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United Supermarkets’ Corporate Chef Named Finalist In FMI’s first “Supermarket Chef Showdown”

LUBBOCK, TX . Chris Wilson, corporate chef for United Supermarkets LLC, has reached the final round of the Food Marketing Institute (FMI) Supermarket Chef Showdown and will be among those competing at FMI 2012, the organization’s food retail show, early next month in Dallas.

Wilson is one of five finalists named in the Ethnic category and will compete for top honors May 1 from noon to 2 p.m. at the Dallas Convention Center. He will prepare the dish for judges and an audience, and dishes will be judged on flavor, presentation of the food, creativity of the recipe, consumer appeal and showmanship.



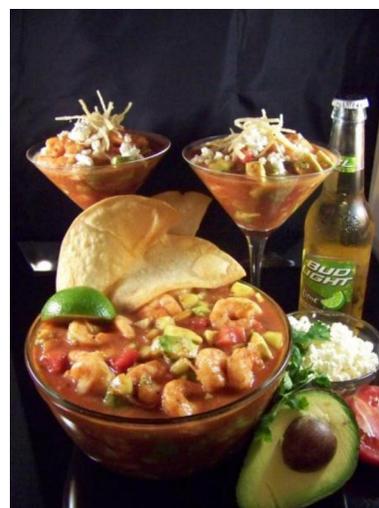
Chris Wilson

The competition features four recipe categories: ethnic, indulgent, family style and healthy alternative. In addition to calorie count and fat content, other parameters on which entries were scored included consumer appeal and use of products from a host of sponsors, including McCormick, Campbell’s, Anheuser-Busch, ConAgra and Smucker’s.

Judges sorted through recipe submissions from supermarkets across the country, and Wilson was among those notified as having reached the finals. “They said I had several recipes that made the final cut, but they allowed me to enter only my highest score item,” he said.

The dish that recorded the highest score is Happy Shrimp -- lime poached shrimp tossed in a vegetable cocktail). Wilson said the dish is a takeoff on the Happy Shrimp served at the company’s Amigos locations.

“What I did for that recipe, since Anheuser-Busch is a sponsor, is take lime beer-poached shrimp and toss them in a refreshing vegetable cocktail before topping with crumbled cheese and tostada strips,” Wilson said.



Chris Wilson's Happy Shrimp Dish

A winner from each category will advance to the Championship Challenge on May 3.

Other recipes entered by Chris were Smoked Mozzarella Stuffed Turkey Meatballs (healthy category); Gluten-Free Pizza featuring Cauliflower Crust (family) and Rosemary Garlic Beef Tenderloin with Baked Bleu Cheese Grits (indulgent).

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](#) and United Express.

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