



Media Contacts:

Eddie Owens, Director of Communications/PR
O: 806.788.4863 C: 806.928.0462
eowens@unitedtexas.com

Kerri Fulks, Public Relations Support
O: 972.499.6617 C: 214.549.9837
kerri.fulks@hck2.com

FOR IMMEDIATE RELEASE – April 16, 2012

**United Supermarkets Help “Take A Bite Out of Hunger™”
by Delivering 54,800 pounds of Fresh Apples to Local Food Banks**

(LUBBOCK, TEXAS) . Today, [United Supermarkets](#) (United) helped serve the hungry in local communities by making a donation of more than 54,800 pounds of apples to food banks in Abilene, Amarillo, Lubbock and Wichita Falls. The donation signals the company's committed participation in the [Take a Bite Out of Hunger](#) program sponsored by FirstFruits Marketing of Washington.

FirstFruits Marketing of Washington created The Take a Bite out of Hunger campaign to help feed the underserved while bringing attention to the problem of food insecurity in the United States. This is the second year FirstFruits has partnered with grocery retailers to make donations to local food banks around the United States and Canada.

"We're committed to making a positive impact in the communities we serve, and participating in Take a Bite Out of Hunger is a great way to make a difference," said Tommy Wilkins, director of procurement for United Supermarkets, LLC. "This program provides help to those in need, and we're proud to be able to donate more than 54,000 pounds of fresh and healthy apples to combat hunger in our communities."

Hunger isn't just about being hungry. It's about food insecurity, or not having regular access to safe, affordable and nutritious foods. In 2010, 15 percent of all U.S. households were food-insecure. Of those, 33 percent were children, 96 percent reported that the food they bought just did not last and they did not have money to get more, and 94 percent reported that they could not afford to eat balanced meals.

This year, seven retailers have joined the Take A Bite Out of Hunger effort, with more than 240,000 pounds of apples accrued for donation to local food banks throughout the U.S. and Canada.

"This is a very rewarding program for everyone at FirstFruits and is core to the values of this company and United Supermarkets," said Robbin Erickson, sales manager at FirstFruits Marketing of Washington. "We know that the donations United Supermarkets earned will have a significant impact in its communities."

About United Supermarkets

Now in its 96th 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 in Lubbock and distribution centers in Lubbock and Roanoke, United currently operates 51 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos United](#) and United Express.

About FirstFruits Marketing

FirstFruits Marketing is a collaborative apple marketing company owned by growers. These growers share a commitment to producing high quality fruit while balancing the demands of purpose, people, planet and profit so that a portion of profits can be donated to non-profit missions supporting the underserved. For more Information, visit www.firstfruits.com.

#