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## **Market Street Brand Gets New Logo, Just in Time for Opening of New Store**

(LUBBOCK, TEXAS) – United Supermarkets today officially unveiled a new logo for its Market Street store chain, just in time for the opening of the 11<sup>th</sup> location.

The new mark was revealed during a special ceremony this morning at the new store, which is due to open Jan. 9, 2013, at 19<sup>th</sup> and Quaker in Lubbock.

The logo is the first result of major brand initiative undertaken by the company almost a year ago. “We have been working on creating a comprehensive brand strategy for all our retail



**Market  
STREET™**

brands,” explained Monica Schierbaum, senior director of marketing for United Supermarkets, LLC. “When we completed the strategic work for Market Street, we felt the existing logo did not fully represent the brand strategy.”

The brand initiative is a key component in the company’s strategic plan, according to CEO Robert Taylor.

“Our business has become more and more competitive, with new stores and formats offering very compelling alternatives for food shopping,” Taylor said. “It’s vital to our future success that we let current and future guests know who we are and what we stand for. We have to make sure we offer them things that are relevant to them.”

The new logo is symbolic of Market Street’s uniqueness, Schierbaum explained. “Market Street is a different kind of store, a store where you will find spectacular fresh food, unique gourmet ingredients, healthy and organic foods as well as your everyday basics. Our new logo has two typefaces, one to represent ‘everyday’ and one to represent ‘gourmet.’”

She added, “The mark is a Texas grapefruit with a spoon intersecting the graphic design. The grapefruit is the state fruit of Texas, and we feel it conveys a fresh image. The spoon represents our gourmet prepared foods that we are known for at Market Street.”

The logo colors also are new. “We wanted something bright and fresh,” Schierbaum said. “We feel the vibrant red orange and tangerine yellow really represent food better than our old logo colors did.”

**About Market Street™**

Market Street offers a unique shopping experience that combines everyday grocery shopping needs with the unique specialty items, whole-health products and chef-prepared foods that shoppers want. The 10 current Market Street locations are in Allen, Amarillo, Colleyville, Coppell, Frisco, Lubbock (2), McKinney, Plano and Wichita Falls.

**About United Supermarkets®**

Now in its 96<sup>th</sup> 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.

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