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## **Colleyville Market Street to Undergo Major Update Beginning Soon**

***Store to be first Metroplex facelift using new logo and décor package***

**(COLLEYVILLE, Texas)** – A major update of the Market Street location in Colleyville will make that store the first in the Dallas-Fort Worth area to be updated with the new Market Street logo and décor package. Work on the project will begin immediately and is projected for completion in early June.

The Colleyville store was the first Market Street location in the DFW Metroplex, having opened its doors in September 2003.

The company's Flower Mound store opened last December using the new logo and décor package.

Located at 5605 Colleyville Blvd., Market Street-Colleyville will see a "floor to ceiling" makeover in the coming weeks, according to Wes Jackson, chief merchandising officer for The United Family™. "Just about every area in the store will be impacted, but especially our 'fresh' departments – floral, bakery, produce, food service and meat-seafood," Jackson said.

The changes not only will provide Market Street guests with more products to choose from, but should also make shopping easier, Jackson added.

"Guests will notice how we've opened up the aisles to make them more manageable. In the end, the updates should provide them a more enjoyable shopping experience," he said.

Work includes replacing the stain on the concrete flooring with a diamond-grind polish, which will provide a more uniform appearance throughout the store, according to Rob Bichard, the company's director of facilities support and development.

The update also will include the transition to the company's new signage and brand standards for the Market Street banner, featuring the new logo on the outside of the building, new apparel for team members, and décor package throughout the store. The company introduced the new Market Street logo and décor package about a year ago as a part of its chain-wide rebranding initiative, which also included the announcement of a name change for the parent company to The United Family™.

Other notable updates will include:

- The addition of 50 additional dining seats upstairs;
- Replacing all dining area seating fixtures and refreshing the patio dining area, including the addition of evaporative coolers;
- The addition of two “freestyle” soft drink machines (one upstairs and one downstairs), providing 160 flavor combinations for guests;
- Revamping the coffee bar;
- Relocating the concierge’s desk to the Express Checkout area;
- Replacing all existing check-stands and adding four European-style express checkouts;
- Expansion of several product offerings, including Living Well body care and supplements; natural, organic and gluten-free foods; and bulk items; and
- The addition of Dry Aged USDA-Certified Angus Prime Beef to the meat/seafood department – the company’s fourth location to offer that product.

### **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. The 12 Market Street locations can be found in Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Plano and Wichita Falls.

### **About The United Family™**

Now in its 98<sup>th</sup> year of operation, United Supermarkets, LLC – d.b.a. The United Family™ -- 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 60 stores under four unique brands: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express, along with ancillary operations R.C. Taylor Distributing, Praters and Llano Logistics.

The company is a wholly-owned subsidiary of Albertson’s LLC.

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