from operations for the year ended January 27, 2013, compared to the year ended January 29, 2012, was primarily due to the growth in gross margin rate, which was partially offset by higher employee-related expenses and depreciation expense. The increase in income from operations was also partially offset by the cycling of the Company's \$1.4 million for the initial recognition of breakage on gift cards, which increased operating income by 10 basis points as a percentage of sales for the year ended January 29, 2012.

Depreciation increased 25.4%, or \$9.3 million, to \$45.7 million for the year ended January 27, 2013, as compared to the year ended January 29, 2012, which was principally attributable to the additional fixed assets related to the 16 stores opened

during the year ended January 27, 2013, and a full year of depreciation expense recorded on fixed assets related to 13 stores opened during the year ended January 29, 2012.

#### Interest Expense

Interest expense decreased 19.3%, or \$0.4 million, to \$1.5 million for the year ended January 27, 2013, as compared to \$1.9 million for the year ended January 29, 2012, due primarily to reduced weighted average borrowings under our revolving credit facility.

#### Income Tax Expense

The effective income tax rate for the year ended January 27, 2013 was 35.9% as compared to 36.6% for the year ended January 29, 2012. The lower rate was due to higher permanent differences, primarily arising from increased enhanced charitable food contribution deductions.

#### Net Income

Net income increased 24.8%, or \$12.7 million, to \$64.1 million for the year ended January 27, 2013, from \$51.4 million for the year ended January 29, 2012. Net income as a percentage of sales for the year ended January 27, 2013 increased to 4.8% from 4.6% for the year ended January 29, 2012.

#### Year Ended January 29, 2012 Compared to the Unaudited Fifty-Two Weeks Ended January 30, 2011

##### Sales

Sales increased 13.0%, or \$127.6 million, to \$1,108.0 million in 2011. The increase in sales for the year ended January 29, 2012 was attributable primarily to sales from 13 stores that were not open for the unaudited fifty-two weeks ended January 30, 2011, increased sales from 8 stores that were only opened during a portion for the unaudited fifty-two weeks ended January 30, 2011 and an overall increase in comparable store sales. There were 99 comparable stores and 14 non-comparable stores open at January 29, 2012.

Our sales for the year ended January 29, 2012 includes \$1.4 million for the initial recognition of breakage on gift cards we previously issued and sold. Although we expect to recognize gift card breakage income in future periods, the amount we expect to recognize in future periods will be less than the initial breakage income we recognized for the year ended January 29, 2012. For example, our gift card breakage income for the fourth quarter of fiscal 2011, when we began recognizing gift card breakage income, represented approximately \$0.2 million, while the cumulative adjustment for the initial recognition of gift card breakage represented \$1.4 million, for a total of approximately \$1.6 million in gift card breakage income for the year ended January 29, 2012. Due to seasonality, we expect gift card breakage income to be significantly higher in the fourth quarter than in any other fiscal quarter. Gift card breakage income is excluded from the comparable store sales figures.

Comparable store sales increased 5.4% for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011, as a result of a 2.6% increase in the number of transactions and a 2.8% increase in the average transaction size at our comparable stores. Average customer transaction size increased to approximately \$30.92 for the year ended January 29, 2012, from approximately \$30.12 for the unaudited fifty-two weeks ended January 30, 2011.

##### Gross Profit

Gross profit increased 14.3%, or \$45.8 million, to \$366.9 million for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011. The amount of the increase in gross profit attributable to increased sales was \$41.8 million and the amount of the increase in gross profit attributable to increased gross margin rate was \$4.0 million. Our cost of goods sold increased by \$81.8 million for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011, which was primarily attributable to a \$73.5 million increase in merchandise product costs and a \$6.0 million increase in store occupancy costs. Gross margin rate increased 40 basis points to 33.1% for the year ended January 29, 2012 from 32.7% for the unaudited fifty-two weeks ended January 30, 2011. The increase in our gross margin rate was attributable to increased merchandise margin as well as leverage in occupancy costs and supplies expense, offset by deleverage in LIFO expense. The merchandise margin rate improved 10 basis points as a percentage of sales for the year ended January 29, 2012 related to our initial recognition of \$1.4 million in gift card breakage income. The LIFO expense increased to \$1.3 million for the year ended January 29, 2012, as compared to \$0.5 million for the unaudited fifty-two weeks ended January 30, 2011, which negatively impacted the gross margin rate by approximately 10 basis points as a percentage of sales.

## Selling, General and Administrative Expenses

Selling, general and administrative expenses increased 0.4%, or \$1.1 million, to \$247.0 million for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011. The increase in selling, general and administrative expenses was primarily attributable to an increase in the number of stores in operation and an increase in customer traffic during the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 31, 2011, which led to higher overall store-level compensation expenses and other costs to operate our stores. With more stores in operation during the year ended January 29, 2012, our salary and benefit expenses increased \$17.6 million and our other store operating expenses increased \$5.8 million, compared to the unaudited fifty-two weeks ended January 30, 2011. These increases were offset by a decrease of \$24.9 million in our corporate administrative expenses for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011. The decrease was primarily attributable to share-based compensation expenses for corporate employees and related payroll tax expense of \$28.8 million associated with our initial public offering in 2010 and was partially offset by a \$2.0 million increase in corporate compensation expense, which was primarily attributable to increased headcount for the year ended January 29, 2012 compared to the unaudited fifty-two weeks ended January 30, 2011.

Excluding the IPO-related share-based compensation and payroll tax expense, selling, general, and administrative expenses for the year ended January 29, 2012 increased 13.8%, or \$29.9 million, from \$217.1 million, as adjusted, for the unaudited fifty-two weeks ended January 30, 2011. As a percent of sales, selling, general, and administrative expenses for the year ended January 29, 2012 were 22.3% or 20 basis points higher than the adjusted selling general and administrative expenses for the unaudited fifty-two weeks ended January 30, 2011. Selling, general and administrative expenses included higher corporate expenses, driven by approximately \$2.3 million in new expenses attributable to our public company status and approximately \$1.1 million in transaction expenses incurred in connection with our public offering of common stock in fiscal 2011, which together adversely impacted selling, general and administrative expenses as a percentage of sales by approximately 30 basis points during fiscal 2011. In addition to these higher corporate expenses, we also incurred incremental expenses opening new stores in fiscal 2011, mostly offset by an improvement in store level and corporate compensation expense as a percentage of sales. The following table provides an unaudited reconciliation of adjusted sales, general and administrative expenses, a non-GAAP financial measure, to U.S. GAAP selling, general and administrative expenses:

	For the Fifty-Two Weeks Ended January 30, 2011 (unaudited) (amounts in thousands)
Selling, general and administrative expenses	\$245,955
IPO-related share-based compensation expense and payroll tax expense	(28,821 )
Adjusted selling, general and administrative expenses	\$217,134

## Income from Operations

For the year ended January 29, 2012, operating income increased \$42.0 million, to \$82.9 million from \$40.9 million for the unaudited fifty-two weeks ended January 30, 2011. For the unaudited fifty-two weeks ended January 30, 2011, share-based compensation and related payroll tax expense related to our initial public offering reduced operating

income by \$28.8 million. Excluding these items, operating income increased \$13.2 million, or 19.0%, from \$69.7 million, as adjusted, for the unaudited fifty-two weeks ended January 30, 2011. As a percent of sales, operating margin for the year ended January 29, 2012 increased to 7.5% from 7.1%, an increase of 40 basis points as compared to the unaudited fifty-two weeks ended January 30, 2011, as adjusted. The primary driver for the increase in operating margin for the year ended January 29, 2012 was the increase in gross margin rate, which included \$1.4 million for the initial recognition of gift card breakage income, as well as a slight improvement in depreciation expense as a percentage of sales. The following table provides an unaudited reconciliation of adjusted income from operations, a non-GAAP financial measure, to U.S. GAAP income from operations:

For the Fifty-Two Weeks Ended  
January 30, 2011  
(unaudited)  
(amounts in thousands)

Income from operations	\$ 40,846
IPO-related share-based compensation expense and payroll tax expense	28,821
Adjusted income from operations	\$ 69,667

Depreciation increased 9.0%, or \$3.0 million, to \$36.5 million for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011, which was attributable to store unit growth.

#### Interest Expense

Interest expense decreased 15.9%, or \$0.3 million, to \$1.9 million for the year ended January 29, 2012, as compared to \$2.2 million for the unaudited fifty-two weeks ended January 30, 2011, due primarily to reduced weighted average borrowings under our revolving credit facility. We also benefited from the expiration of an interest rate swap in 2011 for which we paid a fixed rate of 4.91% on the notional amount of \$15.0 million.

#### Income Tax Expense

Income tax expense increased \$12.2 million for the year ended January 29, 2012, as compared to the unaudited fifty-two weeks ended January 30, 2011. The increase was attributable to the termination of our S-corporation election and the conversion to a C-corporation in November 2010 in connection with our initial public offering, and as a result, we are now subject to additional entity-level taxes that are reflected in our consolidated financial statements.

The effective income tax rate for the year ended January 29, 2012 was 36.6% as compared to 39.1% on a pro forma basis for the unaudited fifty-two weeks ended January 30, 2011. The decrease was mostly attributable to inventory food donations to charitable organizations.

#### Net Income

Net income increased \$30.0 million, to \$51.4 million for the year ended January 29, 2012, from \$21.3 million for the unaudited fifty-two weeks ended January 30, 2011. Net income increased 24.7%, or \$10.2 million, to \$51.4 million for the year ended January 29, 2012, from \$41.2 million, as adjusted, for the unaudited fifty-two weeks ended January 30, 2011. Net income as a percentage of sales for the year ended January 29, 2012 increased to 4.6% from 4.2%, as adjusted, for the unaudited fifty-two weeks ended January 30, 2011. The following table provides an unaudited reconciliation of adjusted net income, a non-GAAP financial measure, to U.S. GAAP net income:



	For the Fifty-Two Weeks Ended January 30, 2011 (unaudited) (amounts in thousands, except per share amounts)	
	Net Income	Diluted Earnings Per Share
Net income	\$ 21,338	\$ 0.44
Share-based compensation expense (1)	17,575	0.37
Recognition of net deferred tax liabilities upon C-corporation conversion	19,125	0.40
Tax provision (2)	(16,827	) (0.35
Adjusted net income	\$ 41,211	\$ 0.86

(1) Represents share-based compensation expense of \$28.8 million including related payroll taxes incurred in connection with our initial public offering, net of tax benefit.

(2) Represents estimated income taxes from February 2010 to November 2010, during which time period we were an S-corporation, using a blended statutory rate of 39.1%, which reflects combined federal and state income taxes, as if we had been treated as a C-corporation.

#### Year Ended January 29, 2012 Compared to the Year Ended December 31, 2010

##### Sales

Sales increased 13.7%, or \$133.8 million, to \$1,108.0 million for the year ended January 29, 2012, as compared to the year ended December 31, 2010. The increase in sales for the year ended January 29, 2012 was attributable primarily to sales from 13 stores that were not open in 2010, increased sales from 8 stores that were only open during a portion of 2010 and an overall increase in comparable store sales. There were 99 comparable stores and 14 non-comparable stores open at January 29, 2012.

Our sales for the year ended January 29, 2012 includes \$1.4 million for the initial recognition of breakage on gift cards we previously issued and sold. Although we expect to recognize gift card breakage income in future periods, the amount we expect to recognize in future periods will be less than the initial breakage income we recognized for the year ended January 29, 2012. For example, our gift card breakage income for the fourth quarter of fiscal 2011, when we began recognizing gift card breakage income, represented approximately \$0.2 million, while the cumulative adjustment for the initial recognition of gift card breakage represented \$1.4 million, for a total of approximately \$1.6 million in gift card breakage income for the year ended January 29, 2012. Due to seasonality, we expect gift card breakage income to be significantly higher in the fourth quarter than in any other fiscal quarter. Gift card breakage income is not included in the comparable store sales figures.

##### Gross Profit

Gross profit increased 14.9%, or \$47.6 million, to \$366.9 million for the year ended January 29, 2012, as compared to 2010. The amount of the increase in gross profit attributable to increased sales was \$43.8 million and the amount of the increase in gross profit attributable to increased gross margin rate was \$3.8 million. Our cost of goods sold increased by \$86.2 million for the year ended January 29, 2012, as compared to 2010, which was primarily attributable to a \$77.1 million increase in merchandise product costs, \$6.3 million increase in store occupancy costs and a \$1.2 million increase in LIFO expense. Gross margin rate increased 30 basis points to 33.1% for the year ended January 29, 2012 from 32.8% for 2010. The increase in our gross margin rate was primarily attributable to increased

merchandise margin as well as leverage in occupancy costs and supplies expense, offset by an increase in LIFO expense of 10 basis points as a percentage of sales. The gross margin rate included \$1.4 million for the initial recognition of gift card breakage income, which contributed approximately 10 basis points of improvement as a percentage of sales.

## Selling, General and Administrative Expenses

Selling, general and administrative expenses increased \$2.7 million, to \$247.1 million for the year ended January 29, 2012, as compared to 2010. An increase in the number of stores in operation and an increase in customer traffic during the year ended January 29, 2012, as compared to 2010, led to higher overall store-level labor expenses and other costs to operate our stores. With more stores in operation during fiscal 2011, our salary and benefit expenses increased \$18.2 million and our other store operating expenses increased \$6.3 million, compared to 2010. These increases were offset by a decrease of \$24.5 million in our corporate administrative expenses for the year ended January 29, 2012, as compared to 2010. The decrease was primarily attributable to share-based compensation expenses for corporate employees and related payroll tax expense of \$28.8 million associated with our initial public offering in 2010 and was partially offset by a \$1.6 million increase in corporate compensation expense, which was primarily attributable to increased headcount for the year ended January 29, 2012, as compared to 2010.

Excluding the IPO-related share-based compensation and related payroll tax expense, selling, general and administrative expenses for the year ended January 29, 2012 increased 14.6%, or \$31.5 million from \$215.6 million, as adjusted, for the year ended December 31, 2010. As a percent of sales, selling, general, and administrative expenses for the year ended January 29, 2012 were 22.3%, or 20 basis points higher than 2010, as adjusted. Selling, general and administrative expenses included higher corporate expenses, driven by approximately \$2.6 million in new expenses attributable to the our public company status and approximately \$1.1 million in transaction expenses incurred in connection with our public offering of common stock in fiscal 2011, which together adversely impacted selling, general and administrative expenses as a percentage of sales by approximately 30 basis points during fiscal 2011. In addition to these higher expenses corporate expenses, we also incurred incremental expenses opening new stores in fiscal 2011, mostly offset by an improvement in store level and corporate compensation expense as a percentage of sales. The following table provides an unaudited reconciliation of adjusted sales, general and administrative expenses, a non-GAAP financial measure, to U.S. GAAP selling, general and administrative expenses:

	2010 (amounts in thousands)
Selling, general and administrative expenses	\$244,378
IPO-related share-based compensation expense and payroll tax expense	(28,821 )
Adjusted income from operations	\$215,557

## Income from Operations

For the year ended January 29, 2012, operating income increased \$42.0 million, to \$82.9 million from \$40.9 million in 2010. Share-based compensation and related payroll tax expense in connection with our initial public offering reduced operating income by \$28.8 million for the year ended December 31, 2010. Excluding these items, operating income increased \$13.1 million, or 18.8%, from \$69.8 million, as adjusted, in 2010. On an adjusted basis, operating margin as a percent of sales was 30 basis points higher, or 7.5% for the year ended January 29, 2012, as compared to 7.2% for the year ended December 31, 2010. The primary driver for the increase in operating margin for the year ended January 29, 2012 was the increase in gross margin rate, which included \$1.4 million for the initial recognition of gift card breakage, as well as a slight improvement in depreciation expense as a percentage of sales. The following table provides an unaudited reconciliation of adjusted income from operations, a non-GAAP financial measure, to U.S. GAAP income from operations:

2010  
(amounts in thousands)

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Income from operations	\$40,935
IPO-related share-based compensation expense and payroll tax expense	28,821
Adjusted income from operations	\$69,756

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Depreciation increased 10.2%, or \$3.4 million, to \$36.5 million for the year ended January 29, 2012, as compared to 2010, which was attributable to store unit growth.

#### Interest Expense

Interest expense decreased 21.8%, or \$0.5 million, to \$1.9 million for the year ended January 29, 2012, as compared to 2010, due primarily to reduced weighted average borrowings under our revolving credit facility. We also benefited from the expiration of an interest rate swap for the year ended January 29, 2012 for which we paid a fixed rate of 4.91% on the notional amount of \$15.0 million.

