



PRESS RELEASE

AWARD-WINNING KRISER'S NATURAL PET OPENS SECOND AUSTIN LOCATION ON NORTH LAMAR MARCH 25TH-26TH

Kriser's extends its mission of helping pets live happier, healthier lives, naturally, to another Austin neighborhood with discounts, free nail trims, giveaways, treats and more!

AUSTIN, TX (March 10, 2017) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, invites pets and pet parents to its newest location in Austin on March 25-26. This second Austin store is located at 4400 North Lamar, between Starbucks and Chipotle, just down the block from the Central Market.

Kriser's brings its trademark educated staff and warm, welcoming shopping experience to this latest destination. The Kriser's Pack invites neighborhood 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.

"The Austin pet community is thriving and we're thrilled to continue our mission of helping pets live happier, healthier lives, naturally, with this second location," said Brad Kriser, founder and CEO. "The store we opened last year was met with a remarkably positive response, and we're excited to help even more pet parents care for their pets with education, outstanding products and grooming."

This debut on North Lamar comes on the heels of a successful 2016 opening near the Arboretum. Kriser's Natural Pet has been recognized with multiple national honors for its excellence in the pet industry, including the Best Overall Pet Retailer at the 2015 Global Pet Expo.

Kriser's will offer a number of activities and promotions throughout the Grand Opening weekend:

- Free pet nail trimming (Saturday & Sunday, 10am-4pm)
- Free pet ID tags (Saturday & Sunday, 10am-4pm)
- Free poop bag holders (Saturday, while supplies last)
- Free can lids (Sunday, while supplies last)
- Free freezer bags (while supplies last)
- In-store raffles for store and grooming gift certificates and merchandise (both days)
- 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 April 30th with free pet 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 locations in five regions – Chicagoland, Denver/Fort Collins, Southern California, Texas (Houston, Austin & San Antonio), and D.C./Northern Virginia. The stores are all 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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