



PRESS RELEASE

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AWARD-WINNING KRISER'S NATURAL PET BOUNDS ITS WAY INTO AUSTIN ON OCTOBER 15!

Kriser's brings its mission of helping pets live happier, healthier lives naturally to the Arboretum community with free nail trims, giveaways treats and more!

AUSTIN, TX (September 23, 2016) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, debuts in Austin with a Grand Opening celebration on October 15-16 at its first ATX location near the Arboretum (10225 Research Blvd./Rte. 183 at Great Hills Trail, near Sprouts). This opening comes after its successful debut in San Antonio in January and the opening of several Houston stores over the last two years.

Kriser's brings its trademark remarkably educated staff and warm, welcoming shopping experience to Austin. The Kriser's Pack invites area pet parents to join its mission of helping pets live happier, healthier lives *naturally*, with a carefully curated selection of natural food, treats, toys, supplements, supplies and grooming services.

"Kriser's is thrilled to bring our mission of helping pets live a happy, healthy, natural lifestyle to this vibrant Austin community," said Brad Kriser, founder & CEO. "Every day, we strive to provide pet parents with the best natural products, services and education to help care for their furry families. To have the opportunity to do this in Austin, with its amazing culture and energy, excites our entire team. We can't wait to become a trusted resource and partner to local pet parents."

Kriser's has been recognized with multiple national honors for its excellence in the pet industry, including Best Overall Pet Retailer at the 2015 Global Pet Expo, 2014 Pet Business Retailer of the Year, and in Texas with Houston A List and Houston Pet Talk Henrietta Award honors.

Kriser's will offer a number of activities and promotions throughout the Grand Opening weekend (October 15-16):

- Free pet nail trimming (Saturday and Sunday from 10-4)
- Free pet ID tags (Saturday and Sunday from 10-4)
- Free waste bag holders (Saturday), can lids (Sunday) and reusable shopping bags
- In-store raffles for store and grooming gift certificates
- Shopping sprees both Saturday and Sunday, whereby one of the first people in line each day at 10 a.m. will win an on-the-spot shopping spree

A few weeks after the Grand Opening, Kriser's will host another event on November 13th with free photography, goodie bags for the first 50 pets and more raffles and prizes. For store events, hours and details, visit <http://www.krisers.com>.

ABOUT KRISER'S NATURAL PET

Kriser's, often referred to by its customers as the "Whole Foods for pets," is a multi-unit pet retailer specializing in natural pet food, supplies and grooming. Founded by lifelong pet owner and healthy pet advocate Brad Kriser, the company has opened 36 locations in four states – Illinois (Chicagoland), Colorado (Denver), Southern California (LA and Orange Counties) and Texas (Houston, Austin & San Antonio) –based on a model of educating consumers and providing an unparalleled shopping experience in a clean and inviting store area. All products sold in Kriser's stores are carefully selected by Brad and his team, and endorsed as "Kriser's Approved" only after extensive review. In addition to carrying a large variety of natural food and treats brands, which have no corn, soy or by-products, Kriser's also offers grooming services and a wide selection of toys and supplies.

At the forefront of the natural segment of the flourishing pet industry, Kriser's has grown steadily with an unwavering commitment to pets. In addition to its 2014-2015 Retailer of the Year Award from *Pet Product News International* and finalist spot in *Pet Age's* Business of the Year Awards in the Natural Products category, Kriser's also received the Best Overall Multi-Unit Pet Retailer at the 2013 and 2015 Global Pet Expos. For more information, please visit www.krisers.com.

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