#### Income Tax Expense

Income tax expense increased \$13.8 million for the year ended January 29, 2012, as compared to 2010. The increase was attributable to the termination of our S-corporation election and the conversion to a C-corporation in November 2010 in connection with our initial public offering, and as a result, we are now subject to additional entity-level taxes that are reflected in our consolidated financial statements.

The effective income tax rate for the year ending January 29, 2012, was 36.6% as compared to 39.0% on a pro forma basis for the year ended December 31, 2010. The decrease was mostly attributable to inventory food donations to charitable organizations.

#### Net Income

Net income increased \$28.5 million, to \$51.4 million for the year ended January 29, 2012, as compared to \$22.9 million for 2010. Net income increased 24.8%, or \$10.2 million, from \$41.2 million for 2010, as adjusted. Net income as a percentage of sales for the year ended January 29, 2012 increased 40 basis points as a percentage of sales to 4.6% from 4.2% for 2010, as adjusted. The following table provides an unaudited reconciliation of adjusted net income, a non-GAAP financial measure, to U.S. GAAP net income:

	2010 (unaudited)	
	Net Income	Diluted Earnings Per Share
	(amounts in thousands, except per share amounts)	
Net income	\$22,915	\$0.48
Share-based compensation expense (1)	17,575	0.37
Recognition of net deferred tax liabilities upon C-corporation conversion	19,125	0.40
Tax provision (2)	(18,422)	(0.39)
Adjusted net income	\$41,193	\$0.86

(1) Represents share-based compensation expense of \$28.8 million including related payroll taxes incurred in connection with our initial public offering, net of tax benefit.

(2) Represents estimated income taxes from January 2010 to November 2010, during which time period we were an S-corporation, using a blended statutory rate of 39.0%, which reflects combined federal and state income taxes, as if we had been treated as a C-corporation.



One-Month Audited Transition Period Ended January 30, 2011 (“January 2011”) Compared to the One-Month Unaudited Period Ended January 31, 2010 (“January 2010”).

The January 2011 period had 30 days while the comparable period in January 2010 had 31 days.

Sales for January 2011 increased by \$6.2 million, or 8.6%, to \$78.2 million, from \$72.0 million for January 2010. Our comparable store sales increased 1.4% for January 2011 compared to January 2010. The January 2011 period had one less day than the same period in 2010, which negatively impacted the comparison by 3.4%. Gross profit increased by \$1.8 million, or 7.8%, to \$24.8 million for January 2011, from \$23.0 million for January 2010. The gross margin rate decreased 10 basis points due to a LIFO charge of \$0.4 million in the one month ending January 2011 compared to a charge of \$0.1 million in January 2010. Selling, general and administrative expenses increased by \$1.6 million, or 10.0%, to \$17.6 million for January 2011, from \$16.0 million for January 2010. The increase was primarily attributable to eight additional stores operating during the 2011 period compared to 2010, which led to higher overall store-level labor expenses and other costs to operate our stores. Selling, general and administrative expenses increased as a percent of sales by 30 basis points in January 2011, mostly due to new public company costs and incremental share based compensation expense. In addition to the items above, depreciation expense had a negative impact on income from continuing operations due to accelerated depreciation associated with planned store relocations and remodels in 2011 and 2012. Income from continuing operations decreased by 2.2% to \$4.5 million for January 2011 compared to \$4.6 million for January 2010. Net income was \$2.7 million, for diluted earnings of \$0.06 per share, for January 2011 compared to \$4.2 million, or diluted earnings of \$0.09 per share for January 2010. The decrease in net income is attributable to our conversion from an S-corporation to a C-corporation, which resulted in additional entity-level taxes of \$1.7 million for the one month ended January 30, 2011 as compared to January 31, 2010.

#### Liquidity and Capital Resources

Our primary sources of liquidity are cash generated from operations and borrowings under our revolving credit facility. Our primary uses of cash are purchases of inventory, operating expenses, capital expenditures primarily for opening new stores and relocating and remodeling existing stores, debt service, corporate taxes, and while we were an S-corporation, distributions to our stockholders. We believe that the cash generated from operations, together with the borrowing availability under our revolving credit facility, will be sufficient to meet our working capital needs for at least the next twelve months, including investments made, and expenses incurred, in connection with opening new stores and relocating and remodeling existing stores and other strategic initiatives. These strategic initiatives include the replacement of store equipment and product display fixtures, and investments in information technology and merchandising enhancements. Our working capital position benefits from the fact that we generally collect cash from sales to customers the same day or, in the case of credit or debit card transactions, within a few business days of the related sale.

At January 27, 2013, we had \$8.7 million in cash and cash equivalents and \$120.1 million in borrowing availability pursuant to our 2011 Credit Facility. The 2011 Credit Facility is discussed under “—Financing Activities” and “—Revolving Credit Facility” below.

While we believe we have sufficient liquidity and capital resources to meet our current operating requirements and expansion plans, we may elect to pursue additional expansion opportunities within the next year which could require additional debt or equity financing. If we are unable to secure additional financing at favorable terms in order to pursue such additional expansion opportunities, our ability to pursue such opportunities could be materially adversely affected.

A summary of our operating, investing and financing activities is shown in the following table:

Year Ended

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	January 27, 2013	January 29, 2012	December 31, 2010
	(in thousands)		
Net cash provided by operating activities	\$91,914	\$108,511	\$111,438
Net cash used in investing activities	(74,409 )	(87,292 )	(41,926 )
Net cash used in financing activities	(19,449 )	(18,405 )	(68,675 )
Net increase (decrease) in cash and cash equivalents	\$(1,944 )	\$2,814	\$837



## Operating Activities

Cash provided by operating activities consists primarily of net income adjusted for non-cash items, including depreciation, realized losses on disposal of property and equipment, share-based compensation, changes in deferred taxes, and the effect of changes in assets and liabilities.

	Year Ended		
	January 27, 2013	January 29, 2012	December 31, 2010
Net income	\$64,133	\$51,395	\$22,915
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization	45,962	36,692	33,171
Impairments and loss on disposal of property and equipment	170	130	817
Share-based compensation associated with equity awards	4,259	2,269	358
Share-based compensation associated with liability awards	—	—	29,420
Excess tax benefits from share-based compensation	(1,140)	(289)	—
Deferred income taxes	(6,339)	9,424	15,444
Changes in assets and liabilities	(15,131)	8,890	9,313
Net cash provided by operating activities	\$91,914	\$108,511	\$111,438

Net cash provided by operating activities decreased 15.3%, or \$16.6 million, to \$91.9 million for the year ended January 27, 2013, compared to \$108.5 million for the year ended January 29, 2012 primarily attributable to lease inducement payments and funds in escrow totaling \$20.0 million paid and to be disbursed in connection with acquiring or entering into new leases, which are reflected as changes in assets and liabilities in the table above. Lease inducement payments are recorded as a long term asset and expensed over the primary term of the lease.

Net cash provided by operating activities decreased 2.6%, or \$2.9 million, to \$108.5 million for the year ended January 29, 2012, from \$111.4 million for the year ended December 31, 2010. The decrease in net cash provided by operating activities was primarily due to an increase in tax payments.

## Investing Activities

Cash used in investing activities consists primarily of capital expenditures for opening new stores and relocating and remodeling existing stores, as well as investments in information technology and merchandising enhancements.

	Year Ended		
	January 27, 2013	January 29, 2012	December 31, 2010
Purchases of property and equipment	\$(81,107)	\$(87,513)	\$(41,983)
Proceeds from sale of property and equipment	6,698	221	57
Net cash used in investing activities	\$(74,409)	\$(87,292)	\$(41,926)

Capital expenditures decreased \$6.4 million to \$81.1 million for the year ended January 27, 2013, compared to \$87.5 million for the year ended January 29, 2012. The decrease in capital expenditures was primarily related to higher than normal spending on certain real estate projects, including the purchase of land during the year ended January 29, 2012, as well as a decrease in spending related to the number of remodels and relocations for the year ended January 27, 2013. We relocated one store during the year ended January 27, 2013, compared to relocating two stores and

remodeling two stores during the year ended January 29, 2012. In April 2012, we received proceeds of \$6.6 million from a land and building sale-leaseback transaction.

Capital expenditures increased \$45.5 million to \$87.5 million for the year ended January 29, 2012, compared to \$42.0 million for the year ended December 31, 2010. The increase in capital expenditures was primarily related to an increase in new store growth, merchandising initiatives, and equipment upgrades and enhancements to existing stores for the year ended January 29, 2012. During the year ended January 29, 2012, the company opened 13 new stores, relocated 2 stores, and remodeled 2 stores compared to 8 stores that were opened in the prior year. Additionally, the increase in new store capital expenditures was related to higher than normal spending on certain projects, including the purchase of land. Our new store capital expenditures also included several buildings constructed, versus our typical leasehold improvements.

We plan to spend approximately \$130.0 million to \$150.0 million on capital expenditures during fiscal 2013, primarily related to real estate investments as we plan to remodel, relocate and construct and open more stores in fiscal 2013 than in fiscal 2012.

### Financing Activities

Cash used in financing activities consists principally of borrowings and payments under our revolving credit facility, and for the year ended December 31, 2010, equity issuance costs associated with our initial public offering, and prior to our initial public offering, distributions to our stockholders. Prior to our initial public offering the distributions to our stockholders consisted of both discretionary distributions and distributions to enable our stockholders to pay their tax obligations due to our S-corporation status, which we funded through borrowings under our revolving credit facility. We currently do not intend to pay cash dividends on our common stock. See “Item 5. Market for Registrant’s Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities” for a discussion of our dividend policy.

	Year Ended		
	January 27, 2013	January 29, 2012	December 31, 2010
	(in thousands)		
Borrowings on revolving credit note	\$466,324	\$450,782	\$326,641
Payments made on revolving credit note	(488,324 )	(468,632 )	(342,391 )
Debt issuance costs	—	(1,056 )	—
Proceeds from issuance of common stock pursuant to employee stock purchase plan	185	62	—
Excess tax benefits from share-based compensation	1,140	289	—
Payments on withholding tax for restricted stock unit vesting	(492 )	(367 )	—
Proceeds from exercise of share-based compensation awards	1,718	517	—
Equity issuance costs	—	—	(4,815 )
Distributions to stockholders	—	—	(48,110 )
Net cash used in financing activities	\$(19,449 )	\$(18,405 )	\$(68,675 )

Net cash used in financing activities during the year ended January 27, 2013 and January 29, 2012 was \$19.5 million and \$18.4 million, respectively. Net repayments under our revolving credit facility were \$22.0 million for the year ended January 27, 2013, compared to \$17.9 million for the year ended January 29, 2012.

Net cash used in financing activities for the years ended January 29, 2012 and December 31, 2010 was \$18.4 million and \$68.7 million, respectively. The \$50.3 million decrease in net cash used in financing activities was primarily due to the elimination of distributions to our stockholders. We currently expect to retain future earnings, if any, for use in the operation and expansion of our business and do not anticipate paying any cash dividends on our common stock for the foreseeable future. On February 22, 2011, we terminated our 2007 Credit Facility and entered into a new 2011 Credit Facility (defined below). At closing, approximately \$74.7 million was drawn under the 2011 Credit Facility to

repay borrowings under the 2007 Credit Facility, which is included in both borrowings and payments on the revolving credit agreement for the year ended January 29, 2012. In connection with the new credit agreement we incurred approximately \$1.1 million in debt issuance costs. Net repayments under our revolving credit facility during the years ended January 29, 2012 and December 31, 2010 were \$17.9 million and \$15.8 million, respectively.

## Revolving Credit Facility

We are party to a revolving credit facility with Bank of America, N.A. as Administrative Agent, Swing Line Lender, and Letter of Credit Issuer, and several other lending institutions (the "2011 Credit Facility"). The 2011 Credit Facility matures February 22, 2016, and is available to provide support for working capital, capital expenditures and other general corporate purposes, including permitted acquisitions, issuance of letters of credit, refinancing and payment of fees. While we currently have no material domestic subsidiaries, other entities will guarantee our obligations under the 2011 Credit Facility if and when they become material domestic subsidiaries during the term of the 2011 Credit Facility.

The 2011 Credit Facility provides for total borrowings of up to \$175 million. Under the terms of the 2011 Credit Facility, we are entitled to request an increase in the size of the facility by an amount not exceeding \$75 million in the aggregate. If the existing lenders elect not to provide the full amount of a requested increase, or in lieu of accepting offers from existing lenders to increase their commitments, we may designate one or more other lender(s) to become a party to the 2011 Credit Facility, subject to the approval of the Administrative Agent. The 2011 Credit Facility includes a letter of credit sublimit of \$25 million and a swing line sublimit of \$10 million.

At our option, outstanding borrowings bear interest at (i) the London Interbank Offered Rate plus an applicable margin that ranges from 1.00% to 2.25%, (ii) the Eurodollar rate plus an applicable margin that ranges from 1.00% to 2.25%, or (iii) the base rate plus an applicable margin that ranges from 0% to 1.25%, where the base rate is defined as the greatest of: (a) the federal funds rate plus 0.50%, (b) Bank of America's prime rate, and (c) the Eurodollar rate plus 1.00%.

In November 2012, we amended the commitment fee calculated on the unused portions of the 2011 Credit Facility from a range of 0.30% to 0.45% per annum to a range of 0.20% to 0.35% per annum. As of January 27, 2013 and January 29, 2012, all outstanding borrowings bear interest at LIBOR plus an applicable margin.

The 2011 Credit Facility contains a number of affirmative and restrictive covenants, including limitations on our ability to grant liens, incur additional debt, pay dividends, redeem our common stock, make certain investments and engage in certain merger, consolidation or asset sale transactions.

In addition, the 2011 Agreement provides that we will be required to maintain the following financial ratios:

a consolidated maximum leverage ratio as of the end of any quarter of not more than 4.25 to 1.00, based upon the ratio of (i) adjusted funded debt (as defined in the 2011 Credit Facility) to (ii) EBITDAR (as defined in the 2011 Credit Facility) over the period consisting of the four fiscal quarters ending on or before the determination date, and

a consolidated fixed charge coverage ratio of not less than 1.70 to 1.00, based upon the ratio of (i) EBITDAR (as defined in the 2011 Credit Facility) less cash taxes paid by the company and certain discretionary distributions over the period consisting of the four fiscal quarters ending on or immediately prior to the determination date to (ii) the sum of interest expense, cash lease and rent expense and the current portion of capitalized lease obligations for such period and the current portion of long-term liabilities for the four fiscal quarters ending as of the end of any quarter on or prior to the determination date.

We were in compliance with all debt covenants under the 2011 Credit Facility as of January 27, 2013.

## Contractual Obligations

The following table summarizes our contractual obligations, as of January 27, 2013.

	Payments Due by Period (in thousands)				
	Total	Less than 1 year	1 - 3 years	3 - 5 years	More than 5 years
Contractual obligations					
Long-term debt obligations (1)	\$42,000	\$—	\$—	\$42,000	\$—
Estimated interest on long-term debt obligations (2)	3,115	1,012	2,025	78	—
Operating lease obligations (3)	465,769	44,340	96,893	90,181	234,355
Purchase obligations (4)	4,477	4,477	—	—	—
Lease inducement obligations (5)	14,205	14,205	—	—	—
Contractual obligations for construction-related activities	11,118	11,118	—	—	—
	\$540,684	\$75,152	\$98,918	\$132,259	\$234,355

Reflects the outstanding balance on the 2011 Credit Facility at January 27, 2013. Our balance outstanding fluctuates as we routinely draw new advances or make payments against outstanding advances based on our liquidity. For a more detailed description of our 2011 Credit Facility, see Note 3 to our consolidated financial statements found elsewhere in this document.

The outstanding advances under the 2011 Credit Facility bore variable interest at one-month LIBOR plus an applicable margin, which was 1.5% at January 27, 2013. For purposes of this table, we estimated interest expense to be paid during the remaining term of the 2011 Credit Facility using the outstanding balance and interest rate as of January 27, 2013. Our actual cash payments for interest under the 2011 Credit Facility will fluctuate as the outstanding balance changes with our cash needs and the one-month LIBOR rate fluctuates. For a more detailed description of the interest requirement for our long-term debt, see Note 3 to our consolidated financial statements found elsewhere in this document.

