



Media Contacts:

Eddie Owens, Director of Communications/PR
O: 806.788.4863 C: 806.928.0462
eowens@unitedtexas.com
Meredith Lockhart, Public Relations Support
972.499.6650; meredith.lockhart@hck2.com

FOR IMMEDIATE RELEASE – Jan. 6, 2014

Market Street Provides Guests with Tools, Snack Samples to ‘Build a Better Basket’

Free expo promotes tools, resources to help guests make better shopping choices

(LUBBOCK, Texas) – To encourage smarter eating choices for family meals, [Market Street](#) will hold its **[‘Build a Better Basket Expo’](#)** at all 12 Market Street locations from **11 a.m. to 5 p.m. Saturday, Jan. 11, and Sunday, Jan. 12**. Demonstrations also will take place in store the entire month of January.

At next weekend’s free event, guests will learn about all the resources and tools which Market Street provides its shoppers, such as dietitian-led store tours, free health screenings and nutritious food options. The expo also will feature the many tools available to guests right on the store shelves, including “Dietitians’ Top Picks” shelf talkers, health tags, and the [NuVal™ Nutritional Scoring System](#), which educates guests on how to select nutritious foods. Created by an independent panel of nutrition and medical experts from universities and health organizations, NuVal is an easy-to-follow system that scores food and beverages based on nutritional value from 1 to 100; the higher the score, the higher the food’s overall nutrition.

United Supermarkets was the first grocer in Texas to implement the NuVal system.

“Our goal with this expo, and with many of our special events in 2014, is to help our guests make small changes to their food purchases which will allow them to build a better basket,” said Robin Hawkins, MS, RD, LD, director of health and wellness for United Supermarkets, LLC, parent company to Market Street.

Expo stations will feature various dietitian-recommended products for guests to sample, including fruit- and vegetable-packed smoothies, light proteins and whole grain snacks. Additionally, Market Street pharmacists will provide screenings for blood pressure, blood sugar levels and cholesterol at no charge.

At the expo, guests can learn about and sample products such as:

- RAAW Juice
- Rhythm Superfood Kale Chips
- Zevia Zero Calorie Soda
- Way Better Snacks
- Hi! I’m Skinny Snacks
- Essentia Water
- Whole 5 Fruit & Vegetable Puree

– more –

- Kind Bars
- Daiya Pizza
- Smart Chicken Breasts
- Market Street's low-sodium [Lite Classic Chicken Salad](#)
- Market Street's [Santa Barbara Lite Classic Chicken Salad](#)
- Rotisserie Turkey
- Acai Smoothies
- Swiss Muesli Toast
- Fresh Made Granola with Nostimo Greek Yogurt
- Fresh Pears
- Bolthouse Juices
- Wholly Guacamole
- Garden of Life Protein

Market Street's registered dietitians offer five different tours each month: Healthy Shopping 101, Easy Diabetes Shopping, Healthy Heart Cart, Hunt for Good Nutrition, and Living Gluten and/or Dairy Free. Kids' tours also are offered on request.

In addition, the store's health tag system is a recent addition to the price tag on the shelves, identifying products that fit in one or more categories: gluten-free, low sodium, 100 percent juice, heart healthy, whole grain, high fiber, sugar-free, low saturated fat, organic and Dietitians' Top Pick.

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 97th year of operation, United Supermarkets, LLC, is a Texas-based grocery chain with stores in 31 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. The company is a wholly-owned subsidiary of Albertson's LLC. For more information, please visit: www.unitedtexas.com.

Tweet it: @MarketStreet_TX to host #free #BuildaBetterBasketExpo at all locations Jan. 11 & 12.