



SMART TECH, SMARTER SUPPLY

CHICKEN MARKETING SUMMIT

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DeSoto Savannah
Savannah, Georgia

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HAC EMPLOYEE OWNED

HOMELAND UNITED SUPERMARKETS



Travis Gracey
Category Manager Meat/Seafood

Company Overview

- Founded in 1916 in Sayre, OK – United Supermarkets
- Headquarters – Oklahoma City, OK
- Structure – 100% employee-owned since 2011
- Scale – 75 stores in Oklahoma, Texas and Georgia
- Rescued from bankruptcy in 2002 by AWG

Strategy

- Community focused with an emphasis on perishable departments.
- Developing more of a technology focus on e-commerce and loyalty programs.
- Employee owners invested in competitive success.

Strengths

- Employee ownership (ESOP)
- Local roots, perishable focus
- Diverse banners
- Technology and community integration

Opportunities

- E-commerce and delivery expansion
- Loyalty rewards upgrade
- Additional acquisitions
- Capturing younger generation of consumers

Challenges

- Strong competition from Wal-Mart, Amazon, Kroger Delivery and other regional competitors
- Increased labor and operational costs
- Labor recruitment and retention – especially in rural markets
- Supply chain volatility
- Aging store infrastructure