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## **United Supermarkets Cuts Ribbon on New Market Street Location in Flower Mound**

*Store is company's 12<sup>th</sup> store under Market Street banner, 7<sup>th</sup> in DFW area*

**(FLOWER MOUND, Texas)** – Leaders from United Supermarkets, LLC, and the Flower Mound community cut the ribbon here today on the company's newest Market Street location, its 12<sup>th</sup> store bearing the Market Street banner, seven of which are in the Dallas-Fort Worth Metroplex.

Located at 3800 Long Prairie Road, the store is part of the "River Walk at Central Park" development at the northeast corner of Cross Timbers Road and Long Prairie Road. The 55,000-square-foot store opened for business following the ribbon-cutting ceremony, which featured the presentation of checks for \$10,000 each to Toys for Tots and Tarrant Area Food Bank.

The Flower Mound location is under the direction of general manager Shannon Nix, who previously spent five years managing a United location in Abilene and has been with the company for 18 years.

Store hours will be 6 a.m. to 10 p.m., seven days a week.

It is the second new store for the company in 2013. United opened a "next generation" Market Street location in Lubbock in early January, and the Flower Mound store is similar to that one in layout and décor.

"This new store has a totally new look and feel from our other Dallas-Fort Worth stores," said Wes Jackson, chief merchandising officer for United Supermarkets, LLC. "The most significant difference is in the merchandise presentation. We've done a lot of things to create destination points throughout the store, so that guests will feel like they are moving from one department to another as they shop."

While other DFW Market Street locations have two entrances, the Flower Mound store has a single entrance and a separate exit, which bears a smaller canopy on the exterior. "The exit is near the check stands, and the intent is to encourage guests to enter one door and exit the other in order to enhance traffic flow," explained Tony Crumpton, executive vice president of facilities, fuel and supply for United Supermarkets, LLC.

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Once inside, guests will immediately notice a dramatic change from other DFW Market Street locations – the “Texas Fresh” produce department is at the front of the store. “Guests will walk into ‘fresh’ the minute they enter the store – produce straight ahead and floral to the left,” Jackson said. “The produce department will include literally hundreds of organic and locally grown fruits and vegetables, which our guests are asking for more and more.”

Guests also will notice new shelf tags featuring “healthy attributes” that identify products in 10 different categories, such as low-sodium, heart-healthy, organic, and gluten-free, as well as the company’s “Dietitian’s Top Pick” program. Shelf tags also will include the NuVal™ Nutritional Scoring System, which rates the nutritional value of foods throughout the store on a scale of 1 to 100. A recent study from the Harvard School of Public Health concluded that people who eat food with more favorable scores under the NuVal™ Nutritional Scoring System have a lower risk of chronic disease and have a better chance of living a longer, healthier life.

United was the first supermarket chain in Texas to adopt the NuVal system.

Other features for the health-conscious include “Heart-Healthy Shopping Guides” to assist with meal planning, an expanded line of health supplements and services, “Shop with Our Dietitian” store tours, and an expanded selection of gluten-free products.

“The variety of organic, natural, specialty, body care and supplements that we offer in our Flower Mound store is the very best in our company,” Jackson said. “Guests will see many products that you don’t typically find in a supermarket.”

The eating area to the right of the entrance will present a unique dining experience for guests, including indoor/outdoor seating for more than 275 guests, an outdoor children’s playground, and a “Libations” bar offering beer and wine service by the glass.

Much of the exterior dining space will be enclosable using collapsible, accordion-style windows and heating capabilities to allow for year-round outdoor seating. “We believe it will provide a dining experience that matches our restaurant-quality food offerings,” said Kurt McMillan, regional vice president of United Supermarkets, LLC. “We hope the playground area will become another city park for the Flower Mound community – it is a truly unique, beautiful setting.”

Other noticeable differences in the store are the result of requests from Market Street shoppers. “This store will be a reflection of many of the things we have heard from our guests, in an effort to be a more complete one-stop-shopping experience,” Jackson said.

Among them are:

- A full-service butcher shop featuring Dry Aged USDA-Certified Angus Prime Beef.
- An expanded wine and beer selection, as well as an in-store wine steward.
- Expanded center-store destination offerings for pet and baby needs and seasonal selections.

- An expanded bulk foods department, offering 225 food and 24 spice choices. Grinders will allow guests to make their own varieties of nut butters and other flavored spreads.
- An expanded area devoted to health, wellness and beauty care.
- Concierge services to help in wedding and party planning, catering orders, custom gift baskets and special requests.

Among the other features guests also should notice are:

- An expanded checkout area, featuring nine regular check-stands and four European-style express checkouts.
- A food service area that is easier to navigate, allowing guests to place their order and pay for it in one line without having to stand in another line.

The new store will be an eco-friendly location as well, according to Crumpton.

“We’ve tried to minimize the impact on the beautiful environment adjacent to the store to the east using the natural beauty to create a unique dining experience for our guests,” he said.

“We’ve also made significant strides in our new stores to reduce our carbon footprint by using the latest high-efficiency HVAC (heating-ventilation-air conditioning) systems, maximizing use of LED (light-emitting diodes) lighting and high-efficiency fluorescents inside and outside the store, putting more dairy and deli cases behind doors to keep product fresher and reduce energy consumption to assure our company’s commitment to conservation. This location is also the first to use CO<sub>2</sub> (carbon dioxide) and glycol as refrigerants in place of ozone-depleting Freon gas,” Crumpton added.

“Guests should also notice ‘light harvesting’ – using natural sunshine through skylights in combination with dimmable lighting to reduce energy consumption.”

### **About Market Street®**

Market Street® is a unique and inspiring shopping experience – the place to go for people who care about food, who want a healthier lifestyle, and who are open to fresh new food ideas. It’s the place “where everyday meets gourmet” – where guests can bring many shopping lists to one store. Market Street locations can be found in Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Plano and Wichita Falls.

### **About United Supermarkets, LLC**

Now in its 97<sup>th</sup> year of operation, United Supermarkets, LLC, is a Texas-based 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 58 stores under four unique brands: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express, along with subsidiary operations R.C. Taylor Distributing, Praters and Llano Logistics. For more information, please visit: [www.unitedtexas.com](http://www.unitedtexas.com).