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**Hatch Chile Peppers Now Available at The United Family® of Stores**  
*West Texas locations to roast fresh peppers three weekends in August*

**(DALLAS)** – Americans consume all varieties of chile peppers several times a week, but in Texas, summer means Hatch chile season, which recently began at [United Supermarkets](#), [Market Street](#), [Amigos](#) and [Albertsons Market](#) locations in West Texas. To celebrate, stores in Abilene, Amarillo, Lubbock, Midland, Odessa, San Angelo and Wichita Falls will each host “Hatch Chile Fest” roasting events on Saturday and Sunday the next three weekends, beginning August 8-9.

“Hatch chile pepper season is one of the favorites for our West Texas guests,” said Joseph Bunting, director of produce for [The United Family®](#). “To accommodate demand, we are increasing our Hatch product offerings and are excited to provide each of our West Texas communities with fresh roasting events over the next few weeks.”

The United Family stores 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 location. 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, stores will also have 22 ounce clamshells and Hatch-stuffed mushrooms available every day as part of the company’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 The United Family of stores, visit <http://www.unitedsupermarkets.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/unitedwesttexas/hatch-chile-fest/>.

**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 36 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).

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