



Media Contacts:

Mary Myers, Communications Manager

O: 806.791.8114

mmyers@unitedtexas.com

Kerri Fulks, Public Relations Support

O: 972.499.6617 C:

214.549.9837

kerri.fulks@hck2.com

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Hatch Chile Peppers Now Available at Albertsons Market

Five New Mexico locations to roast fresh peppers four weekends in August

(Lubbock, TEXAS) – Although the official [Hatch Chile Festival](#) is still more than a month away, August marks the beginning of Hatch chile season, which begins today at all five [Albertsons Market](#) locations in New Mexico. To celebrate, stores in Alamogordo, Carlsbad, Clovis, Hobbs and Roswell will each host “Hatch Chile Fest” roasting events on Saturday and Sunday, the first four weekends during August.

“Hatch chile pepper season is anticipated by people all across the U.S., but most of all by our New Mexico guests,” said Joseph Bunting, director of produce for [The United Family](#)[®], parent company of Albertsons Market. “To accommodate demand, we are increasing our hatch product offerings and are excited to provide each of our New Mexico communities with fresh roasting events over the next month.”

Albertsons Market 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, Albertsons Market will also have 22 ounce clamshells and Hatch-stuffed mushrooms available every day as part of the store’s fresh cut offerings.

For more information about Hatch chile peppers season at Market Street, visit www.albertsonsmarket.com/hatch-chile. Guests can also find Hatch chile pepper-inspired recipes on the company’s Pinterest boards using the following link: <https://www.pinterest.com/albertsonsmarkt/hatch-chile-fest/>.

About Albertsons Market

[Albertsons Market](#) is a grocery store that strives to be the favorite food and drug retailer in every market it serves. Stores can be found in nine communities, including Abilene, Midland, Odessa and San Angelo, Texas, as well as Alamogordo, Carlsbad, Clovis, Hobbs and Roswell, New Mexico. Albertsons Market 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.albertsonsmarket.com.

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