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United Supermarkets & Smart Chicken® team up to donate 4,120 lbs. of chicken to South Plains Food Bank

LUBBOCK, Texas — On Monday, United Supermarkets and Smart Chicken® teamed up to donate 4,120 pounds of chicken to the South Plains Food Bank as part of Smart Chicken's annual Smart Giving Holiday Challenge.

The 25th Annual Smart Giving program is an initiative by Smart Chicken to donate 10 percent of all Smart Chicken purchased at United Supermarkets during the month of November to the South Plains Food Bank. This program is responsible for donating tens of thousands of pounds of chicken to food banks over the years.

"We are so thankful for the opportunity to partner with Smart Chicken to bring this donation to the South Plains Food Bank," said Tony Crumpton, chief marketing/merchandising officer for The United Family. "We couldn't be prouder to support the work of the SPFB. What they do across the region to fight food insecurity is truly invaluable."

Offering a full range of premium, fresh chicken, Smart Chicken is committed to giving back to the communities where its products are sold. The brand is also dedicated to exceptional quality, responsible practices, and animal welfare.

"Through our Smart Giving Program with United Supermarkets, every 10 pounds of Smart Chicken purchased resulted in one pound donated to the South Plains Food Bank," said Mark Bozeman, account manager for Smart Chicken. "We appreciate this partnership and the chance to give back to those who need it most."

"We are so grateful for our partnership with United Supermarkets and Smart Chicken who are thoughtful in ensuring our neighbors in need have access to a well-balanced meal," said Dina Jeffries, CEO, South Plains Food Bank. "Protein donations are hard for any food bank to secure due to cost and availability. We are so appreciative of this quality protein donation because it is not just meeting the needs of feeding people, but it is helping to provide nourishment for wellness."

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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.