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Hatch Chile Peppers Now Available at Market Street®

Seven DFW locations to roast fresh peppers four weekends in August

(DALLAS) – Americans consume all varieties of chile peppers several times a week, but in Texas, summer means Hatch chile season, which begins today at all seven [Market Street®](#) locations in Dallas-Fort Worth. To celebrate, stores in Allen, Colleyville, Coppell, Flower Mound, Frisco, McKinney and Plano will each host “Hatch Chile Fest” roasting events on Saturday and Sunday, the first four weekends during August.

“Hatch chile pepper season is one of the favorites for our Dallas-Fort Worth guests,” said Joseph Bunting, director of produce for [The United Family®](#), parent company of Market Street. “To accommodate demand, we are increasing our hatch product offerings and are excited to provide each of our North Texas communities with fresh roasting events over the next month.”

Market Street will roast mild, hot and extra hot Hatch chile peppers for guests from 10 a.m. to 5 p.m. on weekends in front of each store. Hatch chile roasting enables the peppers to blister and shed their skin, making them easier to peel, while also bringing out the natural flavor. This process also provides the familiar later-summer aroma, which is so popular with guests that candles have been created to capture the scent.

For guests enjoying the freshly roasted Hatch chile peppers, Bunting recommends they be refrigerated as soon as possible, but at least within two hours of roasting. Stores will also have a selection of roasted Hatch chiles available in their fresh cut produce departments. In addition to roasted peppers on the weekends, Market Street will also have 22 ounce clamshells and Hatch-stuffed mushrooms available every day as part of the store’s fresh cut offerings.

Hatch Valley is an area in New Mexico that is known for growing some of the best chiles in the world, which are only available approximately one month out of the year.

For more information about Hatch chile peppers season at Market Street, visit www.marketstreetdfw.com/hatch-chile. Guests can also find Hatch chile pepper-inspired recipes on

the company's Pinterest boards using the following link: www.pinterest.com/marketstreettx/hatch-chile-fest/.

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 10 communities in Texas, including Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Plano and Wichita Falls. Three additional stores are scheduled to open in Abilene, Midland and 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.

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