



**Media Contacts:**

**Mary Myers**, Communications Manager

O: 806.791.8114

[mmyers@unitedtexas.com](mailto:mmyers@unitedtexas.com)

**Kerri Fulks**, Public Relations Support

O: 972.499.6617 C: 214.549.9837

[kerri.fulks@hck2.com](mailto:kerri.fulks@hck2.com)

**FOR IMMEDIATE RELEASE – June 24, 2015**

## **Market Street<sup>®</sup> Grocery Store Unveiled and Open in Midland**

*Former Albertsons Market converted to offer unique, one-stop shopping experience*

**(MIDLAND, Texas)** – The new [Market Street<sup>®</sup>](#) supermarket at 4706 North Midkiff Road held a grand opening ceremony Wednesday, June 24 to celebrate the store's new look, features and offerings resulting from a complete transformation of the former Albertsons Market.

Market Street, known as the place, “where everyday meets gourmet,” is designed to provide a unique shopping experience for guests who care about food. The store has extensive options for guests to maintain a healthy lifestyle, as well as everyday items shoppers are accustomed to finding.

“We are thrilled to officially introduce our Midland guests to the Market Street experience and are confident it will change the way they think about an everyday grocery store,” said Robert Taylor, president of [The United Family<sup>®</sup>](#), a Texas-based grocery chain that operates Market Street and Albertsons Market in Midland-Odessa. “This is the first store we’ve converted to a Market Street, so this grand opening is a testament to our dedicated team members and guests, who have demonstrated tremendous patience throughout this process.”

Market Street features a large selection of fresh cut fruits and vegetables, including more than 100 organic options. The store also has an “Ask for a Taste” program in the produce department, which allows guests to sample any product before making a purchase.

In addition, the store has a full-service meat and seafood counter with experienced meat cutters on staff, featuring Prime Dry-Aged Beef. Market Street also features sushi made fresh in-store daily. The deli has a large “grab-n-go” section with salads, specialty cheeses, tamales, pizza, fried chicken, panini and a variety of hot meal selections to serve at home or enjoy in the store's dining area.

“Guests will enjoy the comprehensive offerings at Market Street, as well as some of the unique features not available in traditional grocery stores, such as in-store dining,” said Wes Jackson,

chief merchandising officer for The United Family. “We have teams in every department committed to ensuring we can meet our guests’ every need.”

Market Street’s commitment to service includes a concierge service, which is available to assist guests with party planning, catering and custom gift baskets. Other notable store changes are evident in the expanded full-service bakery, in-store dining space, Starbucks coffee, expanded wine and beer section, bulk foods section and an extensive selection of gluten-free items both in the Living Well section and throughout the store.

Guests will continue to see shelf tags featuring “healthy attributes” that identify products in 10 different categories, such as low-sodium, heart-healthy, organic, and gluten-free, as well as the company’s “Dietitian’s Top Pick” program. Shelf tags also include the NuVal™ Nutritional Scoring System, which rates the nutritional value of foods throughout the store on a scale of one to 100. The United Family was the first supermarket chain in Texas to adopt this system. Unique to Market Street stores, guests also have the option to join a free store tour hosted by a registered dietitian.

“Market Street is one of the few grocery stores in the state that has registered dietitians, who are helping guests try to balance busy schedules while still raising healthy families,” said Robin Hawkins, director of health and wellness for The United Family. “Guests can take advantage of our in-store tours that focus on different diet and health needs in addition to other resources to help guests make healthy choices at checkout.”

If not already members, guests of the new Market Street can sign up for the Rewards program to receive product recommendations, digital coupons and discounts that are individually tailored to their shopping habits, allowing each guest to easily take advantage of relevant offers. Guests can sign up online at [www.unitedtexas.com](http://www.unitedtexas.com) or by using the “[United Market](#)” mobile application, which is available for iOS and Android operating systems.

The United Family also has plans to convert the Albertsons Market on E. 42<sup>nd</sup> Street in Odessa to a Market Street, and the store has a grand opening planned for late fall. With the completion of the two conversions in Midland and Odessa there will be a total of 15 Market Street locations throughout Texas: Abilene, Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Midland, Odessa, Plano and Wichita Falls.

### **About Market Street®**

[Market Street®](#) is a grocery store “where everyday meets gourmet.” Each location provides a unique and inspiring shopping experience for guests who care about food, want a healthier lifestyle and are open to fresh new food ideas. Market Street can be found in 12 communities in Texas, including Abilene, Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Midland, Plano and Wichita Falls. One additional store is scheduled to open in Odessa in 2015. Market Street is operated by [The United Family®](#), a Texas-based grocery chain that has 66 stores in West Texas, Dallas-Fort Worth and New Mexico under five unique brands: [United Supermarkets](#), Market Street, [Amigos](#), [Albertsons Market](#) and United Express.

The United Family is a wholly-owned subsidiary of Albertson's LLC. For more information, please visit [www.marketstreetunited.com](http://www.marketstreetunited.com).

**About The United Family®**

In its 99<sup>th</sup> year of operation, United Supermarkets, LLC – d.b.a. [The United Family®](#) – is a Texas-based grocery chain with stores in 34 communities in West Texas, Dallas-Fort Worth and New Mexico. A self-distributing company with headquarters in Lubbock and distribution centers in Lubbock and Roanoke, The United Family currently operates 66 stores under five unique banners: [United Supermarkets](#), [Market Street](#), [Amigos](#), [Albertsons Market](#) and United Express, along with ancillary operations R. C. Taylor Distributing, Praters and Llano Logistics. The company is a wholly-owned subsidiary of Albertson's LLC. For more information, please visit [www.unitedtexas.com](http://www.unitedtexas.com).

###