Represents the minimum lease payments due under our operating leases, excluding common area maintenance, insurance and taxes related to our operating lease obligations, which combined represented approximately 31.0% of our minimum lease obligations for the year ended January 27, 2013. For a more detailed description of our operating leases, see Note 7 to our consolidated financial statements found elsewhere in this document.

Purchase obligations include agreements to purchase goods and services made in the normal course of business that are enforceable and legally binding on us. Our purchase obligations consist predominantly of contracts to purchase certain inventory items. This amount does not include any payment obligations with respect to products on hand at our logistics providers as we do not typically take title or have any obligation to pay for products purchased by our logistics provider until we receive the products at our store locations. Although we occasionally have obligations to purchase any inventory on-hand in the event a contract with a logistics provider is terminated, we also generally enter into arrangements with any subsequent logistics provider or distributor pursuant to which the subsequent logistics provider or distributor purchases the inventory on-hand at the former logistics provider or distributor or we deplete the inventory on-hand at the former logistics provider or distributor as the termination date approaches.

As part of an agreement with an entity and various related parties of the entity, we acquired certain lease rights to four new store locations. In connection with the agreement, we are required to maintain cash in an escrow account with an independent third party, which is to be transferred to the entity as each property is delivered to us in the

condition specified by the agreement.

We periodically make other commitments and become subject to other contractual obligations that we believe to be routine in nature and incidental to the operation of our business. We believe that such routine commitments and contractual obligations do not have a material impact on our business, financial condition or results of operations.

### Off-Balance Sheet Arrangements

Our off-balance sheet arrangements at January 27, 2013 consist of outstanding letters of credit discussed in Note 3 to our consolidated financial statements found elsewhere in this document and of operating leases. We have no other off-balance sheet arrangements that have had, or are reasonably likely to have, a material current or future effect on our consolidated financial statements or changes in financial condition, revenues or expenses, results of operations, liquidity, capital expenditures or capital resources.

### Critical Accounting Policies

In presenting our consolidated financial statements in conformity with U.S. generally accepted accounting principles, or GAAP, we are required to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenues, costs and expenses and related disclosures.

Some of the estimates and assumptions that we are required to make relate to matters that are inherently uncertain as they pertain to future events. We base these estimates and assumptions on historical experience or on various other factors that we believe to be reasonable and appropriate under the circumstances. On an ongoing basis, we reconsider and evaluate our estimates and assumptions. Actual results may differ significantly from these estimates. Future results may differ from our estimates under different assumptions or conditions.

We believe that the critical accounting policies listed below involve our more significant judgments, assumptions and estimates and, therefore, could have the greatest potential impact on our consolidated financial statements.

For further information on our critical and other significant accounting policies, see the notes to our consolidated financial statements included elsewhere in this Form 10-K.

### Inventories

Our inventories are stated at the lower of cost or market. Predominantly all of our inventories are valued using the last-in, first-out, or LIFO, method whereby the costs of the first items purchased remain in inventory and are used to value ending inventory. We use the link chain method for computing dollar value LIFO, whereby the base year values of beginning and ending inventories are determined using cumulative price indexes published by the Bureau of Labor Statistics. Valuing inventory using LIFO requires management to select from different available methods. Using a different method could result in a change in our estimate of the LIFO value of our inventory and that difference could be materially different.

We determine the current cost of our inventories using the first-in, first-out, or FIFO method. The FIFO value of inventories includes cost of goods and freight, net of vendor rebates and discounts. The excess of the current cost of inventories over the LIFO value, or the LIFO reserve, was approximately \$6.7 million at January 27, 2013, \$6.4 million at January 29, 2012, and \$5.1 million at January 30, 2011.

### Impairment of Long-Lived Assets

We assess our long-lived assets, principally property and equipment, for possible impairment whenever events or changes in circumstances indicate the carrying value of a long-lived asset or group of assets may not be recoverable. Recoverability is measured by a comparison of the carrying amount of the assets to the future undiscounted cash flows expected to be generated by the assets. If impairment is indicated, a loss is recognized for any excess of the carrying value over the estimated fair value of the asset.



Our judgment regarding the existence of circumstances that indicate an asset's carrying value may not be recoverable, and therefore potentially impaired, is based on several factors, including a decision to close a store or an unexpected decline in long-term cash flows. Determining whether impairment exists requires that we use estimates and assumptions of projected cash flows and operating results for the asset or assets being assessed. Our cash flow projections look several years into the future and include assumptions concerning variables such as the potential impact of operational changes, competitive factors, inflation and the economy. Our estimate of fair value used in calculating an impairment loss is based on market values, if available, or our estimated future cash flow projections discounted to their present value. Using different assumptions and definitions could result in a change in our estimates of cash flows and fair value and those differences could produce materially different results.

### Closed Store Reserves

We record a reserve for future lease obligations associated with stores that are no longer being utilized in our current operations. The fair value of the closed store liability is estimated using a discount rate to calculate the present value of the remaining noncancelable lease payments at the cease use date for the store, net of an estimate of subtenant income. Lease payments for operating leases included in our closed store reserve are expected to be paid over the remaining terms of the respective leases.

Our assumptions about future cash payments to be made as part of the lease agreements are based on the terms contained in the lease agreement. In determining the fair value of the liability, we offset the future lease payments with an estimate of the amount of subtenant income that could be reasonably obtained for the store properties. Our expectations of potential subtenant income are based on variable factors including our knowledge of the geographical area in which the closed property is located and existing economic conditions. We also seek advice from local brokers and agents, commercial market value analysts, and third party fair value reports to develop our assumptions. While we believe our current estimates of reserves for closed properties are adequate, it is possible that market and economic conditions could cause us to change our assumptions and may require additional reserves. We review our estimates used in determining the closed store reserve on a quarterly basis and record adjustments, if necessary, in the period in which the change becomes known.

### Insurance Reserves

We use a combination of insurance and self-insurance to provide for potential liability for workers' compensation, automobile and general liability, product liability, director and officers' liability, employee health care benefits, and other casualty and property risks. Liabilities associated with the risks that are retained by us are estimated, in part, by considering historical claims experience, demographic factors, severity factors and other actuarial assumptions. While we believe that our assumptions are appropriate, the estimated accruals for these liabilities could be significantly affected if future occurrences and claims differ from these assumptions and historical trends.

Because of the significance of the judgments and estimation processes, it is likely that materially different amounts could be recorded if we used different assumptions or if the underlying circumstances were to change. A 10% change in our insurance liabilities at January 27, 2013 would have affected our annual operating income by approximately \$1.4 million.

### Income Taxes

We must make certain estimates and judgments in determining income tax expense for financial statement purposes. The amount of taxes currently payable or refundable is accrued, and deferred tax assets and liabilities are recognized for the estimated future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Deferred tax assets are also recognized for realizable loss and tax credit carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates in effect for the year in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities for a change in tax rates is recognized in income in the period that includes the enactment date.

We apply the provisions of the authoritative guidance on accounting for uncertainty in income taxes that was issued by the Financial Accounting Standards Board, or FASB. Pursuant to this guidance, we may recognize the tax benefit from an uncertain tax position only if it is more likely than not that the tax position will be sustained on examination by the taxing authorities based on the technical merits of the position. The tax benefits recognized in the consolidated financial statements from such a position should be measured based on the largest benefit that has a greater than 50% likelihood of being realized upon ultimate settlement. The authoritative guidance also addresses other items related to uncertainty in income taxes including derecognition, measurement, classification, interest and penalties, accounting in interim periods, disclosure and transition.

In November 2010, we converted from S-corporation status to a C-corporation under Subchapter C of the Internal Revenue Code, thereby ceasing to be a pass-through entity for income tax purposes. As a result, we recorded deferred tax assets and liabilities using the estimated corporate effective tax rate. In prior years, we elected to be treated as an S-corporation under Subchapter S of the Internal Revenue Code for federal income tax purposes and for state income tax purposes where allowed. In general, corporate taxable income or loss of an S-corporation is allocated to its stockholders for inclusion in their personal income tax returns. Therefore, in prior years no provision or liability for federal or state income tax has been provided in our consolidated financial statements except for those states where S-corporation status is not recognized.

## Share-based Compensation – 2010 Omnibus Incentive Compensation Plan

We grant options to purchase common stock under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan (“Plan”), which was adopted and approved by the Board of Directors during 2010. The Plan provides for the grant of options intended to qualify as incentive stock options (“ISOs”), nonqualified stock options (“NSOs”), stock appreciation rights (“SARs”), restricted share awards, restricted stock units (“RSUs”), performance compensation awards, cash incentive awards, deferred share units and other equity-based and equity-related awards.

In accordance with ASC 718, Compensation—Stock Compensation, the fair value of each option award is estimated on the grant date using the Black-Scholes option-pricing model which requires the input of certain assumptions, including the expected life of the share-based award, stock price volatility, dividend yield and interest rate. Because there is limited history for our common stock, the expected life and volatility are based on historical data of publicly traded companies with characteristics similar to ours, such as plan design, industry, stage of life cycle and size, which we consider as part of a peer group that we use for the purposes of the Black-Scholes option-pricing model. Expected life is based on the median expected term of the peer group as disclosed in their publicly available financial statements. Volatility is calculated by taking the median of the historical volatilities of the peer group. Since our IPO we have not declared dividends and we do not plan to pay any dividends in the future. The risk-free rate for periods in the expected life of the option is based on the U.S. Treasury constant maturities in effect at the time of the grant. The awards are based on a four year graded vesting schedule over the requisite service period and we recognize compensation expense on a straight line basis for all share-based awards net of estimated forfeitures.

The fair value of RSUs and restricted stock awards is equal to the fair market value of our common stock on the date of grant. The RSU awards are based on a four year graded vesting schedule over the requisite service period and we recognize compensation expense on a straight line basis for RSUs net of estimated forfeitures. Restricted share awards issued to independent directors vest pursuant to the Plan at the earlier of one year or the next annual meeting of the stockholders and for the restricted stock awards, we recognize compensation expense on a straight line basis net of estimated forfeitures over the vesting period.

We recognize the estimated fair value of performance-based awards as share-based compensation expense over the performance period based upon our determination of whether it is probable that the performance targets will be achieved. We assess the probability of achieving the performance targets at each reporting period. Cumulative adjustments, if any, are recorded quarterly to reflect subsequent changes in the estimated outcome of performance-related conditions. The fair value of the performance-based awards is based on the fair market value of our common stock on the date of grant.

## Recent Accounting Pronouncements

For a description of a complete list of recent accounting pronouncements, see the notes to our consolidated financial statements included elsewhere in this Form 10-K.

## Disclaimer on Forward-Looking Statements

Except for the historical information contained herein, the matters discussed in this analysis are forward-looking statements that involve risks and uncertainties, including but not limited to general business conditions, the timely development and opening of new stores, the integration of acquired stores, the impact of competition and changes in government regulation. For a discussion of these and other risks and uncertainties that may affect our business, see “Cautionary Note Regarding Forward-Looking Statements” and “Item 1A. Risk Factors.” We do not undertake any obligation to update forward-looking statements.

## Item 7A. Quantitative and Qualitative Disclosures About Market Risk.

We are exposed to interest rate changes of our long-term debt. We do not use financial instruments for trading or other speculative purposes.

#### Interest Rate Risk

Our principal exposure to market risk relates to changes in interest rates with respect to the portion of our revolving credit facility. Our revolving credit facility carries floating interest rates that are tied to LIBOR, Eurodollar, the federal funds rate or the base rate, and therefore, our statements of income and our cash flows will be exposed to changes in interest rates to the extent that we do not have effective hedging arrangements in place. Based upon a sensitivity analysis at January 27, 2013, a hypothetical 1.0% change in interest rates would change our annual interest expense by approximately \$0.4 million. We do not

use derivative financial instruments for speculative or trading purposes; however, this does not preclude our adoption of specific hedging strategies in the future.

#### Item 8. Financial Statements and Supplementary Data.

Our consolidated financial statements and related notes begin on Page F-1, which are included in this Form 10-K.

#### Item 9. Changes in and Disagreements with Accountants on Accounting and Financial Disclosure.

There are no changes in accountants or disagreements with accountants on accounting principles and financial disclosures required to be disclosed in this Item 9.

#### Item 9A. Controls and Procedures.

##### Conclusion Regarding Disclosure Controls and Procedures

We maintain disclosure controls and procedures designed to provide reasonable assurance to achieve the objective that information in our Exchange Act reports is recorded, processed, summarized and reported within the time periods specified and pursuant to the regulations of the Securities and Exchange Commission. Disclosure controls and procedures, as defined in Rule 13a-15(e) and Rule 15d-15(e) under the Exchange Act, include controls and procedures designed to ensure the information required to be disclosed by the Company in the reports it files or submits under the Exchange Act is accumulated and communicated to our management, including the President and Chief Executive Officer and the Executive Vice President, Chief Operating Officer and Interim Chief Financial Officer, as appropriate, to allow timely decisions regarding required disclosure. It should be noted that our system of controls and procedures, however well designed and operated, can provide only reasonable, and not absolute, assurance that the objectives of the system are met.

As required by Rule 13a-15(b) under the Exchange Act, we carried out an evaluation, under the supervision and with participation of our management, including the President and Chief Executive Officer and the Executive Vice President, Chief Operating Officer and Interim Chief Financial Officer, of the effectiveness of the design and operation of our disclosure controls and procedures as of January 27, 2013, the end of the period covered by this report.

Based on the evaluation, our President and Chief Executive Officer and our Executive Vice President, Chief Operating Officer and Interim Chief Financial Officer have concluded that our disclosure controls and procedures were effective at a reasonable assurance level as of January 27, 2013.

##### Management's Annual Report on Internal Control Over Financial Reporting

Management is responsible for establishing and maintaining adequate internal control over financial reporting, as defined in Exchange Act Rule 13a-15(f). Internal control over financial reporting is designed to provide reasonable assurance regarding the reliability of financial reporting and preparation of consolidated financial statements for external purposes in accordance with U.S. generally accepted accounting principles. Our internal control over financial reporting includes those policies and procedures that:

- (i) pertain to the maintenance of records that, in a reasonable detail, accurately and fairly reflect the dispositions of our transactions and assets;
- (ii) provide reasonable assurance that transactions are recorded as necessary to permit preparation of consolidated financial statements in accordance with generally accepted accounting principles, and that our receipts and

- expenditures are being made only in accordance with authorizations of our management and directors; and
- (iii) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisitions, use or disposition of our assets that could have a material adverse effect on the consolidated financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

We have assessed the effectiveness of our internal control over financial reporting as of January 27, 2013 using the criteria described in Internal Control—Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO).

Based on our assessment of the design and related testing of the internal control over financial reporting, management has concluded that, as of January 27, 2013, we have maintained effective internal control over financial reporting based on the criteria set forth in the COSO framework.

Our independent auditors, Ernst & Young LLP, a registered public accounting firm, are appointed by the Audit Committee of our Board of Directors. Ernst & Young LLP has audited and reported on our consolidated financial statements and our internal control over financial reporting. The reports of the independent auditors are contained in this Annual Report.

The effectiveness of our internal control over financial reporting has been audited by our independent auditor, Ernst & Young LLP, a registered public accounting firm, as stated in their report at page F-2 herein.

#### Changes in Internal Control Over Financial Reporting

There has been no change during the quarter ended January 27, 2013 in the Company's internal control over financial reporting that was identified in connection with the evaluation required by Exchange Act Rule 13a-15(d) which has materially affected, or is reasonably likely to materially affect, the Company's internal control over financial reporting.

As noted above, management has concluded that our disclosure controls and procedures were effective as of January 27, 2013.

#### Item 9B. Other Information

Not applicable.



### PART III

#### Item 10. Directors, Executive Officers and Corporate Governance.

The Company will file with the Securities and Exchange Commission a definitive proxy statement, which we refer to as the Proxy Statement, no later than 120 days after the close of its fiscal year ended January 27, 2013. The information required by this Item and not given in this Item will appear under the headings “Corporate Governance,” “Directors and Executive Officers,” and “Section 16(a) Beneficial Ownership Reporting Compliance,” in our Proxy Statement, which sections are incorporated in this item by reference.

