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The United Family® Health and Wellness Department Wins Progressive Grocer Retail Dietitian Outreach Innovation Award

(LUBBOCK, Texas) – [The United Family®](#) health and wellness department recently received *Progressive Grocer's* 2016 Retail Dietitian Outreach Innovation Award. This award recognizes the creativity and effort of programs developed by retail dietitians to benefit their shoppers and surrounding communities.

“We are incredibly honored and humbled to receive this recognition from Progressive Grocer,” said Alicia Jerome, health and wellness manager for The United Family. “Our entire health and wellness team works tirelessly to educate our guests and consumers on the benefits of living a healthy life.”

The United Family dietitians were selected for the award on behalf of the company’s “Build a Better Basket” program, specifically “Color Your Basket.” Each month, the “Color Your Basket” initiative highlights the value of adding a different color to guest’s diets, which includes education on not just produce, but the nutritional value of “colorful” products throughout the store.

“Alicia and the entire health and wellness team are very deserving of this award,” said Robert Taylor, president of The United Family. “Being recognized and awarded by the grocery industry’s leading publication is a testament to their hard work and dedication to helping our guests make healthy food choices.”

Criteria considered for the outreach awards include consumer participation and response, increased traffic to a store, sales increases, press coverage; the resources that went into building the program; and the degree to which the program supports the banner’s mission.

Jerome accepted the award at the Progressive Grocer Retail Dietitian Symposium on May 24 in Chicago, Ill.

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 41 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 73 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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