



## **PRESS RELEASE**

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## **KRISER'S NAMED BEST OVERALL MULTI-UNIT RETAILER AT GLOBAL PET EXPO**

*Pet Business News and Global Pet Expo Recognize Kriser's for the Second Time in Three Years for Excellence in a Chain with more than 10 Stores*

**Orlando, FL (March 5, 2015)** – [Kriser's Natural Pet](#), a multi-unit pet retailer specializing in natural pet food, supplies and grooming, has been honored for the second time in three years with the Global Pet Expo Retailer Excellence Award for Best Overall Multi-Unit Retail (with 10+ stores). Each year, at this industry leading trade show and conference, awards are given out in a variety of categories to recognize retailers for their service and success within the pet industry. Kriser's CEO Brad Kriser was officially presented with the 2015 Award during Global Pet Expo's Annual Pet Industry Breakfast on March 5.

Kriser's is being recognized for its outstanding retail and grooming services, exemplary employee education and support, effective strategies in the marketplace, community impact and industry influence.

"We are thrilled to be recognized with such an honor again, and are proud to be helping to lead an industry we love and live every day," said Brad Kriser, founder and CEO of Kriser's. "As advocates for the healthy pet movement, we hope this award shines a light on the benefits of the natural lifestyle for our furry family members, and enables all of us to help more pets live longer, healthier lives."

With 26 stores in four major markets—Chicagoland, Denver, Southern California and Houston—and a 27<sup>th</sup> on the way this month, Kriser's is dedicated to offering only the very best natural pet foods, treats, toys, supplements, supplies and grooming services, along with an unmatched and highly personal customer experience in every store, which further solidifies its spot as a top pet retailer in the nation.

For more information about Kriser's stores, products and history, please visit [www.krisers.com](http://www.krisers.com). For media queries, or to speak with Brad Kriser, please contact Rachel Porges at [rachel.porges@krisers.com](mailto:rachel.porges@krisers.com).

### **About Kriser's**

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. It was founded by lifelong pet owner and healthy pet advocate Brad Kriser after he was exposed to the benefits of the natural pet lifestyle for his own furry family members. Since opening its first store in Chicago in 2006, Kriser's has launched 26 locations in four markets – Chicagoland, Denver, Southern California and Houston – all based on a model of educating consumers and providing an unparalleled shopping experience in a clean and inviting store environment. All products sold in Kriser's stores are carefully curated 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, which is expected to reach more than \$58 billion in 2014, