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**The United Family® Presents Outstanding Rewards
Partner of the Year Awards to Smithfield and Dole**

(LUBBOCK, TEXAS) – [The United Family®](#) announced [Smithfield](#) and [Dole](#) as recipients of the company’s first ‘Outstanding Rewards Partner of the Year Award’ at its 2nd annual partners meeting in Lubbock on Aug. 30. This award recognizes The United Family’s partners who actively participate and engage in the [rewards program](#).

“Smithfield and Dole lead the pack when it comes to proactive engagement in our rewards program,” said Robin Cash, loyalty manager for The United Family. “We are grateful to have both of these brands as part of the United family and value their long-standing partnerships.”

Both Smithfield and Dole participate in every facet of The United Family’s rewards program, including clubs, bonus points, redeeming point items and targeted offers. For example, new club members receive a free Dole salad bag and members also receive \$5 off \$20 Smithfield purchases. Each brand has seen up to 15 percent redemption rates, which is significantly higher than the five percent United sees on average.

“We’re so honored to be recognized by our valued partner, The United Family,” said Lisa Weiman, regional manager of retail fresh meat, Smithfield Foods, Inc. “Digital marketing continues to be a main focus for Smithfield and we’re proud to work with retailers, like United, that have the same values and goals. We look forward to many more years of collaboration and success!”

The United Family will continue to honor deserving partners with the Outstanding Rewards Partner of the Year award each year at its vendor meeting.

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 45 communities in West Texas, Dallas-Fort Worth and New Mexico. A self-distributing company with headquarters and a distribution center in Lubbock,

The United Family currently operates 73 stores and 33 fuel center/convenience 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.

About Dole

Dole Food Company, Inc., is one of the world's largest producers and marketers of high-quality fresh fruit and fresh vegetables. Dole is an industry leader in many of the products it sells, as well as in nutrition education and research. For more information, visit www.dole.com or follow us on Facebook at www.facebook.com/dole. About the Breakthrough Innovation Award, Report and Project The U.S. Nielsen Breakthrough Innovation Project is a long-term in-depth analysis of more than 20,000 U.S. product launches over eight years. Since its inception in 2008, the project has celebrated 92 top products in the U.S. and 198 globally. The findings and winner spotlights in the U.S. are featured in the U.S. Breakthrough Innovation Report, which is released annually at Nielsen's U.S. Consumer 360 event.

About Smithfield Foods

Smithfield Foods is a \$14 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, John Morrell®, Cook's®, Kretschmar®, Gwaltney®, Curly's®, Margherita®, Carando®, Healthy Ones®, Krakus®, Morliny®, and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com.

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