

**FOR IMMEDIATE RELEASE: July 24, 2025**

**Hatch Chile Fest is back at United Supermarkets, Market Street, and Amigos  
with chile roastings & special products**

LUBBOCK, Texas — From July 23 to August 26, United Supermarkets, Market Street, and Amigos locations across Texas will once again host Hatch Chile Fest with on-site roastings of fresh hatch chiles. Roastings will happen at all locations during the first weekend of Hatch Chile Fest, with roasting continuing at select locations for the duration of the promotion. Guests can ask their local produce teams for details.

For years, hatch chile season has been marked by United Family stores across the company roasting chiles fresh on-site for guests.

“We are proud to continue our tradition of roasting fresh hatch green chiles at our stores,” said Joseph Bunting, produce business director for The United Family. “Each year, we look forward to providing our guests delicious and versatile chile peppers. Not only will they experience various varieties at our roasting stations, but they will also see them promoted in the store.”

Education is a fundamental objective for this promotion so our guests can fully appreciate the flavor and satisfaction of green chilis. During the roasting events, guests can ask team members about the roasting process, the growing process, and how to store them.

A variety of special products will also be available throughout the store during this time. As usual, produce will have fresh peppers, salsa, hatch guacamole, and a wide variety of Fresh Cut selections incorporating hatch chiles. Guests will also see hatch chile creations across the meat market, ReadyMeals, and even in the bakery. All of these products will be marked with special Hatch Chile stickers.

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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 40 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](http://www.theunitedfamily.com).