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The United Family opens applications for 2nd annual Discovery Showcase to connect with local & regional product vendors

LUBBOCK, Texas — The United Family opens applications for its 2nd annual Discovery Showcase, an event to connect the company with local and regional vendors interested in doing business.

Interested businesses can submit an [online application](#) for the Discovery Showcase from February 17 through March 10. The United Family will evaluate applications based on product fit and product readiness for the market across all departments. The United Family will choose select participants to attend the in-person event in Lubbock, Texas for vendors to pitch their products directly to the business team on April 30.

Since its inception, The United Family has always supported local economies by sourcing local products and encouraging team members to give back to their communities. The United Family sources suppliers that best match their needs, regardless of size or classification.

By developing relationships with diverse suppliers, The United Family can offer a broader assortment of products at prices their guests can afford.

The event itself will be composed of meetings, breakouts, and a supplier expo to help businesses scale into retail, where the most standout suppliers may have the opportunity to sell their products in a United Family store.

“United Supermarkets has always been deeply rooted in our local communities and partners with suppliers to bring Texas and New Mexico flavors to our guests,” said Tony Crumpton, CMO of The United Family. “We had great success at our first Discovery Showcase last year, bringing several new local and regional brands onto our shelves. We can’t wait to see what new products we can bring to our guests this time around.”

Sponsors of the event include R.D. Thomas Advertising, Slate Group, Texas Fresh, and GO TEXAN. Some successful local/regional partners include Lancaster Brothers, Kylitos Salsa, The Candyman Co., Wright’s Salsa, All Hale Meats, and Vollemans Milk.

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About The United Family®

In its 109th year of operation, United Supermarkets, LLC – d.b.a. The United Family® – is a Texas-based grocery chain with stores in 54 communities across Texas and New Mexico. A self-distributing company with headquarters and distribution centers in Lubbock, The United Family currently operates 99 retail grocery stores under four unique banners: United Supermarkets, Market Street, Amigos, and Albertsons Market. It also operates 39 convenience stores under three unique banners: United Express, Market Street Express, and Albertsons Market Express. The United Family also includes ancillary operations R.C. Taylor Distributing, USM Manufacturing, and Llano Logistics. The company is a wholly-owned subsidiary of Albertsons Companies, Inc. For more information, please visit www.theunitedfamily.com.