We have adopted a code of ethics applicable to our principal executive officer and other senior financial officers, who include our principal financial officer, principal accounting officer, controller, and persons performing similar functions. The code of ethics, which we refer to as our Code of Conduct, is available on our Internet website at [www.the.freshmarket.com](http://www.the.freshmarket.com). To the extent required by SEC rules, we intend to disclose any amendments to this code and any waiver of a provision of the code for the benefit of our principal executive officer, principal financial officer, principal accounting officer, controller, or persons performing similar functions, on our website within any period that may be required under SEC rules from time to time.

#### Item 11. Executive Compensation.

The information required by this Item will appear under the heading “Executive and Director Compensation” in our Proxy Statement, which section is incorporated in this item by reference.

#### Item 12. Security Ownership of Certain Beneficial Owners and Management and Related Stockholder Matters.

The information required by this Item will appear under the headings “Security Ownership of Certain Beneficial Owners and Management” and “Securities Authorized for Issuance Under Equity Compensation Plans” in our Proxy Statement, which section is incorporated in this item by reference.

#### Item 13. Certain Relationships and Related Transactions, and Director Independence.

The information required by this Item will appear under the headings “Certain Relationships and Related Party Transactions” and “Executive and Director Compensation” and “Corporate Governance” in our Proxy Statement, which sections are incorporated in this item by reference.

#### Item 14. Principal Accountant Fees and Services.

The information required by this Item will appear in the Proposal for Ratification of Appointment of Independent Registered Public Accounting Firm in our Proxy Statement, which section is incorporated in this item by reference.

Part IV

Item 15. Exhibits and Financial Statement Schedules.

(a) The following documents are filed as part of this report:

- (1) Financial Statements: See Item 8. Financial Statements and Supplementary Data.
- (2) Financial Statement Schedules: No schedules are required.
- (3) Exhibits are incorporated herein by reference or are filed with this report as indicated below.

(b) Exhibits

Exhibit Number	Description
3.1	Certificate of Incorporation of The Fresh Market, Inc., incorporated by reference to Exhibit 3.1 to Form 10-K filed March 22, 2011.
3.2	Bylaws of The Fresh Market, Inc., incorporated by reference to Exhibit 3.2 to Form 10-K filed March 22, 2011.
4.1	Specimen Common Stock Certificate, incorporated by reference to Exhibit 4.1 to Form S-1 filed June 23, 2010.
4.2	Registration Rights Agreement, incorporated by reference to Exhibit 4.2 to Form 10-K filed March 22, 2011.
10.1+	Supply and Service Agreement, dated as of January 26, 2007, by and between The Fresh Market, Inc. and Burriss Logistics, incorporated by reference to Exhibit 10.1 to Form S-1 filed May 3, 2010.
10.2+	Renewal Agreement, dated as of October 28, 2011, by and between The Fresh Market, Inc. and Burriss Logistics, incorporated by reference to Exhibit 10.2 to Form 10-Q filed December 8, 2011.
10.3+	Letter Agreement dated May 4, 2012 between The Fresh Market, Inc. and Burriss Logistics, incorporated by reference to Exhibit 10.1 to Form 10-Q filed June 7, 2012.
10.4	Credit Agreement, dated as of February 22, 2011, among The Fresh Market, Inc., as borrower, Bank of America, N.A., as administrative agent, swing line lender and letter of credit issuer, and the other lenders party thereto, incorporated by reference to Exhibit 10.2 to Form S-1 filed March 23, 2011.
10.5	First Amendment to Credit Agreement, dated November 5, 2012, among The Fresh Market, Inc., as borrower, Bank of America, N.A., as administrative agent, swing line lender and letter of credit issuer, and the other lenders party thereto.
10.6	Tax Indemnification Agreement, incorporated by reference to Exhibit 10.5 to Form 10-K filed March 22, 2011.
10.7	Form of Second Amended and Restated Shadow Equity Bonus Agreement, incorporated by reference to Exhibit 10.7 to Form 10-K filed March 22, 2011.
10.8	The Fresh Market Deferred Compensation Plan Amended and Restated Effective March 1, 2010, incorporated by reference to Exhibit 10.8 to Form S-1 filed June 4, 2010.
10.9	The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, incorporated by reference to Exhibit 10.10 to Form 10-K filed March 22, 2011.
10.10	The Fresh Market, Inc. Employee Stock Purchase Plan, incorporated by reference to Exhibit 10.11 to Form 10-K filed March 22, 2011.
10.11	The Fresh Market, Inc. Severance Plan, incorporated by reference to Exhibit 10.12 to Form S-1 filed October 19, 2010.

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- 10.12 Form of Employment Agreement, incorporated by reference to Exhibit 10.13 to Form S-1 filed October 19, 2010.
- 10.13 Form of Option Award Agreement used for awards, if any, granted prior to January 29, 2012, incorporated by reference to Exhibit 10.14 to Form S-1 filed October 19, 2010.
- 10.14 Form of Restricted Stock Unit Award Agreement for Employees used for awards, if any, granted prior to January 29, 2012, incorporated by reference to Exhibit 10.16 to Form S-1 filed October 19, 2010.
- 10.15 Form of Restricted Stock Award Agreement for Directors, incorporated by reference to Exhibit 10.17 to Form S-1 filed October 19, 2010.

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- 10.16 Form of Deferred Stock Unit Award Agreement for Directors under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan.
- 10.17 Form of Director Indemnification Agreement, incorporated by reference to Exhibit 10.20 to Form S-1 filed October 19, 2010.
- 10.18 Form of Performance Share Award Agreement under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, incorporated by reference to Exhibit 10.1 to Form 8-K filed March 21, 2012.
- 10.19 Form of Performance Share Unit Agreement under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, incorporated by reference to Exhibit 10.1 to Form 8-K filed March 19, 2013.
- 10.20 Form of Option Award Agreement under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, incorporated by reference to Exhibit 10.2 to Form 8-K filed March 21, 2012.
- 10.21 Form of Restricted Stock Award Agreement under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, incorporated by reference to Exhibit 10.3 to Form 8-K filed March 21, 2012.
- 10.22 Form of Restricted Stock Unit Award Agreement under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, incorporated by reference to Exhibit 10.4 to Form 8-K filed March 21, 2012.
- 10.23 The Fresh Market, Inc. 2012 Annual Incentive Compensation Program for Select Executives, incorporated by reference to Exhibit 10.1 to Form 8-K filed March 27, 2012.
- 23.1 Consent of Ernst & Young LLP.
- 31.1 Certification Statement of Chief Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002 is filed herewith.
- 31.2 Certification Statement of Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002 is filed herewith.
- 32.1 Certification Statement of Chief Executive Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 is filed herewith.
- 32.2 Certification Statement of Chief Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 is filed herewith.
- 101 The following financial information from the Company's Annual Report on Form 10-K, for the period ended January 27, 2013 formatted in eXtensible Business Reporting Language: (i) Consolidated Balance Sheets, (ii) Consolidated Statements of Income, (iii) Consolidated Statements of Comprehensive Income, (iv) Consolidated Statements of Shareholders' Equity, (v) Consolidated Statements of Cash Flows, (v) Notes to Consolidated Financial Statements (1) (2)

+ Confidential treatment has been granted for certain portions which are omitted in the copy of the exhibit electronically filed with the SEC.

(1) Filed herewith.

Pursuant to Rule 406T of Regulation S-T, the Interactive Data Files hereto are deemed not filed or part of a registration statement or prospectus for purposes of Sections 11 or 12 of the Securities Act of 1933, as amended, (2) are deemed not filed for purposes of Section 18 of the Securities and Exchange Act of 1934, as amended, and otherwise are not subject to liability under those sections.

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

THE FRESH MARKET, INC.

By: /s/ Sean Crane  
Sean Crane  
Executive Vice President, Chief Operating Officer and  
Interim Chief Financial Officer  
(Interim Principal Financial Officer)

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the registrant and in the capacities indicated on March 26, 2013.

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Name	Title
/s/ Craig Carlock Craig Carlock	Director, President and Chief Executive Officer (Principal Executive Officer)
/s/ Sean Crane Sean Crane	Executive Vice President, Chief Operating Officer and Interim Chief Financial Officer (Interim Principal Financial Officer)
/s/ Jeffrey B. Short Jeffrey B. Short	Vice President and Controller (Interim Principal Accounting Officer)
/s/ Ray Berry Ray Berry	Chairman of the Board
/s/ Brett Berry Brett Berry	Vice Chairman of the Board
/s/ Jeffrey Naylor Jeffrey Naylor	Director
/s/ Richard Noll Richard Noll	Director
/s/ David Rea David Rea	Director
/s/ Bob Sasser Bob Sasser	Director
/s/ Steven Tanger Steven Tanger	Director
Jane Thompson	Director
/s/ Michael Tucci Michael Tucci	Director



The Fresh Market, Inc.

Consolidated Financial Statements

Years Ended January 27, 2013 and January 29, 2012, the One Month Ended January 30, 2011, and the Year Ended December 31, 2010

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Report of Independent Registered Public Accounting Firm on Internal Control Over Financial Reporting

The Board of Directors and Stockholders of  
The Fresh Market, Inc.

We have audited The Fresh Market, Inc.'s internal control over financial reporting as of January 27, 2013, based on criteria established in Internal Control—Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission (the COSO criteria). The Fresh Market, Inc.'s management is responsible for maintaining effective internal control over financial reporting, and for its assessment of the effectiveness of internal control over financial reporting included in the accompanying Report of Management on Internal Control Over Financial Reporting. Our responsibility is to express an opinion on the company's internal control over financial reporting based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether effective internal control over financial reporting was maintained in all material respects. Our audit included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, testing and evaluating the design and operating effectiveness of internal control based on the assessed risk, and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion.

A company's internal control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

In our opinion, The Fresh Market, Inc. maintained, in all material respects, effective internal control over financial reporting as of January 27, 2013, based on the COSO criteria.

We also have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), the consolidated balance sheets of The Fresh Market, Inc. as of January 27, 2013 and January 29, 2012, and the related consolidated statements of comprehensive income, stockholders' equity, and cash flows for each of the two years ended January 27, 2013 and January 29, 2012, the one month period ended January 30, 2011, and the year ended December 31, 2010, of The Fresh Market, Inc. and our report dated March 26, 2013 expressed an unqualified opinion thereon.

/s/ Ernst & Young LLP  
Greensboro, North Carolina  
March 26, 2013



Report of Independent Registered Public Accounting Firm

The Board of Directors and Stockholders of  
The Fresh Market, Inc.

We have audited the accompanying consolidated balance sheets of The Fresh Market, Inc. as of January 27, 2013 and January 29, 2012, and the related consolidated statements of comprehensive income, stockholders' equity, and cash flows for each of the two years ended January 27, 2013 and January 29, 2012, the one month period ended January 30, 2011, and the year ended December 31, 2010. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the consolidated financial position of The Fresh Market, Inc. at January 27, 2013 and January 29, 2012, and the consolidated results of its operations and its cash flows for each of the two years ended January 27, 2013 and January 29, 2012, the one month period ended January 30, 2011, and the year ended December 31, 2010, in conformity with U.S. generally accepted accounting principles.

We also have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), The Fresh Market, Inc.'s internal control over financial reporting as of January 27, 2013, based on criteria established in Internal Control-Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission and our report dated March 26, 2013 expressed an unqualified opinion thereon.

/s/ Ernst & Young LLP  
Greensboro, North Carolina  
March 26, 2013

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The Fresh Market, Inc.  
Consolidated Balance Sheets

(In thousands, except share amounts)

	January 27, 2013	January 29, 2012
Assets		
Current assets:		
Cash and cash equivalents	\$8,737	\$10,681
Accounts receivable, net	6,830	4,550
Inventories	43,985	37,796
Prepaid expenses and other current assets	7,675	5,595
Deferred income taxes	3,784	4,445
Total current assets	71,011	63,067
Property and equipment:		
Land	2,846	5,451
Buildings	19,106	15,077
Store fixtures and equipment	272,249	237,678
Leasehold improvements	170,483	141,391
Office furniture, fixtures, and equipment	12,224	10,175
Automobiles	1,335	1,211
Construction in progress	18,661	14,347
Total property and equipment	496,904	425,330
Accumulated depreciation	(207,060)	(168,518)
Total property and equipment, net	289,844	256,812
Restricted cash	14,205	—
Other assets	10,309	3,461
Total assets	\$385,369	\$323,340
Liabilities and stockholders' equity		
Current liabilities:		
Accounts payable	\$35,634	\$34,788
Accrued liabilities	54,385	46,354
Total current liabilities	90,019	81,142
Long-term debt	42,000	64,000
Deferred income taxes	24,053	31,053
Deferred rent	11,341	10,007
Other liabilities	20,097	10,222
Total noncurrent liabilities	97,491	115,282
Commitments and contingencies (Notes 3, 7, and 16)		
Stockholders' equity:		
Preferred stock – \$0.01 par value; 40,000,000 shares authorized, none issued	—	—
Common stock – \$0.01 par value; 200,000,000 shares authorized, 48,144,620 and 48,040,083 shares issued and outstanding at January 27, 2013 and January 29, 2012, respectively	482	481
Additional paid-in capital	105,431	98,622
Retained earnings	91,946	27,813
Total stockholders' equity	197,859	126,916
Total liabilities and stockholders' equity	\$385,369	\$323,340

See accompanying notes to consolidated financial statements.

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The Fresh Market, Inc.

Consolidated Statements of Comprehensive Income

(In thousands, except share and per share amounts)

	Year Ended January 27, 2013	Year Ended January 29, 2012	One Month Ended January 30, 2011	Year Ended December 31, 2010
Sales	\$1,329,131	\$1,108,035	\$78,149	\$974,213
Cost of goods sold (exclusive of depreciation shown separately)	877,433	741,184	53,302	654,986
Gross profit	451,698	366,851	24,847	319,227
Operating expenses:				
Selling, general and administrative expenses	303,495	247,047	17,623	244,378
Store closure and exit costs	976	437	37	792
Depreciation	45,741	36,485	2,729	33,122
Income from operations	101,486	82,882	4,458	40,935
Other expenses (income):				
Interest expense	1,498	1,858	87	2,374
Other income, net	—	(2	) (1	) (170
Income before provision for income taxes	99,988	81,026	4,372	38,731
Recognition of net deferred tax liabilities upon C-corporation conversion	—	—	—	19,125
Tax provision (benefit)	35,855	29,631	1,712	(3,309
Net income	\$64,133	\$51,395	\$2,660	\$22,915
Net income per share:				
Basic and diluted	\$1.33	\$1.07	\$0.06	\$0.48
Dividends declared per common share	\$—	\$—	\$—	\$1.00
Weighted average common shares outstanding:				
Basic	48,076,675	48,002,273	47,991,045	47,991,045
Diluted	48,294,299	48,137,519	48,095,459	48,059,882
Pro forma net income data (Unaudited):				
Income before provision for income taxes				\$38,731
Pro forma provision for income taxes				15,113
Pro forma net income				\$23,618
Pro forma net income per share (Unaudited):				
Basic and diluted				\$0.49
Pro forma weighted average common shares outstanding (Unaudited):				
Basic				47,991,045

Diluted				48,059,882
Comprehensive income:				
Net income	\$64,133	\$51,395	\$2,660	\$22,915
Interest rate swaps, net of tax (benefit) expense of \$0, \$(129), \$5, and \$124	—	674	8	910
Total comprehensive income	\$64,133	\$52,069	\$2,668	\$23,825

See accompanying notes to consolidated financial statements.

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The Fresh Market, Inc.

Consolidated Statements of Stockholders' Equity  
(In thousands, except share amounts)

	Common Stock, \$0.01 par value					
	Common Shares Outstanding	Common Stock	Additional Paid-in Capital	Accumulated Other Comprehensive (Loss) Income	Retained Earnings (Accumulated Deficit)	Total Stockholders' Equity
Balance at December 31, 2009	47,991,045	\$480	\$—	\$(1,592 )	\$69,414	\$68,302
Reclassification of undistributed retained earnings upon conversion from S-corporation to C-corporation	—	—	70,461	—	(70,461 )	—
Issuance costs	—	—	(4,815 )	—	—	(4,815 )
Issuance of restricted stock units	—	1	(1 )	—	—	—
Share-based compensation associated with equity based awards	—	—	358	—	—	358
Share-based compensation associated with liability based awards	—	—	29,652	—	—	29,652
Net income	—	—	—	—	22,915	22,915
Other comprehensive income - interest rate swaps, net of tax of \$124	—	—	—	910	—	910
Distribution to stockholders	—	—	—	—	(48,110 )	(48,110 )
Balance at December 31, 2010	47,991,045	\$481	\$95,655	\$(682 )	\$(26,242 )	\$69,212
Share-based compensation associated with equity based awards	—	—	197	—	—	197
Net income	—	—	—	—	2,660	2,660
Other comprehensive income - interest rate	—	—	—	8	—	8



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swaps, net of tax of \$5

Balance at January 30, 2011	47,991,045	\$481	\$95,852	\$(674	) \$(23,582	) \$72,077	
Exercise of share-based awards	23,502	—	517	—	—	517	
Issuance of common stock pursuant to restricted stock units	18,408	—	—	—	—	—	
Issuance of common stock pursuant to employee stock purchase plan	1,674	—	62	—	—	62	
Issuance of restricted stock awards	5,454	—	—	—	—	—	
Withholding tax on restricted stock unit vesting	—	—	(367	) —	—	(367	)

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The Fresh Market, Inc.

