



**For Immediate Release:** Feb. 24, 2010  
**Contact:** Eddie Owens, Director of Corporate Communications  
(office 806.788.4863; cell 806.928.0462)

## **United Supermarkets Becomes First Texas Grocery Chain to Launch NuVal Nutritional Scoring System**

*Revolutionary scoring system helps guide United guests to healthy food choices*

**LUBBOCK, Texas (Feb. 24, 2010)** ó United Supermarkets, LLC, a Texas-based, family-owned grocery chain, is helping guests cut through confusing nutrition information and make educated decisions about food quickly and easily by implementing the [NuVal Nutritional Scoring System](#) in all of its United Supermarkets, Market Street and Amigos United grocery stores.

The NuVal System is a nutritional ranking system that provides comprehensive nutritional information in one simple number between one and 100; the higher the score, the better the product's nutrient value. The ratings are developed independently by a team of nutrition and medical experts without retailer or manufacturer influence. NuVal scores are clearly visible on shelf labels so guests now can compare both product pricing and overall nutritional value with ease.

With the NuVal System currently assisting guests at Market Street's Colleyville and Frisco, Texas stores to better food choices, United debuts as the first grocery chain to implement the innovative nutritional ranking system in Texas. All six of the company's Dallas-Fort Worth area Market Street stores will feature the NuVal system by mid-March, and the company plans to have all 50 stores outfitted with the new system by the end of the year.

“NuVal's innovative food scoring system is revolutionizing the shopping experience, and we're proud to be the first Texas grocer to bring this innovation to our aisles,” said Robert Taylor, executive vice president and CEO, United Supermarkets, LLC.

ó more ó

**United Supermarkets, L.L.C.**

7830 ORLANDO AVE. • LUBBOCK TX 79423  
v: 806.791.0220 • f: 806.788.4861  
[www.unitedtexas.com](http://www.unitedtexas.com)

“While there are many options in nutrition labeling, we feel that NuVal offers the most robust system available. Furthermore, they operate without the influence of food manufacturers, meaning this is a system our guests can depend on,” Taylor added.

NuVal also helps guests get more nutrition for their budget. Now they can compare name brand and store brand items side-to-side to determine better value ó not just in price but in nutrition as well. For instance, guests may find that some varieties of frozen or canned vegetables score the same as fresh produce on the NuVal scale. With NuVal scores on thousands of labels, it’s like having ever-present personal shoppers and dietitians nearby to assist guests in making better decisions about what they and their family eat.

United’s “Living Well” philosophy fits well with the foundation behind the NuVal scoring system. NuVal was created as a result of the rapidly rising rates of obesity and diabetes in both the adult and child populations. Recently, the NuVal System received official endorsement from The American College of Preventive Medicine, marking the first time an independent medical/public health organization with national stature endorsed a non-federal nutrition guidance system.

In October 2009, United became one of the founding members of the [Healthy Weight Commitment Foundation](#), whose stated mission is to reduce obesity by 2015. HWCF members already have committed more than \$20 million to the joint initiative to raise awareness about the importance of balancing a healthy diet with physical activity.

“We’re thrilled to work with United Supermarkets, as they have raised the industry standard in service and innovation,” said NuVal President Nancy McDermott. “We’re proud to be a part of their effort to enhance the shopping experience.”

Additionally, United staffs several [registered dietitians](#) that offer services like personal shopping assistance, group nutrition tours and classes for guests wanting to develop healthier eating habits. Guests seeking more information about the NuVal program and other healthy eating tips can interact directly with United dietitians at [www.unitedsupermarkets.com/healthwellness](http://www.unitedsupermarkets.com/healthwellness).

ó more ó

**United Supermarkets, L.L.C.**

7830 ORLANDO AVE. • LUBBOCK TX 79423

v: 806.791.0220 • f: 806.788.4861

[www.unitedtexas.com](http://www.unitedtexas.com)

“Using NuVal, our guests will have access to an easy and reliable way to determine the most nutritious items in our stores,” said Alicia Brown, MS, RD, CSSD, LD, United’s health and wellness marketing manager. “No matter what they’re buying, they will have a way to instantly determine the most nutritious foods, whether it’s in pasta or pizza.”

### [About United Supermarkets](#)

Now in its 94<sup>th</sup> year of operation, United Supermarkets, LLC, is a Texas-based, family-owned grocery chain with stores in 30 markets across north and west Texas. A self-distributing company with its headquarters and distribution center in Lubbock, United currently operates 50 stores under three distinct formats: [United Supermarkets](#), [Market Street](#) and [Amigos United](#).