



**FOR IMMEDIATE RELEASE: May 22, 2024**

## **United Supermarkets launches SMōK'D Pit Barbecue**

LUBBOCK, Texas — On Wednesday, United Supermarkets launched its new brand, SMōK'D Pit Barbecue. Staying true to its Texas barbecue roots, SMōK'D will continue using proven smoking methods and high-quality ingredients for an authentic and top-tier BBQ experience.

Starting with Certified Angus Beef and oak wood, the team at SMōK'D will deliver quality across various menu options. The menu will include brisket, burnt ends, turkey, pulled pork, sausage, ribs, and chicken. In addition, SMōK'D will offer several sides and desserts.

These items will be available to guests through combo meals, sandwiches, and by the half pound. Sides will be available by the pint and quart as well. There will also be three separate family combo meal options.

"Barbecue is engrained in the culture of West Texas," said Mark Yowell, regional vice president for The United Family. "We believe that our new brand SMōK'D will live up to the traditions of real Texas BBQ. From brisket to ribs, we will produce a quality product for a reasonable price. We can't wait for guests to try the SMōK'D experience."

In addition to the United Supermarkets on 114<sup>th</sup> Street and Slide Road, SMōK'D will be the featured barbecue brand for The United Family's newest Market Street locations in Amarillo, Texas, and Rio Rancho, New Mexico.

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### **About The United Family.**

In its 108th year of operation, United Supermarkets, LLC – d.b.a. The United Family® – is a Texas-based grocery chain with stores in 54 communities in Texas and New Mexico. A self-distributing company with headquarters and distribution centers in Lubbock, The United Family currently operates 98 stores under five unique banners: United Supermarkets, Market Street, Amigos, Albertsons Market and United Express, along with ancillary operations R.C. Taylor Distributing, USM Manufacturing, United Food and Beverage Services and Llano Logistics. The company is a wholly-owned subsidiary of Albertsons Companies, Inc. For more information, please visit [www.theunitedfamily.com](http://www.theunitedfamily.com).