Consolidated Statements of Stockholders' Equity (continued)

(In thousands, except share amounts)

	Common Stock, \$0.01 par value					
	Common Shares Outstanding	Common Stock	Additional Paid-in Capital	Accumulated Other Comprehensive (Loss) Income	Retained Earnings (Accumulated Deficit)	Total Stockholders' Equity
Share-based compensation associated with equity based awards	—	—	2,269	—	—	2,269
Tax benefit related to exercise of share-based awards	—	—	289	—	—	289
Net income	—	—	—	—	51,395	51,395
Other comprehensive income - interest rate swaps, net of tax benefit of \$(129)	—	—	—	674	—	674
Balance at January 29, 2012	48,040,083	\$481	\$98,622	\$—	\$27,813	\$126,916
Exercise of share-based awards	77,209	1	1,717	—	—	1,718
Issuance of common stock pursuant to restricted stock units	16,964	—	—	—	—	—
Issuance of common stock pursuant to employee stock purchase plan	3,751	—	185	—	—	185
Issuance of restricted stock awards	6,613	—	—	—	—	—
Withholding tax on restricted stock unit vesting	—	—	(492)	—	—	(492)
Share-based compensation associated with equity based awards	—	—	4,259	—	—	4,259
Tax benefit related to exercise of share-based awards	—	—	1,140	—	—	1,140
Net income	—	—	—	—	64,133	64,133

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Balance at January 27, 2013	48,144,620	\$482	\$105,431	\$—	\$91,946	\$197,859
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See accompanying notes to consolidated financial statements.

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The Fresh Market, Inc.  
Consolidated Statements of Cash Flows  
(In thousands)

	Year Ended		One Month	Year Ended
	January 27, 2013	January 29, 2012	Ended January 30, 2011	December 31, 2010
<b>Operating activities</b>				
Net income	\$64,133	\$51,395	\$2,660	\$22,915
Adjustments to reconcile net income to net cash provided by operating activities:				
Depreciation and amortization	45,962	36,692	2,734	33,171
Loss on disposal of property and equipment	170	130	21	817
Share-based compensation associated with equity awards	4,259	2,269	197	358
Share-based compensation associated with liability awards	—	—	—	29,420
Excess tax benefits from share-based compensation	(1,140)	) (289)	) —	—
Deferred income taxes	(6,339)	) 9,424	1,612	15,444
Change in assets and liabilities:				
Accounts receivable	(2,280)	) (3,367)	) 367	(184)
Inventories	(6,189)	) (6,655)	) 3,238	(3,597)
Prepaid expenses and other assets	(9,149)	) (917)	) (365)	) (2,016)
Restricted cash	(14,205)	) —	—	—
Accounts payable	846	9,390	(366)	) 1,622
Accrued and other liabilities	15,846	10,439	(868)	) 13,488
Net cash provided by operating activities	91,914	108,511	9,230	111,438
<b>Investing activities</b>				
Purchases of property and equipment	(81,107)	) (87,513)	) (4,424)	) (41,983)
Proceeds from sale of property and equipment	6,698	221	—	57
Net cash used in investing activities	(74,409)	) (87,292)	) (4,424)	) (41,926)
<b>Financing activities</b>				
Borrowings on revolving credit note	466,324	450,782	23,886	326,641
Payments made on revolving credit note	(488,324)	) (468,632)	) (24,486)	) (342,391)
Debt issuance costs	—	(1,056)	) —	—
Proceeds from issuance of common stock pursuant to employee stock purchase plan	185	62	—	—
Excess tax benefits from share-based compensation	1,140	289	—	—
Payments on withholding tax for restricted stock unit vesting	(492)	) (367)	) —	—
Proceeds from exercise of share-based compensation awards	1,718	517	—	—
Equity issuance costs	—	—	—	(4,815)
Distributions to stockholders	—	—	—	(48,110)
Net cash used in financing activities	(19,449)	) (18,405)	) (600)	) (68,675)
Net (decrease) increase in cash and cash equivalents	(1,944)	) 2,814	4,206	837

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Cash and cash equivalents at beginning of period	10,681	7,867	3,661	2,824
Cash and cash equivalents at end of period	\$8,737	\$10,681	\$7,867	\$3,661
Supplemental disclosures of cash flow information:				
Cash paid during the period for interest	\$1,000	\$1,591	\$8	\$2,272
Cash paid during the period for taxes	\$41,128	\$15,166	\$—	\$509
Non-cash investing and financing activities:				
Property and equipment additions via financings	\$2,196	\$—	\$—	\$—
See accompanying notes to consolidated financial statements.				

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The Fresh Market, Inc.

Notes to Consolidated Financial Statements

For the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011,  
and the year ended December 31, 2010

(In thousands, except share and per share data)

## 1. Description of Business

The Fresh Market, Inc., a Delaware corporation, and its consolidated subsidiaries (collectively "The Fresh Market" or "Company"), is a high-growth specialty retailer focused on creating an extraordinary food shopping experience for its customers. Since opening its first store in 1982, the Company has offered high-quality food products, with an emphasis on fresh, premium perishables and an uncompromising commitment to customer service. The Company seeks to provide an attractive, convenient shopping environment while offering its customers a compelling combination of price and value.

## 2. Summary of Significant Accounting Policies

### Basis of Presentation

In October 2010, the Company's stockholders approved an amendment to the Company's Articles of Incorporation to (i) increase the aggregate number of shares of common stock the Company is authorized to issue to 200,000,000 and (ii) change the par value of the Company's common stock to \$0.01 per share.

The Board of Directors of the Company and the Company's stockholders also passed a joint written consent to effect a 1,360 for 1 split of the Company's common stock (the "Stock Split"). The Stock Split became effective on October 15, 2010. All references to shares in the consolidated financial statements and the accompanying notes, including but not limited to the number of shares and per share amounts, have been adjusted to reflect the Stock Split on a retroactive basis. Stockholders' equity has been adjusted to give retroactive recognition to the Stock Split in prior periods by reclassifying the par value of the additional shares arising from the stock split from additional paid-in capital and retained earnings to common stock.

In November 2010, the Company completed its initial public offering of 13,175,000 shares of common stock sold by certain selling stockholders at a public offering price of \$22.00 per share, less underwriting discounts. In addition, on November 10, 2010, the selling stockholders in the initial public offering closed the sale of an additional 1,976,250 shares to the underwriters at the public offering price of \$22.00 per share, less underwriting discounts, pursuant to the underwriters' exercise in full of their overallotment option. The Company did not receive any proceeds from the sale of shares by the selling stockholders.

On November 4, 2010, the Company's Board of Directors and stockholders approved the filing of a new Certificate of Incorporation as part of the Company's reincorporation in Delaware. The Certificate of Incorporation, which was filed in Delaware on November 5, 2010, (i) authorized 200,000,000 shares of common stock with a par value of \$0.01 per share; and (ii) authorized 40,000,000 shares of preferred stock with a par value of \$0.01 per share. Subject to the rights of holders of any then outstanding shares of the Company's preferred stock, holders of the Company's common stock were entitled to receive ratably any dividends that may be declared by the Company's board of directors out of funds legally available therefor. Holders of the Company's common stock were entitled to share ratably in the Company's net assets upon the Company's dissolution or liquidation after payment or provision for all liabilities and any preferential liquidation rights of the Company's preferred stock then outstanding. Holders of the Company's common stock did not have preemptive rights to purchase shares of the Company's stock. The shares of the Company's common stock were not subject to any redemption provisions and were not convertible into any other shares of the Company's capital stock. The rights, preferences and privileges of holders of the Company's common stock are subject to those of the holders of any shares of the Company's preferred stock that the Company may issue in the future.

On April 27, 2011 the Company, certain stockholders of the Company who owned shares of the Company's common stock prior to the Company's initial public offering (the "selling stockholders") and several underwriters entered into an Underwriting Agreement pursuant to which the selling stockholders offered and sold 11,919,058 shares of the

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Company's common stock at \$42.50 per share in an underwritten public offering. The secondary public offering of the 11,919,058 shares closed on May 3, 2011. The Company did not receive proceeds from the sale of the shares of common stock by the selling stockholders and it expensed approximately \$1,100 of the costs associated with the offering during the year ended January 29, 2012, which is recorded in the "Selling, general and administrative expenses" line item on the Consolidated Statements of Comprehensive Income.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 2. Summary of Significant Accounting Policies (continued)

In October 2011, the Company formed The Fresh Market Gift Company, LLC (“Giftco”), a Virginia limited liability company, as a wholly owned subsidiary. Giftco was formed to administer the Company's gift card program under a more advantageous legal structure. All intercompany transactions between the Company and Giftco have been eliminated in the preparation of these consolidated financial statements.

On June 12, 2012, the Company, certain stockholders of the Company who owned shares of Company common stock prior to the initial public offering (the “selling stockholders”) and an underwriter entered into an Underwriting Agreement pursuant to which the selling stockholders offered and sold 11,538,112 shares of Company common stock at \$50.50 per share in an underwritten public offering. The public offering of the 11,538,112 shares closed on June 18, 2012. The Company did not receive proceeds from the sale of these shares and expensed approximately \$500 of costs associated with the offering during the year ended January 27, 2013. This amount is included in the “Selling, general and administrative expenses” line item on the Consolidated Statements of Comprehensive Income.

### Change in Fiscal Year End

On January 26, 2011, the Company's Board of Directors approved a change in the Company's fiscal year-end from December 31 of each year to the last Sunday in January of each year, commencing with the Company's 2011 fiscal year, which started January 31, 2011 and ended January 29, 2012. As a result of the change, the Company had a one month transition period beginning January 1, 2011 and ending January 30, 2011 (the “Transition Period”). Included in this report are the Company's Consolidated Balance Sheets as of January 27, 2013 and January 29, 2012, and the Consolidated Statements of Comprehensive Income, Consolidated Statements of Stockholders' Equity, and Consolidated Statements of Cash Flows for the fiscal years ended January 27, 2013, January 29, 2012, the one month ended January 30, 2011, and the fiscal year ended December 31, 2010.

### Principles of Consolidation

The accompanying consolidated financial statements have been prepared in accordance with U.S. generally accepted accounting principles. The Company's wholly-owned subsidiaries are consolidated and all intercompany accounts and transactions are eliminated upon consolidation.

### Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

### Reclassifications

In certain instances, amounts previously reported in the consolidated financial statements have been reclassified to conform to current year presentation. The reclassifications have no effect on net income or stockholders' equity as previously reported.

### Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, cash on deposit with banks and credit and debit card sales transactions which settle within a few business days of year-end.

### Accounts Receivable

Accounts receivable consist primarily of receivables from lessors for tenant improvement allowances, from vendors for certain promotional programs and other miscellaneous receivables and are presented net of an allowance for estimated uncollectible amounts of \$246 and \$184 at January 27, 2013 and January 29, 2012, respectively.

### Inventories

The Company's inventories are stated at the lower of cost or market. For approximately 95% of the Company's inventories at January 27, 2013 and January 29, 2012, cost was determined using the last-in, first-out, or LIFO method. This method results in a better matching of the Company's costs and revenues. Under the LIFO method, the cost assigned to items sold is based on the cost of the most recent items purchased. As a result, the costs of the first



items purchased remain in inventory and are used to value ending inventory. The excess of the current cost of inventories over the LIFO value, or the LIFO reserve, was \$6,711 and \$6,376 at January 27, 2013 and January 29, 2012, respectively.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 2. Summary of Significant Accounting Policies (continued)

The Company determines the current cost of its inventories using the first-in, first-out, or FIFO method. The FIFO value of inventories includes cost of goods and freight, net of vendor rebates and discounts. If the FIFO method had been used for all inventories, the carrying value of inventories would have been \$50,696 and \$44,172 at January 27, 2013 and January 29, 2012, respectively.

### Property and Equipment

Property and equipment is stated at cost. Depreciation is provided using the straight-line method over the following estimated useful lives:

Buildings	30 years
Leaseholds and land improvements	10 - 15 years
Store fixtures and equipment	3 - 10 years
Office furniture, fixtures, and equipment	5 - 10 years
Automobiles	5 years
Software	3 years

Amortization of leasehold and land improvements is recognized over the shorter of the estimated useful life of the asset or the term of the lease. The term of the lease includes renewal options for additional periods if the exercise of the renewal is considered to be reasonably assured.

When property is sold or retired, the cost and accumulated depreciation are removed from the accounts and the resulting gain or loss is recognized in the "Selling, general and administrative expenses" line item in the accompanying Consolidated Statements of Comprehensive Income. Expenditures for maintenance and repairs are charged to expense as incurred.

Interest costs incurred on borrowed funds during the period of construction of capital assets are capitalized as a component of the cost of those assets. Interest costs of \$240 and \$532 were capitalized during the years ended January 27, 2013 and January 29, 2012, respectively.

### Impairment of Long-Lived Assets

The Company assesses its long-lived assets, principally property and equipment, for possible impairment whenever events or changes in circumstances, such as unplanned negative cash flow, indicate the carrying value of an asset or asset group may not be recoverable. When assessing whether impairment exists, the Company aggregates long-lived assets at the individual store level, which the Company considers to be the lowest level in the organization for which independent identifiable cash flows are available. Recoverability is measured by a comparison of the carrying amount of the asset group to the future undiscounted cash flows expected to be generated by the asset group. If impairment is indicated, a loss is recognized for any excess of the carrying value over the estimated fair value of the asset group. The fair value is estimated based on discounted future cash flows or market values, if available.

### Restricted Cash

As part of an agreement with an entity and various related parties of the entity, the Company acquired certain lease rights to four new store locations. In connection with the agreement, the Company is required to maintain cash in an escrow account with an independent third party, which is to be transferred to the entity as each property is delivered to the Company in the condition specified by the agreement. At January 27, 2013, the Company held \$14,205 in this restricted account, which is recorded in a separate line item as "Restricted cash" on the accompanying Consolidated Balance Sheets.

### Closed Store Reserves

The Company recognizes a charge and related reserve for future operating lease payments associated with retail stores that are no longer being utilized in its current operations. The reserve is calculated using the present value of the remaining noncancelable lease payments after the cease use date less an estimate of subtenant income. If subtenant income is expected to be higher than the current lease payments, no reserve is recorded. Lease payments included in

the closed store reserve are expected to be paid over the remaining terms of the respective leases, which range from approximately one to nine years. The Company's assumptions about subtenant income are based on its experience and knowledge of the area in which the closed property is located, guidance received from local brokers and agents, commercial market value analysts, and existing economic conditions. As part of its analysis, the Company may acquire third party fair value reports, which provides

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 2. Summary of Significant Accounting Policies (continued)

independent verification of the fair values of similar rental properties. Adjustments to the closed store reserve relate primarily to changes in subtenant income and actual lease payments differing from original estimates. Adjustments are recorded for changes in estimates in the period in which the change becomes known.

### Derivative Financial Instruments

The Company utilized derivative financial instruments to hedge its exposure to changes in interest rates on its long-term debt. Such derivative financial instruments are commonly referred to as interest rate swaps (see Note 4).

The Company does not use financial instruments or derivatives for any trading or other speculative purposes.

The Company assessed, both at the inception of the hedge and on an ongoing basis, whether its interest rate swaps used as cash flow hedges were highly effective in offsetting the changes in the cash flows of the underlying long-term debt. The assessment of hedge effectiveness consisted of comparing the change in fair value of the Company's interest rate swaps with the change in fair value of a hypothetical hedge instrument. Based on its assessment, the Company determined its interest rate swaps were highly effective in hedging its exposure to fluctuations in interest rates. As such, changes in the fair value of the interest rate swaps were recorded in accumulated other comprehensive income. There was no material hedge ineffectiveness.

