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United Supermarkets-Red Mango Partnership Extends to Amarillo

Grocery chain will offer frozen yogurt treats, new coffee products for guests

(LUBBOCK, TEXAS) . [United Supermarkets](#) (United) partnership with [Red Mango](#), the #1 Zagat-rated frozen yogurt and smoothies chain in America, will soon extend to one of its Amarillo locations, the grocery chain announced today.

The company is converting the Peet's coffee bar inside its 45th and Bell location to a Red Mango counter, with a targeted opening date of May 1. In addition to frozen yogurt and smoothies, Red Mango will continue to serve coffee products, but now under United's popular Arriba! house brand.

This is the second in-store partnership between United Supermarkets and Red Mango. The two enterprises joined forces to test the concept at United's Judge Ely Blvd. location in Abilene in mid-February.

This is Red Mango's first Amarillo location, as the company continues to expand its footprint. Lubbock-based Beach Ventures, LLC, owned by Buddy and Becky Neighbors Beach, is the franchisee holder for Red Mango and operates an additional freestanding location in Lubbock.

"We are pleased to be extending our partnership with United to the Amarillo area," said Buddy Beach. "We are very proud of our healthy assortment of offerings and look forward to becoming a part of the Amarillo business community."

The partnership with Red Mango is an important step in United's effort to developing a well rounded health-and-wellness program for its guests.

"We know frozen yogurt has become a popular family treat, and Red Mango is one of the healthiest in its category," said Wes Jackson, chief merchandising officer for United Supermarkets, LLC. "Both United and Red Mango share a commitment to the health and wellness of our guests, so we feel this is a natural fit. We are excited to offer our guests a unique in-store experience with Red Mango."

Jackson added, "We believe Red Mango and Arriba! will both resonate with our Amarillo guests and are delighted to be offering these new services," he said.

Red Mango serves uniquely delicious frozen yogurt that is all-natural, nonfat and low fat, gluten-free and packed with beneficial live and active probiotic cultures to help support a healthy immune and digestive system when consumed as part of a balanced diet and healthy lifestyle.

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 Red Mango

Red Mango, one of the fastest growing retailers of all-natural nonfat frozen yogurt and fresh fruit smoothies, opened its first U.S. store in July 2007 in Los Angeles, and has since celebrated more than 140 store openings across the U.S. Headquartered in Dallas, Red Mango serves uniquely delicious frozen yogurt that is all-natural, nonfat and low fat, gluten-free and packed with beneficial live and active probiotic cultures to help support a healthy immune and digestive system when consumed as part of a balanced diet and healthy lifestyle.

Red Mango is the first frozen yogurt retailer to earn the National Yogurt Association's Live and Active Cultures seal for meeting the required criteria for healthy frozen yogurt. More information about Red Mango is available at www.redmangousa.com.

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