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It's Hatch Chile Fest time at The United Family with chile roasting & special products

LUBBOCK, Texas — Through the end of August, stores across The United Family in Texas and New Mexico play host to the annual Hatch Chile Fest, a promotion all about the celebration of the hatch chile. During the promotion, stores conduct on-site roastings of fresh hatch chiles, build special displays and prepare numerous limited-time products across departments.

Hatch chiles are unique to the Hatch Valley of New Mexico. The nutrient-rich soil and climate of the region offer special conditions for these chiles to thrive. Generations of farmers have cultivated these chiles for people around the country. While an integral part of New Mexico cuisine, the chiles are also extremely popular in Texas and throughout the region.

For years, Hatch Chile season has been marked by United Family stores across the company roasting chiles fresh on-site for guests. Guests at United Supermarkets, Albertsons Market, Market Street and Amigos know it's time for the roasted flavor of the chiles when the roasters turn up on store porches and in parking lots.

"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 also a fundamental objective for this promotion, so guests can fully appreciate the flavor and satisfaction of hatch chiles. 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 are marked with special Hatch Chile stickers.

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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.