### Revenue Recognition

Revenue is recognized at the point of sale, net of coupons and discounts. Sales taxes are not included in revenue. As of January 27, 2013, the Company operates 129 stores in 25 states.

### Gift Cards

The Company (including Giftco, as applicable) sells its gift cards to its customers. The Company does not charge administrative fees on unused gift cards and the gift cards do not have an expiration date. Gift card sales are recorded as a liability to unearned gift card revenue when sold and are recognized as revenue when either the gift card is redeemed or the likelihood of the gift card being redeemed is remote ("gift card breakage"). The Company's gift card breakage rate is based upon historical redemption patterns and it recognizes breakage revenue utilizing the redemption recognition method.

During the year ended January 29, 2012, the Company determined it had sufficient historical transaction data to estimate breakage for gift cards sold in its stores. Based upon its analysis of that data, the Company recognized approximately \$1,600 of gift card breakage revenue, which included a cumulative adjustment of approximately \$1,400 for the initial recognition of breakage related to unredeemed gift cards. Gift card revenue recognized for the year ended January 27, 2013 was not material. Any future revisions to the estimated breakage rate may result in changes in the amount of breakage revenue recognized in future periods.

### Cost of Goods Sold

Cost of goods sold consists of the cost of inventory sold during the period, including the direct costs of purchased merchandise, distribution and supply chain costs, buying costs, supplies and store occupancy costs. Store occupancy costs include rent, common area maintenance, real estate taxes, personal property taxes, insurance, licenses and utilities related to the stores used in the Company's operations. Rebates and discounts from vendors are recorded as the related purchases are made and are recognized as a reduction to cost of goods sold as the related inventory is sold.

### Selling, General, and Administrative Expenses

Selling, general and administrative expenses include certain retail store and corporate costs, including compensation (both cash and share-based), pre-opening expenses, advertising and other direct store and corporate administrative costs. Pre-opening expenses are costs associated with the opening of new stores including travel, recruiting, relocating and training personnel and other miscellaneous costs. Pre-opening costs and costs incurred for producing and communicating advertising are expensed when incurred. Advertising costs totaled \$3,826, \$2,652, \$145, and \$1,737 for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 2. Summary of Significant Accounting Policies (continued)

### Operating Leases

Incentives received from lessors are deferred and recorded as a reduction of rental expense over the lease term using the straight-line method. As of January 27, 2013 and January 29, 2012, unamortized lease incentives of \$6,474 and \$3,122, respectively, are recorded in the "Other liabilities" line item on the accompanying Consolidated Balance Sheets.

Lease inducements paid to enter into leases are deferred and recorded as rent expense over the primary lease term using the straight-line method. As of January 27, 2013 and January 29, 2012, unamortized lease inducements of \$6,850 and \$1,243, respectively, are recorded in the "Other assets" line item on the accompanying Consolidated Balance Sheets.

Store lease agreements generally include rent holidays and rent escalation provisions and may include contingent rent provisions for percentage of sales in excess of specified levels. The Company recognizes rent holidays, including the time period during which the Company has control of the property prior to the opening of the store, as well as escalating rent provisions, as deferred rent expense and amortizes these balances on a straight-line basis over the term of the lease. For lease agreements that require the payment of contingent rents based on a percentage of sales above stipulated minimums, the Company begins accruing an estimate for contingent rent expense when it is determined that it is probable the specified levels of sales in excess of the stipulated minimums will be reached during the year.

During the year ended January 27, 2013, the Company entered into a sale-leaseback transaction involving one of its store locations. The store is being leased from the buyer-lessor over an initial lease term of 15 years and is classified as an operating lease. The Company determined it retained the lease rights to the property and preserved the benefits and risks incident to ownership, and thus the \$1,258 gain which resulted from the net \$6,604 transaction proceeds was recorded as a deferred gain and will be amortized as a reduction to rent expense over the 15 year initial lease term.

### Reclassification of Undistributed Retained Earnings

Associated with the Company's initial public offering, the Company converted from an S-corporation to a C-corporation under Subchapter C of the Internal Revenue Code. As a result of this conversion, the Company reclassified approximately \$70,500 in undistributed retained earnings as of the conversion date from retained earnings to additional paid-in capital, as shown in the Consolidated Statement of Stockholders' Equity. In conjunction with this offering, the Company paid issuance costs of \$4,800, consisting of various registration, printing, and professional services fees, on behalf of the stockholders. As the Company did not receive any proceeds from the offering, the Company accounted for the issuance costs as a direct reduction in additional paid-in capital, offsetting the reclassification of undistributed earnings.

### Share-based Compensation - 2010 Omnibus Incentive Compensation Plan

The Company grants options to purchase common stock under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan ("Plan"), which was adopted and approved by the Board of Directors and the Company's stockholders in 2010. The Plan provides for the grant of options intended to qualify as incentive stock options ("ISOs"), nonqualified stock options ("NSOs"), stock appreciation rights ("SARs"), restricted share awards, restricted stock units ("RSUs"), performance compensation awards, cash incentive awards, deferred share units and other equity-based and equity-related awards.

In accordance with ASC 718, Compensation-Stock Compensation, the fair value of each option award is estimated on the grant date using the Black-Scholes option-pricing model. This model requires the input of certain assumptions, including the expected life of the share-based award, stock price volatility, dividend yield and interest rate. Because there is limited history for the Company's common stock, the expected life and volatility assumptions are based on historical data from similar entities, which comprise the Company's "peer group." The Company's assessment of its peer group includes considerations such as the subject companies' plan characteristics and principal populations as well as industry, stage of life cycle, size and financial leverage. Since the Company's IPO it has not declared dividends and it does not plan to pay any dividends in the future. The risk-free rate for periods in the contractual life of the

option is based on the U.S. Treasury constant maturities in effect at the time of the grant. The awards are based on a four year graded vesting schedule over the requisite service period and the Company recognizes compensation expense on a straight line basis for all share-based awards net of estimated forfeitures.

The fair value of RSUs and restricted stock awards is based on the fair market value of the Company's common stock on the date of grant. The RSU awards are based on a four year graded vesting schedule over the requisite service period and the Company recognizes compensation expense on a straight line basis for RSUs net of estimated forfeitures. Restricted share awards issued to independent directors vest pursuant to the Plan at the earlier of one year or the next annual meeting of the stockholders. The Company recognizes compensation expense for the restricted stock awards on a straight line basis net of estimated forfeitures over the vesting period.

The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 2. Summary of Significant Accounting Policies (continued)

The Company recognizes the estimated fair value of performance-based awards as share-based compensation expense over the performance period based upon its determination of whether it is probable that the performance targets will be achieved. The Company assesses the probability of achieving the performance targets at each reporting period. Cumulative adjustments, if any, are recorded to reflect subsequent changes in the estimated outcome of performance-related conditions. The fair value of the performance-based awards is based on the fair market value of the Company's common stock on the date of grant.

Prior to the Company's IPO in November 2010, compensation expense related to stock option liability awards was accrued at a value based on the fair value of the awards. At the end of each reporting period, a portion of the fair value of the awards equal to the percentage of the requisite service rendered through the reporting date was determined and a liability was recorded. Compensation expense was recognized for the change in the liability. The Company determined the fair value of the awards using the Black-Scholes option-pricing model. All stock option liability awards vested on November 4, 2010 in connection with the Company's IPO.

### Income Taxes

The Company must make certain estimates and judgments in determining income tax expense for financial statement purposes. The amount of taxes currently payable or refundable is accrued, and deferred tax assets and liabilities are recognized for the estimated future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Deferred tax assets are also recognized for realizable loss and tax credit carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates in effect for the year in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities for a change in tax rates is recognized in income in the period that includes the enactment date.

The Company applies the provisions of the authoritative guidance on accounting for uncertainty in income taxes that was issued by the Financial Accounting Standards Board, or FASB. Pursuant to this guidance, the Company may recognize the tax benefit from an uncertain tax position only if it is more likely than not that the tax position will be sustained on examination by the taxing authorities based on the technical merits of the position. The tax benefits recognized in the consolidated financial statements from such a position should be measured based on the largest benefit that has a greater than 50% likelihood of being realized upon ultimate settlement. The authoritative guidance also addresses other items related to uncertainty in income taxes including derecognition, measurement, classification, interest and penalties, accounting in interim periods, disclosure and transition.

Prior to the IPO in November 2010, the Company elected to be treated as an S-corporation under Subchapter S of the Internal Revenue Code for federal income tax purposes and for state income tax purposes where allowed. In general, corporate taxable income or loss of an S-corporation is allocated to its stockholders for inclusion in their personal income tax returns. Therefore, prior to November 2010 no provision or liability for federal or state income tax had been provided in the Company's consolidated financial statements except for those states where S-corporation status is not recognized.

In November 2010, the Company converted from S-corporation status to a C-corporation under Subchapter C of the Internal Revenue Code, thereby ceasing to be a pass-through entity for income tax purposes. As a result, the Company recorded deferred tax assets and liabilities using the estimated corporate effective tax rate.

### Unaudited Pro Forma Income per Share

In connection with the Company's initial public offering, the Company terminated its S-corporation status and became subject to additional entity-level taxes beginning in November 2010.

The Company has presented unaudited pro forma income per share data for 2010 on the accompanying Consolidated Statements of Comprehensive Income that was derived using the unaudited pro forma net income as presented. In calculating pro forma net income, the Company has adjusted historical net income to include an estimate for federal



and state income taxes as if the Company was a C-corporation during that period. Pro forma income tax has been estimated using a blended statutory federal and state income tax rate of 39.0% for 2010.

Recent Accounting Pronouncements

In February 2013, the FASB issued ASU 2013-02, "Comprehensive Income (Topic 220): Reporting of Amounts Reclassified Out of Accumulated Other Comprehensive Income." ASU 2013-02 finalizes the requirements of ASU 2011-05 that ASU 2011-12 deferred, clarifying how to report the effect of significant reclassifications out of accumulated other comprehensive income. ASU

The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 2. Summary of Significant Accounting Policies (continued)

2013-02 is to be applied prospectively. The Company does not anticipate that the adoption of this ASU will materially change the presentation of its consolidated financial statements.

## 3. Long-Term Debt

Long-term debt is as follows:

	January 27, 2013	January 29, 2012
Unsecured revolving credit note, with maximum available borrowings of \$175,000 at January 27, 2013 and January 29, 2012, interest payable monthly at one-month LIBOR plus a margin, weighted-average annual interest rate of 2.7% and 3.1% for the years ended January 27, 2013 and January 29, 2012, respectively	\$42,000	\$64,000

The Company is party to a revolving credit facility with Bank of America, N.A. as Administrative Agent, Swing Line Lender, and Letter of Credit Issuer, and several other lending institutions (the "2011 Credit Facility"). The 2011 Credit Facility matures February 22, 2016, and is available to provide support for working capital, capital expenditures and other general corporate purposes, including permitted acquisitions, issuance of letters of credit, refinancing and payment of fees. While the Company currently has no material domestic subsidiaries, other entities will guarantee the Company's obligations under the 2011 Credit Facility if and when they become material domestic subsidiaries of the Company during the term of the 2011 Credit Facility.

The 2011 Credit Facility provides for total borrowings of up to \$175,000. Under the terms of the 2011 Credit Facility, the Company is entitled to request an increase in the size of the facility by an amount not exceeding \$75,000 in the aggregate. If the existing lenders elect not to provide the full amount of a requested increase, or in lieu of accepting offers from existing lenders to increase their commitments, the Company may designate one or more other lender(s) to become a party to the 2011 Credit Facility, subject to the approval of the Administrative Agent. The 2011 Credit Facility includes a letter of credit sublimit of \$25,000, of which \$12,926 and \$11,481 was outstanding at January 27, 2013 and January 29, 2012, respectively. The beneficiaries of these letters of credit are the Company's workers' compensation and general liability insurance carriers. The 2011 Credit Facility also includes a swing line sublimit of \$10,000.

At the Company's option, outstanding borrowings bear interest at (i) the London Interbank Offered Rate plus an applicable margin that ranges from 1.00% to 2.25%, (ii) the Eurodollar rate plus an applicable margin that ranges from 1.00% to 2.25%, or (iii) the base rate plus an applicable margin that ranges from 0% to 1.25%, where the base rate is defined as the greatest of: (a) the federal funds rate plus 0.50%, (b) Bank of America's prime rate, and (c) the Eurodollar rate plus 1.00%.

In November 2012, the Company amended the commitment fee calculated on the unused portions of the 2011 Credit Facility from the range of 0.30% to 0.45% per annum to the range of 0.20% to 0.35% per annum. As of January 27, 2013 and January 29, 2012, all outstanding borrowings bear interest at LIBOR plus an applicable margin.

The 2011 Credit Facility contains a number of affirmative and restrictive covenants, including limitations on the Company's ability to grant liens, incur additional debt, pay dividends, redeem its common stock, make certain investments and engage in certain merger, consolidation or asset sale transactions.

#### 4. Interest Rate Swap Agreements

The Company used interest rate swap agreements to hedge variable cash flows associated with the interest on its revolving credit note by effectively converting a portion of its long-term debt from variable to fixed rates. The Company's interest rate swap agreement terminated on November 15, 2011 and as a result no liability existed as of January 27, 2013 and January 29, 2012.

Changes in the fair value of the interest rate swap agreements, net of tax benefit or expense, were recognized as a component of comprehensive income on the accompanying Consolidated Statements of Comprehensive Income and were recorded in other comprehensive income on the accompanying Consolidated Statements of Stockholders' Equity. Changes in

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 4. Interest Rate Swap Agreements (continued)

the fair value of the interest rate swap agreements, net of tax benefits or expense, resulted in income of \$674, \$8, and \$910 for the year ended January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively, in total comprehensive income. The amount of hedge ineffectiveness was not material for any period presented.

#### 5. Fair Value Measurements

Effective January 30, 2012, the Company adopted Accounting Standards Update (ASU) 2011-04, Fair Value Measurement (Topic 820): Amendments to Achieve Common Fair Value Measurement and Disclosure Requirements in U.S.

GAAP (“ASU 2011-04”), which establishes common requirements for measuring fair value and related disclosures in accordance with GAAP. The adoption of ASU No. 2011-04, which primarily consists of clarification and wording changes to existing fair value measurement and disclosure requirements, did not have a material impact on the Company’s consolidated financial statements and disclosures.

The carrying amounts of cash and cash equivalents, accounts receivable, restricted cash, accounts payable, accrued liabilities and other accrued expenses approximate fair value because of their short maturity. The carrying amount of long-term debt approximates fair value because the advances under this instrument bear variable interest rates which reflect market changes to interest rates and contain variable risk premiums based on certain financial ratios achieved by the Company. The Company did not elect to report any of its nonfinancial assets or nonfinancial liabilities at fair value.

#### 6. Closed Store Reserves

Store closure and exit costs for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, were \$976, \$437, \$37, and \$792, respectively. Included in those amounts are \$40, \$19, \$4, and \$120, respectively, for miscellaneous expenses related to closed stores. The remaining amount of store closure and exit costs consisted of occupancy costs of \$936, \$418, \$33, and \$672 for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively. Included in occupancy costs are additions and adjustments recorded to the closed store reserve, which recognizes the present value of the remaining non-cancelable lease payments required under operating leases for the closed stores, less an estimate of subtenant income.

Additions to the closed store reserve of \$936 and \$418 for the years ended January 27, 2013 and January 29, 2012, respectively, represent differences between actual and estimated subtenant income and the accretion of interest on existing reserves.

