

# The United Family® Donates 4,860 Pounds of Apples To the Food Bank of West Central Texas

*Eighth annual Take a Bite Out of Hunger™ apple donation event*

**(LUBBOCK, Texas)** – United Supermarkets and Market Street celebrated their landmark eighth year as a part of the Take a Bite Out of Hunger™ program with the delivery of 4,860 pounds of apples to the Food Bank of West Central Texas. The longest-running retail partner in the Take a Bite Out of Hunger program, The United Family has donated more than 400,000 pounds of apples and fed more than 100,000 families over the years.

“The Food Bank of West Central Texas is grateful to The United Family and FirstFruits for their continued collaboration to provide apples for the Take A Bite Out of Hunger program,” said Ronnie Kidd, executive director. “It is partnerships such as this that help us get nutritious food to individuals and families that need it. Working together helps significantly in the fight to end hunger.”

This donation marks a continuing commitment by The United Family as one of the original partners of the Take a Bite Out of Hunger™ program sponsored by FirstFruits Marketing of Washington. FirstFruits created the Take a Bite out of Hunger™ campaign to help feed the underserved while bringing attention to the problem of food insecurity in the United States.

“As we celebrate the eighth year of partnership, our continued participation in the Take a Bite Out of Hunger program allows a great opportunity each year to actively support our commitment to serve those in need,” said Joseph Bunting, produce director for The United Family. “We are proud to stand with these food banks as they seek to eliminate widespread hunger.”

Since Take a Bite out of Hunger was introduced in 2010, over 1.2 million pounds of fresh apples have been donated to local food banks in the name of the participating retailers. This year more than ten retailers joined the Take a Bite Out of Hunger effort with donations going to local food banks throughout the U.S. and Canada.

“I am humbled by the continued commitment of The United Family and their support for the Take a Bite Out of Hunger program observing nearly a decade of dedication to supporting those in need,” said Chuck Zeutenhorst, general manager of FirstFruits of Washington. “We are proud to have the opportunity to help United make a difference and give back in their local communities.”

## **About The United Family®**

In its 102<sup>nd</sup> year of operation, United Supermarkets, LLC – d.b.a. The United Family® – is a Texas-based grocery chain with stores in 52 communities in Texas and New Mexico. A self-distributing company with headquarters and their newly-expanded distribution center in Lubbock, The United Family currently operates 95 stores under five unique banners: United Supermarkets, Market Street, Amigos, Albertsons Market and United Express, along with ancillary operations R.C. Taylor Distributing, Praters and Llano Logistics. The company is a wholly-owned subsidiary of Albertson’s LLC. For more information, please visit [www.unitedtexas.com](http://www.unitedtexas.com).

**About FirstFruits Marketing of Washington**

FirstFruits Marketing is a collaborative apple marketing company owned by growers. These growers share a commitment to producing high quality fruit while balancing the demands of purpose, people, planet and profit so that a portion of profits can be donated to non-profit missions supporting the underserved. For more Information, visit [www.firstfruits.com](http://www.firstfruits.com).

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