FOR IMMEDIATE RELEASE: October 15, 2026

The United Family Welcomes the Blue Bell Lone Star Scoop Tour to stores across the Permian Basin

ODESSA, Texas, and MIDLAND, Texas — The United Family is excited to welcome the **Blue Bell Lone Star Scoop Tour** to several stores across the Permian Basin area this October, giving guests the chance to enjoy free frozen treats, fun giveaways, and a special visit from one of Texas' most beloved brands.

According to Blue Bell, the statewide tour was created to celebrate the loyal Blue Bell fans and retail partners in Texas that helped put them on the map decades ago while also giving back to communities that have supported Blue Bell for more than 100 years. During each stop, guests will receive free Blue Bell frozen snack items and promotional giveaways while supplies last.

Guests are invited to visit participating United Family locations during the following dates and times:

- **Tuesday, October 20**
  - United Supermarkets (1002 Andrews Highway, Midland, TX, 79701) | 1 p.m. to 3 p.m.
- **Wednesday, October 21**
  - United Supermarkets (1501 N US Hwy 385, Andrews, TX, 79714) | 1 p.m. to 3 p.m.
- **Thursday, October 22**
  - Market Street (4950 E. 42nd Street, Odessa, TX, 79762) | 10 a.m. to 12 p.m.
- **Friday, October 23**
  - Market Street (4706 North Midkiff Road, Midland, TX, 79705) | 10 a.m. to 12 p.m.
  - United Supermarkets (1350 East Eighth St, Odessa, TX, 79761) | 1 p.m. to 3 p.m.

"We're excited to partner with Blue Bell to bring the Lone Star Scoop Tour to stores across the Permian Basin," said Tony Crumpton, market vice president of marketing and merchandising for The United Family. "Blue Bell has been a favorite among our guests for generations, and events like this create a fun opportunity for families and communities to come together while enjoying a great Texas tradition."

Before heading to West Texas, the Blue Bell tour has traveled across the state throughout 2026, making stops in communities including San Antonio, Austin, Houston, Dallas, Fort Worth, Corpus Christi, College Station, Harlingen, and Laredo. The company says it has enjoyed connecting with longtime fans, sharing stories and creating new memories across the state.

For additional information about Blue Bell products and the Lone Star Scoop Tour, visit www.bluebell.com.

Media Contacts:

Joey Marcades **Abie Rampy**

Communications Manager
C: 806.281.8078
joseph.marcades@theunitedfamily.com

Director of Public Relations
C: 806.438.1194
abie.rampy@theunitedfamily.com

Please use this LINK to access **The United Family Newsroom** site.

# # #

About The United Family®

In its 110th year of operation, United Supermarkets, LLC – d.b.a. The United Family® – is a Texas-based grocery chain with stores in 56 communities across Texas and New Mexico. A self-distributing company with headquarters and distribution centers in Lubbock, The United Family currently operates 101 retail grocery stores under four unique banners: United Supermarkets, Market Street, Amigos, and Albertsons Market. It also operates 42 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.

ABOUT BLUE BELL CREAMERIES

Founded in 1907 in the small town of Brenham, Texas, Blue Bell Creameries is a top-selling ice cream manufacturer in the United States despite being sold in only 24 states. No matter how much the market grows, Blue Bell maintains its top-quality standards. With production facilities located in Brenham, Broken Arrow, Okla., and Sylacauga, Ala., the company offers more than 40 ice cream flavors as well as frozen snack items and health claim products.