Activity for the closed store reserve at January 27, 2013 and January 29, 2012 was as follows:

	Year Ended	
	January 27, 2013	January 29, 2012
Beginning balance	\$1,969	\$2,145
Additions	936	418
Payments	(923	) (594
Ending balance	\$1,982	1,969

#### 7. Leases

The Company leases its retail store locations, its administrative offices and certain equipment under noncancelable operating lease agreements that expire from 2013 to 2034. These leases generally contain renewal options of 15 to 30 years and increased rental rates during the option periods. Certain of the lease agreements for retail locations require the payment of contingent rents based on a percentage of sales above stipulated minimums. The Company begins accruing an estimate for contingent rent expense when it is determined it is probable that specified levels of sales in excess of the stipulated minimums will be reached during the year. The Company does not receive a material amount of sublease rents from subtenants in its leased properties.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 7. Leases (continued)

Future minimum lease commitments for the Company's operating lease commitments under operating leases having initial or remaining terms in excess of one year are as follows:

	Amount
2013	\$44,340
2014	49,377
2015	47,515
2016	46,020
2017	44,162
Thereafter	234,355
	\$465,769

Total rent expense, net of subtenant lease income, for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010 was as follows:

	Year Ended January 27, 2013	January 29, 2012	One Month Ended January 30, 2011	Year Ended December 31, 2010
Minimum rentals	\$36,880	\$32,057	\$2,476	\$28,093
Contingent rentals	505	564	34	407
	\$37,385	\$32,621	\$2,510	\$28,500

The Company also incurs other lease-related expenses such as real estate taxes, insurance and maintenance that are generally based on the Company's pro-rata share of the total square footage of the property being leased. The Company's store lease expenses are recorded in the "Cost of goods sold" line item on the accompanying Consolidated Statements of Comprehensive Income. Lease expenses related to the Company's corporate offices are recorded in the "Selling, general and administrative expenses" line item on the Consolidated Statements of Comprehensive Income. Additionally, lease expenses related to closed stores are recorded in the "Store closure and exit costs" line item on the Consolidated Statements of Comprehensive Income.

In November 2012, as part of an agreement with an entity and various related parties of the entity, the Company acquired certain lease rights to four new store locations. The agreement required an inducement payment of approximately \$17,200, which will be allocated among the four store locations based on relative fair value. Approximately \$3,000 of the \$17,200 payment was paid to the entity upon execution of the agreement and is recorded in the "Other assets" line item on the accompanying Consolidated Balance Sheets as of January 27, 2013. The remainder of the payment was placed in escrow, and is to be paid out equally as each of the properties are delivered to the Company in the condition specified by agreement. The payment will be amortized as rent expense over the primary terms of the related leases.

#### 8. Employee Benefits

##### Accrued Compensated Absences

The Company provides its employees with paid annual leave that may be used for any purpose and varies in duration based on years of service to the Company. Per the Company's policy, except where applicable state law requires otherwise, paid annual leave is fully earned and awarded on January 1 of each year (or, if later, the employee's first day worked during such year) to eligible employees with the Company on December 31 of the preceding year. The amount of paid annual leave awarded is based on an employee's number of years of service at December 31 of the

preceding year. The Company's policy

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 8. Employee Benefits (continued)

does not provide for a carryforward of unused balances to future years, except where required by law. The Company accrues the value of the annual leave to be awarded on January 1 of the following year, less an estimate for forfeitures, ratably over the year in which the services are performed. The Company had \$5,349 and \$4,679 accrued for paid annual leave as of January 27, 2013 and January 29, 2012, respectively.

##### Deferred Compensation Plan

The Company has a deferred compensation plan for eligible employees. Under the terms of the plan, eligible employees may defer up to 80% of their base salary and 100% of their annual bonus on a pre-tax basis. The Company will make matching contributions to the eligible employees' accounts, up to defined maximums, to compensate for matching contributions that would have been made to the eligible employees' 401(k) plan accounts had the eligible employees not participated in the deferred compensation plan. The deferred compensation plan also permits the Company to make discretionary contributions to eligible employees' accounts. Deferred amounts will be distributed in a lump sum in the event of death, termination of employment before age 55 and five years of employment, or termination of employment within two years following a change in control. In the event of termination of employment after age 55 and five years of employment, the eligible employees may elect distributions in a lump sum or by installment payments. Participants may also elect to defer amounts to in-service distribution accounts for distribution at specified dates. Distributions may also be made in the event of unforeseeable emergency.

The liability related to the deferred compensation plan is \$2,234 and \$1,164 as of January 27, 2013 and January 29, 2012. The Company recognized compensation expense related to the plan of \$63, \$57, \$5 and \$34 for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively.

##### Employee Savings and Profit Sharing Plan

The Company sponsors an employee savings and profit sharing plan which is a defined contribution retirement plan subject to Section 401(k) of the Internal Revenue Code. The plan is voluntary and is available to all eligible full-time employees after one year of service. The Company provides a matching contribution determined at the Company's discretion up to defined maximums and the Company currently matches up to 50% of employee contributions. The expense recorded for the Company's match to the 401(k) plan was \$920, \$860, \$87, and \$853 for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively.

##### Long-Term Cash Incentive Program

In March 2012, the Company adopted The Fresh Market, Inc. Long-Term Cash Incentive Program for Select Employees (the "Program"), in which the Company's executive officers do not participate. The purpose of the Program is to provide incentives and reward employees for achieving specified performance goals over a given performance period.

The Program awards cash bonuses to participants based upon the Company's achievement of specified performance goals encompassing a three year fiscal performance period. At each reporting period, the Company assesses the probability of achieving the performance goals required for payment of the target amounts for the performance period. These awards are expensed over the respective vesting period on a straight-line basis. Cumulative adjustments, if any, are recorded quarterly to reflect subsequent changes in the estimated outcome of performance-related conditions.

Each participant receives a percentage of the applicable target amount for the performance period based on achievement of the performance goals and formulas. The Program's award payouts will vary based on the achievement of the



pre-established target and can range from 33% to 150% of the target award. Each participant is entitled to a minimum of one-third the total grant amount, which will be paid in three annual payments over the three year vesting period. At the end of the

three year period, the participant is eligible for a final payout based upon the Company's specific measurement criteria. There will be no additional payout unless the threshold for the applicable performance goal is reached, and the participant must be employed by the Company at the end of the performance period to be eligible for payment of an award.

The Company determined the achievement of the performance goal for the Program is probable as of the year ended January 27, 2013 and, accordingly, recorded an expense of \$443.

The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 8. Employee Benefits (continued)

## Shadow Equity Bonus Plan

Prior to May 2011, the Company sponsored a shadow equity bonus plan under which variable bonus awards were granted to certain key employees at different times during the year. Bonus awards were effective as of January 1 of the year of grant and fully vested on January 1 of the fifth year after the award was granted if the employee remained employed as of that date. The Company recorded compensation expense ratably over the vesting period. As of January 30, 2011, other events that triggered vesting of bonus awards included the disability or death of the employee or a sale of the Company, which was defined as a sale of all or substantially all of its assets or equity as defined in the shadow equity bonus plan agreement (the “shadow equity agreement”). In March 2011, in order to clarify the intent of the board of directors at the time the shadow equity bonus awards were granted, the board of directors amended the form of shadow equity agreement to provide that a “sale of the company” includes a transaction as a result of which the Berry family (as defined in the shadow equity agreement) holds less than 50% of the equity interests in the Company. There is no accrual for awards under the Shadow Equity Bonus Plan as of January 27, 2013 or January 29, 2012, as the outstanding shadow equity bonus awards vested as a result of the secondary offering of the Company's stock on May 3, 2011. This constituted a “sale of the company” as defined in the shadow equity agreement as amended, and the full vested amounts were paid during the year ended January 29, 2012. The Company recognized compensation expense of \$398, \$80, and \$1,384 for the year ended January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively.

## 9. Income Taxes

Income tax expense consisted of the following (in thousands):

	Year Ended January 27, 2013	January 29, 2012	One Month Ended January 30, 2011	Year Ended December 31, 2010
Current:				
Federal	\$36,056	\$14,854	\$99	\$—
State	6,138	5,226	—	373
Total current	42,194	20,080	99	373
Deferred:				
Federal	(5,664	) 9,797	1,435	(3,300
State	(675	) (246	) 178	(382
Total deferred	(6,339	) 9,551	1,613	(3,682
Tax provision (benefit)	35,855	29,631	1,712	(3,309
Recognition of net deferred tax liability upon C-corporation conversion	—	—	—	19,125
Total income tax provision	\$35,855	\$29,631	\$1,712	\$15,816



The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 9. Income Taxes (continued)

A reconciliation of the statutory federal income tax rate of 35% and the Company's effective tax rate is as follows:

	Year Ended		One Month	Year Ended	
	January 27, 2013	January 29, 2012	January 30, 2011	December 31, 2010	
Statutory federal rate	35.00	% 35.00	% 35.00	% 35.00	%
State income taxes	3.44	% 3.85	% 4.07	% —	
S-corporation income not subject to tax	—	—	—	(43.54	)%
Enhanced charitable food contribution	(2.67	)% (2.19	)% —	—	
Other	0.09	% (0.09	)% 0.09	% —	
Recognition of net deferred tax liability upon C-corporation conversion	—	—	—	49.38	%
Effective tax rate	35.86	% 36.57	% 39.16	% 40.84	%

The major affected components of the Company's net deferred tax assets and liabilities at January 27, 2013 and January 29, 2012 are as follows:

	Year Ended January 27, 2013	January 29, 2012
Deferred Tax Assets:		
Accrued compensation	\$3,567	\$2,839
Accrued expenses	10,181	7,845
Deferred compensation	2,743	1,257
Net operating losses	—	26
Excess charitable contribution carryforward	7,734	4,238
Other	190	141
Total deferred tax assets	24,415	16,346
Deferred Tax Liabilities:		
Depreciation	(42,455	) (41,221
Inventory	(1,526	) (1,188
Other	(703	) (545
Total deferred tax liabilities	(44,684	) (42,954
Net deferred tax liability	\$ (20,269	) \$ (26,608

The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 9. Income Taxes (continued)

Deferred taxes have been classified on the Consolidated Balance Sheets as follows:

	January 27, 2013		January 29, 2012	
Current assets	\$3,784		\$4,445	
Noncurrent liabilities	(24,053	)	(31,053	)
Net deferred tax liability	\$(20,269	)	\$(26,608	)

The Company had federal operating loss carryforwards of \$3,630 and \$8,835 for the one month ended January 30, 2011 and the year ended December 31, 2010, which had been fully utilized to offset taxable income in subsequent periods. The Company had state operating loss carryforwards of \$553, \$3,367, and \$8,700 for the year ended January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, which had been fully utilized to offset taxable income in subsequent periods. The Company has charitable contribution carryforwards, which are subject to a 5 year carryforward limitation.

Prior to November 2010, the Company was treated for federal and certain state income tax purposes as an S-corporation under the Internal Revenue Code and state laws. As a result, the earnings of the Company were taxed for federal and most state income tax purposes directly to the stockholders of the Company. Therefore, no provision or liability for federal and state income tax was provided in the Company's consolidated financial statements for the year ended December 31, 2010 except for those states where S-corporation status is not recognized up until conversion to a C-corporation. Accordingly, the Company expensed S-corporation state income taxes of \$373 for the period of January 2010 through October 2010.

In November 2010, in connection with the initial public offering, the Company revoked its status as an S-corporation and is now taxed as a C-corporation. As a result of the revocation of its S-corporation status, the Company recorded a net deferred tax liability and corresponding income tax expense on the revocation date of \$19,125 to establish its initial deferred tax balances.

The Company applies the provisions of ASC 740-10, Accounting for Uncertainty in Income Taxes, an interpretation of FASB Statement No. 109 ("ASC 740"), which prescribes a recognition threshold and measurement attribute for the financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return. Additionally, ASC 740-10 provides guidance on derecognition, classification, interest and penalties, accounting in interim periods, disclosure, and transition.

As of January 27, 2013 and January 29, 2012, the Company had no accrued interest or penalties related to uncertain tax positions. There were no unrecognized tax benefits that would affect the Company's effective tax rate if recognized. The Company does not expect its unrecognized tax benefits to change significantly in the next 12 months. The Company's policy for recording interest and penalties associated with uncertain tax positions is to record such items as a component of income taxes.

The Company files income tax returns in the US Federal jurisdiction and in various state jurisdictions. The statute of limitation remains open for US and certain state income tax examinations for tax years 2009 through 2012.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 10. Share-based Compensation

The Company grants share-based awards under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan, which was adopted and approved by the Board of Directors during 2010 and approved by the stockholders in 2010. At January 27, 2013, January 29, 2012, January 30, 2011, and December 31, 2010, approximately 2,500,000, 2,700,000, 2,800,000 and 2,800,000 shares of the Company's common stock, respectively, were available for share-based awards.

### Stock Options - 2010 Omnibus Incentive Compensation Plan

Options are granted at an option price equal to the market value of the stock at the grant date and are generally exercisable ratably over a four-year period beginning on the grant date. Options granted expire ten years from the date of grant. The Company uses the Black-Scholes option pricing model to estimate the fair value of stock options at the grant date.

The following table summarizes option activity under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan (in thousands, except per share amounts and contractual lives in years):

	Number of Options Outstanding	Weighted Average Exercise Price	Weighted Average Remaining Contractual Life	Aggregate Intrinsic Value
Options outstanding at January 1, 2010	—	\$—		
Options granted	608	22.00		
Options exercised	—	—		
Options expired	—	—		
Options forfeited	(2	) 22.00		
Outstanding options at December 31, 2010	606	\$22.00		
Options granted	—	—		
Options exercised	—	—		
Options expired	—	—		
Options forfeited	(1	) 22.00		
Outstanding options at January 30, 2011	605	\$22.00		
Options granted	125	41.41		
Options exercised	(23	) 22.00		
Options expired	—	—		
Options forfeited	(5	) 22.00		
Outstanding options at January 29, 2012	702	\$25.46		
Options granted	200	47.33		
Options exercised	(77	) 22.25		
Options expired	—	—		
Options forfeited	(65	) 33.27		
Outstanding options at January 27, 2013	760	\$30.87	8.3	\$12,765
Vested/expected to vest at January 27, 2013	731	\$30.89	8.6	\$12,267
Exercisable options at January 27, 2013	226	\$24.53	7.9	\$5,221

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The weighted average grant date fair value of options granted for the years ended January 27, 2013, January 29, 2012, and December 31, 2010 were \$18.58, \$17.57 and \$9.73, respectively. The aggregate intrinsic value of stock options exercised was \$2,531 and \$488 for the years ended January 27, 2013 and January 29, 2012, respectively. Stock options were not exercised during the periods ending January 30, 2011 and December 31, 2010. The total fair value of shares vested was \$5,221 and \$1,213 for the years ended January 27, 2013 and January 29, 2012, respectively. As of January 27, 2013, January 29, 2012,

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 10. Share-based Compensation (continued)

January 30, 2011 and December 31, 2010, there were approximately 760,000, 702,000, 605,000 and 606,000 shares of nonvested stock options outstanding and approximately \$5,900, \$6,200, \$5,500 and \$5,600 of unrecognized share-based compensation expense. The Company anticipates this expense to be recognized over a weighted average period of 2.6 years.

Share-based compensation expense related to stock options recognized under The Fresh Market, Inc. 2010 Omnibus Incentive Compensation Plan during the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, totaled \$2,783, \$1,502, \$110, and \$247, respectively, and is recorded in the "Selling, general and administrative expenses" line item on the Consolidated Statements of Comprehensive Income.

The fair value of the stock option grants have been estimated at the date of grant using the Black-Scholes option pricing model with the following weighted average assumptions.

	2012	2011	2010	
Risk-free interest rate	1.20	% 0.82	% 1.30	%
Expected life, in years	5.00	4.77	5.20	
Expected volatility	43.57	% 49.73	% 48.90	%
Dividend yield	—	% —	% —	%
Weighted average exercise price	\$47.33	\$41.41	\$22.00	

The risk-free interest rate is based on the U.S. Treasury constant maturities on the date of the grant for the time period equal to the expected term of the options granted. Expected volatility was calculated on the basis of the average volatilities of similar entities and considered characteristics such as industry, stage of life cycle, size, financial leverage and comparable programs and participant pools. The Company determined the use of historical volatility for similar entities represents a more accurate calculation of option fair value. Expected life is calculated in a like manner and is based upon the industry, stage of life cycle, size, financial leverage and comparable programs and participant pools. The assumptions used to calculate the fair value of options granted are evaluated and revised for new awards, as necessary, to reflect market conditions and experience.

The company recognizes compensation expense on a straight line basis over the vesting period for all share-based awards net of estimated forfeitures.

#### Restricted Stock Units - 2010 Omnibus Incentive Compensation Plan

The restricted stock units (RSUs) vest in 25% annual increments on each of the first four anniversaries of the date of the grant and the fair value is based on the fair market value of the Company's common stock on the date of grant. The Company recorded \$821, \$576, \$43, and \$92 of share-based compensation expense related to these awards for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively, which is recorded in the "Selling, general and administrative expenses" line item on the accompanying Consolidated Statements of Comprehensive Income.



