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United Supermarkets Shopper Named “NuVal® Mom of the Month” for July

(PAMPA, Texas) . Jennifer York only goes grocery shopping once a month, and with good reason . her store of choice, United Supermarkets in Pampa is 75 miles away.

Living in what she describes as a very rural part of Oklahoma with her rancher husband and two children, Jennifer has few options to choose from. While Jennifer admits she could go to another store closer to where she lives, there's one problem: unlike United, that store doesn't use the NuVal® nutritional scoring system.

The NuVal system provides comprehensive nutritional information in one simple number between 1 and 100. Simply stated, the higher the number, the better the nutrition.

United Supermarkets became the first supermarket chain in Texas to adopt the NuVal system almost three years ago. And, NuVal recently named Jennifer its July NuVal Mom of the Month.

Jennifer discovered NuVal scores about 18 months ago and ever since, has used them to help her make decisions on what to feed her family. Once she learned that all she needed to do was look for the higher NuVal scores to find the more nutritious foods, she said it cut her shopping time in half.

"We went to the Pampa United, and we saw all these scores on the shelf. We didn't know what they were at the time, but I saw that they all had NuVal next to them, so when I got home, I looked them up (on the Internet) and learned all about it," she said. "I suspected that the larger numbers meant better foods since I noticed that the produce scores in the 90s and salami scored a 15. I thought that it was fabulous!"

Since her nine-year-old son has asthma and allergies, Jennifer has been very conscientious about reading labels, but NuVal has made her shopping much easier.

"We began to realize that our son's allergies and asthma issues were bothering him more when we would eat higher processed foods," she said. "The NuVal system allows me to quickly find the healthiest version of whatever item I am looking for. Through clean eating, which NuVal helps to promote (less processed foods tend to get higher NuVal Scores), our son has reduced his medication from six prescriptions to one. Other things have also helped him, but food and the quality of it play a big issue."

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Jennifer is very choosy on what items to buy, avoiding canned and boxed foods whenever possible. But when she does need food items outside of the fresh foods departments, she counts on NuVal.

%d try to cook most everything from scratch, but let's be honest; if the kid wants a sandwich I'm not going to go shave meat and bake a loaf of bread,+she said. %By using NuVal I can quickly find the healthiest sandwich meat for him.+

Jennifer's children are also taken up with NuVal scores, turning the hunt for better scores into a game.

%They think it's cool; sometimes I'll ask them to find the highest scoring item on the shelf,+she said. %It's kind of a hide and seek game for them.+

As a tip, Jennifer suggested that presentation can make a difference on whether your kids will accept healthier foods. As a typical snack, she mixes plain Greek yogurt in a fancy glass, topped with a fresh peach (NuVal score of 99) tossed with some cinnamon and a little granola on top. %It's nothing special, but presentation . especially when dealing with kids . is 90 percent of the battle.+

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. The company's 52nd store . a fourth-generation Market Street location . is currently under construction in Lubbock.

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