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The United Family® Launches Rewards Programs for Guests with Babies and Pets

(LUBBOCK, Texas) – [The United Family®](#) today announced expansion of the company’s rewards program with the launch of “Baby Club” and “Pet Club” at all 66 [United Supermarkets](#), [Market Street](#), [Amigos](#), [Albertsons Market](#) and United Express locations in West Texas, Dallas-Fort Worth and New Mexico. The free programs include exclusive offers for new moms and furry family members.

“So many of our guests visit the supermarket to buy essentials for the ones they love – whether that be their newborn baby or the family pet,” said Robin Cash, loyalty marketing manager for The United Family. “These programs allow guests to earn rewards on the items they buy most often.”

Baby Club members, designed for parents and guardians of children ages newborn to 35 months, will receive exclusive monthly offers on items, such as formula, wipes and diapers. In addition, members will receive a free smash cake for their child’s first birthday and be eligible for special events and contests exclusive to members.

Similarly, Pet Club members will also receive exclusive monthly offers on essential products, including food and toys. Sample offers include 15 percent off Dogzilla or Chunkit pet toys and \$3 off a 14 pound bag of Beyond Dog Food. Members will also receive a special treat for their pet’s birthday.

Additionally, guests of each program will earn rewards program discounts on gas and groceries quicker by accruing bonus points for purchasing Baby and Pet Club items.

To sign up for the free program, guests can visit www.unitedtexas.com or use the “[United Marke](#)” mobile application, which is available for iOS and Android operating systems. The United Family also launched “Kids Club” and “Beer and Wine Club” as extensions of the revamped rewards program in 2015.

About The United Family®

In its 100th 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.

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