The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 10. Share-based Compensation (continued)

The following activity has occurred under the Company's existing restricted stock unit plan:

	Shares (in thousands)	Weighted Average Grant Date Fair Value
Balance at January 1, 2010	—	\$—
Granted	117	22.00
Vested	—	—
Forfeited	(1	) 22.00
Balance at December 31, 2010	116	\$22.00
Granted	—	—
Vested	—	—
Forfeited	(1	) —
Balance at January 30, 2011	115	\$22.00
Granted	—	—
Vested	(27	) 22.00
Forfeited	(6	) 22.00
Balance at January 29, 2012	82	\$22.00
Granted	23	48.67
Vested	(25	) 22.00
Forfeited	(7	) 25.03
Outstanding awards at January 27, 2013	73	\$30.10
Expected to vest at January 27, 2013	63	\$30.86

As of January 27, 2013 and January 29, 2012, total remaining unearned compensation cost related to nonvested RSUs was approximately \$1,609 and \$1,662, respectively, which will be amortized over the weighted-average remaining service period of approximately 2.5 years.

## Restricted Stock Awards - 2010 Omnibus Incentive Compensation Plan

The restricted stock awards (RSAs) vest at the earlier of one year from the date of grant or the next annual meeting of the stockholders. The fair value of the RSAs is based on the fair market value of the Company's common stock on the date of grant.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 10. Share-based Compensation (continued)

The Company recorded \$383, \$191, \$44 and \$19 of share-based compensation expense related to RSAs outstanding for the years ended January 27, 2013 and January 29, 2012, the one month ended January 30, 2011, and the year ended December 31, 2010, respectively. Share-based compensation expense is recorded in the "Selling, general and administrative expenses" line item on the accompanying Consolidated Statements of Comprehensive Income. The following activity has occurred under the Company's existing restricted stock award plan:

	Shares (in thousands)	Weighted Average Grant Date Fair Value
Balance at January 1, 2010	—	\$—
Granted	6	22.00
Vested	—	—
Forfeited	—	—
Balance at December 31, 2010	6	\$22.00
Granted	—	—
Vested	—	—
Forfeited	—	—
Balance at January 30, 2011	6	\$22.00
Granted	6	32.79
Vested	(6	) 22.00
Forfeited	—	—
Balance at January 29, 2012	6	\$32.79
Granted	7	57.70
Vested	(6	) 33.25
Forfeited	—	—
Outstanding awards at January 27, 2013	7	\$58.00
Expected to vest at January 27, 2013	7	\$58.00

As of January 27, 2013 and January 29, 2012, total remaining unearned compensation cost related to nonvested RSAs was \$150 and \$102, respectively, which will be amortized over the weighted-average remaining service period of approximately 0.4 years.

#### Performance Share Awards - 2010 Omnibus Incentive Compensation Plan

In March 2012, the Compensation Committee (the "Committee") of the Board of Directors of the Company approved a Performance Share Award Agreement under the 2010 Omnibus Incentive Compensation Plan. At that time, the Company awarded approximately 38,000 performance share awards to certain employees.

The Performance Share Award Agreement provides for the award of performance-vesting restricted shares of the Company's common stock based on the attainment of defined performance goals. At the end of the defined performance period, the extent to which the performance goals have been attained determines the number of shares that vest, except as otherwise determined by the Committee, and subject to conditions including the employment of the recipient with the Company or its affiliates throughout the performance period, except to the extent provided in cases of retirement, death, disability, or change of control, or as otherwise determined by the Committee.



The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 10. Share-based Compensation (continued)

The following activity has occurred under the Company's existing performance share awards plan:

	Shares (in thousands)	Weighted Average Grant Date Fair Value
Balance at January 29, 2012	—	\$—
Granted	38	47.29
Vested	—	—
Forfeited	(4	) 47.17
Outstanding awards at January 27, 2013	34	\$47.31

The Company recorded share-based compensation expense related to the performance-based awards of approximately \$272 for the year ended January 27, 2013, which is recorded in the "Selling, general and administrative expenses" line item on the accompanying Consolidated Statements of Comprehensive Income.

#### Employee Stock Purchase Plan

In November 2010, the Employee Stock Purchase Plan ("ESPP") was adopted and approved by the Company's Board of Directors and stockholders. Beginning July 1, 2011, eligible employees may purchase shares of the Company's common stock at a 5% discount from the market price through a payroll deduction. The number of shares of common stock available for issuance under the ESPP is approximately 995,000 at January 27, 2013.

For the years ended January 27, 2013 and January 29, 2012, approximately 3,700 and 1,700 shares of the Company's common stock were purchased under the ESPP, which resulted in proceeds of \$185 and \$62, respectively.

#### Stock Options - Stockholder Plan

In 2009, a stockholder of the Company granted stock options to certain key employees of the Company pursuant to separate arrangements between the stockholder and the respective employees. These options were granted with an exercise price of \$6.73 and were recorded as "Other liabilities" on the accompanying Consolidated Balance Sheets. The 2009 option awards were scheduled to vest in 2019 or upon the occurrence of certain events, including an initial public offering. Because the awards vest upon satisfaction of either a service or performance condition, we were recognizing compensation expense for these awards over the service term of 10 years, in accordance with authoritative guidance. These options vested on November 4, 2010, due to the initial public offering of the Company's stock. In connection with the initial public offering, the Company recognized additional share-based compensation expense in "Selling, general and administrative expenses" of \$28,391 and an income tax benefit of \$11,078 in "Tax provision (benefit)" for the year ended December 31, 2010 related to the vesting of these awards. Prior to the initial public offering, the Company recognized \$1,029 in compensation expense related to these awards during 2010. As these awards were recorded as liabilities, upon vesting, the expense recognized was based on the fair value of the awards at the initial public offering (the vesting date), less the exercise price. Upon exercise of the options, the employees received shares of common stock in the Company from the current holdings of the stockholder granting the options. The stockholder retained the proceeds from the exercise of the options.



The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 11. Earnings per Share

The computation of basic earnings per share is based on the number of weighted-average common shares outstanding during the period. The computation of diluted earnings per share includes the dilutive effect of common stock equivalents consisting of incremental common shares deemed outstanding from the assumed exercise of stock options, RSUs and RSAs. The Company excluded the dilutive effect of its performance shares since the related performance conditions had not been satisfied for the year ended January 27, 2013.

A reconciliation of the numerators and denominators of the basic and diluted earnings per share calculations follows (in thousands, except share and per share amounts):

	Year Ended January 27, 2013	January 29, 2012	One Month Ended January 30, 2011	Year Ended December 31, 2010
Net income available to common stockholders (numerator for basic and diluted earnings per share)	\$64,133	\$51,395	\$2,660	\$22,915
Weighted average common shares outstanding (denominator for basic earnings per share)	48,077	48,002	47,991	47,991
Potential common shares outstanding:				
Incremental shares from share-based awards	217	136	104	69
Weighted average common shares outstanding and potential additional common shares outstanding (denominator for diluted earnings per share)	48,294	48,138	48,095	48,060
Basic and diluted earnings per share	\$1.33	\$1.07	\$0.06	\$0.48

For the years ended January 27, 2013 and January 29, 2012, there were approximately 251,000 and 125,000 shares excluded from the computation of diluted weighted average common shares outstanding because such shares are considered antidilutive. There were no antidilutive shares for the one month ended January 30, 2011 and the year ended December 31, 2010.

## 12. Insurance Reserves

The Company has insurance policies for general liability, medical and workers' compensation benefits that contain significant deductibles. The cost of these insurance claims up to the deductibles is accrued based on actual claims reported plus loss development factors. These estimates are based on historical information along with certain assumptions about future events, and are subject to change as additional information becomes available. The Company had \$14,232 and \$10,538 accrued related to these claims at January 27, 2013 and January 29, 2012, respectively.



The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

### 13. Supplementary Balance Sheet Information

The following reflects supplementary balance sheet information for the Company's accrued liabilities at January 27, 2013 and January 29, 2012:

	January 27, 2013	January 29, 2012
Accrued compensation and benefits	\$22,934	\$19,064
Accrued occupancy costs	6,303	5,296
Accrued income taxes payable	5,824	5,468
Other accrued taxes	3,336	3,182
Accrued construction and maintenance costs	7,002	5,338
Other accrued liabilities	8,986	8,006
<b>Total accrued liabilities</b>	<b>\$54,385</b>	<b>\$46,354</b>

### 14. Segment Reporting

The Company has determined that it has only one reportable segment. All of the Company's revenues come from the sale of items at its specialty food stores. The Company's primary focus is on perishable food categories, which include meat, seafood, produce, deli, bakery, floral, sushi and prepared foods. Non-perishable categories consist of traditional grocery and dairy products as well bulk, coffee, candy, beer and wine, and health and beauty. The following is a summary of the percentage for the sales of perishable and non-perishable items:

	Year Ended January 27, 2013	January 29, 2012	One Month Ended January 30, 2011	Year Ended December 31, 2010
Perishable	65.8%	66.4%	65.9%	66.5%
Non-perishable	34.2%	33.6%	34.1%	33.5%

### 15. Related-Party Transactions

#### Tax Indemnification Agreements

In connection with the initial public offering, the Company entered into tax indemnification agreements with the Company's stockholders prior to the offering. Pursuant to these agreements, the Company agreed that upon filing any tax return (amended or otherwise), or in the event of any restatement of the Company's taxable income, in each case for any period during which the Company was an S-corporation, it will make a payment to each stockholder on a pro rata basis in an amount sufficient so that the stockholder with the highest incremental estimated tax liability (calculated as if the stockholder would be taxable on its allocable share of the Company's taxable income at the highest applicable federal, state and local tax rates and taking into account all amounts the Company previously distributed in respect of taxes for the relevant period) receives a payment equal to its incremental tax liability. The Company also agreed to indemnify the stockholders family for any interest, penalties, losses, costs or expenses (including reasonable attorneys' fees) arising out of any claim under the agreements.

### 16. Commitments and Contingencies



Litigation

From time to time, the Company is involved in various legal proceedings encountered in the normal course of business, including labor and employment, premises, personal injury, product liability and general liability claims, and claims related to

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

#### 16. Commitments and Contingencies (continued)

commercial and leasing matters. In the opinion of management, the resolution of currently pending matters, other than those described or referred to in the following paragraphs, will not have a material adverse effect on the Company's financial condition or results of operations. However, because of the nature and inherent uncertainties of litigation, the Company cannot predict with certainty the ultimate resolution of these actions and, should the outcome of these actions be unfavorable, the Company's business, financial position, results of operations or cash flows could be materially and adversely affected.

The Company reviews the status of its legal proceedings and records a provision for a liability when it is considered probable that both a liability has been incurred and the amount of the loss can be reasonably estimated. This review is updated periodically as additional information becomes available. If either or both of the criteria are not met, the Company reassesses whether there is at least a reasonable possibility that a loss, or additional losses, may be incurred. If there is a reasonable possibility that a loss may be incurred, the Company discloses the estimate of the amount of the loss or range of losses, discloses that the amount is not material, if true, or discloses that an estimate of loss cannot be made. The Company expenses its legal fees as incurred.

In assessing potential loss contingencies, the Company considers a number of factors, including those listed in the Financial Accounting Standards Board's Accounting Standards Codification ("ASC") 450-20, Contingencies – Loss Contingencies, regarding assessing the probability of a loss and assessing whether a loss is reasonably estimable.

Litigation can

be expensive and disruptive to normal business operations. Moreover, the results of litigation are difficult to predict and the Company's view of these matters may change as the litigation and events unfold over time. An unfavorable outcome in any

legal matter, if material, could have a material adverse effect on the Company's results of operations in the period in which the

unfavorable outcome occurs and potentially in future periods.

In July 2012, the Company entered into a confidential settlement agreement and mutual releases with a former landlord to resolve ongoing litigation regarding the condition in which leased premises were returned to the former landlord at the end of the lease term. The Company settled the matter to avoid the costs and uncertainty of litigation, with no admission of

liability or wrongdoing by any party. The amount of the settlement was immaterial. Pursuant to the settlement agreement, the remaining claims of all parties were dismissed with prejudice.

The Company is currently party to two lawsuits that were filed against it and other parties in South Carolina in connection with certain outdoor candle products that were sold at certain of the Company's stores and are alleged to have caused personal injury. The lawsuits seek damages from the Company, as well as from one or more manufacturers of these products and the packager of these products. The Company believes it has defenses against these claims and is vigorously defending itself and pursuing recovery from insurers and other third parties. The Company maintains insurance policies (subject to customary deductibles) for its defense costs and any liability resulting from these lawsuits, but one of the Company's umbrella carriers that sits above its primary general liability

insurer has reserved its rights as to coverage. The manufacturers of the candle product and the fuel gel used in the candle have each filed for bankruptcy. Because these lawsuits are at an early stage, and because of the uncertain status of the liability of third parties and of the potential recovery from third parties, the Company is unable to predict the outcome of these lawsuits or to estimate the amount of damages, if any, that may be awarded. If the Company is ultimately found liable in these lawsuits and if insurance is not available, liability resulting from these lawsuits could have a material adverse effect on the Company's results of operations for the period or periods in which it is incurred.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 17. Transition Period Financial Information

On January 26, 2011, the Company's Board of Directors approved a change in the Company's fiscal year-end from December 31 of each year to the last Sunday in January of each year, commencing with the Company's 2011 fiscal year, which began January 31, 2011 and ended January 29, 2012. As a result of the change, the Company had a one month transition period beginning January 1, 2011 and ending January 30, 2011 (the "Transition Period"). Accordingly, the Company is presenting unaudited comparative financial information for the same period of the prior year as of the one month ended January 31, 2010.

	One Month Ended January 30, 2011	January 31, 2010 (unaudited)
Number of days in period	30	31
Statement of income data:		
Sales	\$78,149	\$71,959
Gross profit	24,847	23,015
Income from operations	4,458	4,547
Net income	2,660	4,237
Net income per share:		
Basic and diluted	\$0.06	\$0.09
Weighted average common shares outstanding:		
Basic	47,991,045	47,991,045
Diluted	48,095,459	47,991,045
Pro Forma Data:		
Income before provision for income taxes		\$4,295
Pro forma provision for income taxes		1,675
Pro forma net income		\$2,620
Pro forma net income per share:		
Basic and diluted		\$0.05
Balance sheet data:		
Total assets	\$258,857	\$236,781
Total long-term debt	81,850	104,338
Total stockholders' equity	72,077	64,341

## 18. Select Quarterly Financial Data (unaudited)

The following is a summary of unaudited financial data regarding the Company's quarterly results of operations. Quarter to quarter comparisons of results of operations have been and may be materially impacted by the timing of new store openings. The Company believes that the following information reflects all normal recurring adjustments necessary for a fair presentation of the information for the periods presented. The operating results for any quarter are not necessarily indicative of results for any future period.

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The Fresh Market, Inc.

Notes to the Consolidated Financial Statements (continued)

## 18. Select Quarterly Financial Data (unaudited) (continued)

	For the Year Ended January 27, 2013			
	First Quarter	Second Quarter	Third Quarter	Fourth Quarter <sup>(1)</sup>
Sales	\$324,784	\$312,997	\$321,494	\$369,856
Gross profit	\$112,691	\$106,742	\$106,357	\$125,908
Income from operations	\$31,084	\$21,712	\$17,887	\$30,803
Net income	\$19,270	\$13,329	\$10,889	\$20,645
Net income per share:				
Basic and diluted	\$0.40	\$0.28	\$0.23	\$0.43

	For the Year Ended January 29, 2012			
	First Quarter <sup>(2)</sup>	Second Quarter	Third Quarter	Fourth Quarter <sup>(3)</sup>
Sales	\$264,459	\$259,543	\$263,260	\$320,773
Gross profit	\$89,573	\$84,965	\$84,194	\$108,119
Income from operations	\$22,129	\$16,994	\$14,503	\$29,256
Net income	\$13,480	\$10,507	\$9,150	\$18,258
Net income per share:				
Basic and diluted	\$0.28	\$0.22	\$0.19	\$0.38

(1) The Company recognized a cumulative benefit of approximately \$1,000 related to tax deductions and credits during the fourth quarter of the year ended January 27, 2013.

(2) The Company incurred approximately \$1,100 in offering costs in connection with its public offering of common stock during the first quarter of the year ended January 29, 2012.

(3) The Company recognized approximately \$1,400 for the initial adoption of gift card breakage during the fourth quarter of the year ended January 29, 2012

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