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**United Supermarkets' Borger Location
to Get New Look, New Services Thru Remodel**
Store also will get new logo, décor package for United banner

(Lubbock, TEXAS) – Guests of United Supermarkets' Borger location will soon see a fresh new look along with added services following a store remodeling effort now under way.

The project is set for completion in late August, and the store will maintain regular business hours (7 a.m. to 10 p.m.) throughout the remodeling period, according to Paul Evans, regional vice president of United Supermarkets, LLC.

Guests will enjoy several new product offerings, resulting from their feedback at the Borger location, Evans said. They include the addition of seating in the deli, an expanded dairy section, and other updates throughout the store.

"Just about every department will be touched during this project," Evans said. "Guests will also see new lighting in the produce department, an updated floor, and new cases in the bakery, produce, deli and market. We know this project will be an inconvenience for our Borger guests for a few weeks, but we believe they will appreciate the enhancements and enjoy the new look when it's all done."

Guests will also notice a brand-new décor package featuring "active and engaging" vivid colors, according to Monica Schierbaum, senior director of marketing for United Supermarkets, LLC.



Borger will be the second store in the company to receive the new décor – as well as the new United logo. "We are excited about the new look we are introducing this year for our United brand, and we think our Borger guests will be excited about it as well," Schierbaum said.

The most noticeable change to the new logo is the addition of a single star at the center, emblematic of the Lone Star State. "We are a Texas company, and we've always been inspired by the spirit, independence and self-sufficiency of Texans," Schierbaum said. "We've got small towns in our heart, and we want our stores to reflect the warmth and generosity you find in a small Texas town."

Texas references will be evident throughout the Borger store following completion of the remodeling effort, which also will include the addition of photographic panels depicting United's commitment to community involvement.

The most striking feature of the remodeled store will be a stylized tree, which will be suspended over the produce department. "The tree will be the store landmark – a gathering place for our guests," Schierbaum added.

The décor package also will include all new graphics and signage throughout the store.

About United Supermarkets

Now in its 97th 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 56 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express.

Representing the core concept of the company's stores, the United Supermarkets® banner offers Guests trusted quality, competitive prices and genuine Texas hospitality with the best meat and produce in town – in stores that are easy and fun to shop. There are 36 United Supermarkets locations throughout west and north Texas, and a "next generation" United location is scheduled to open in Amarillo in early 2014.

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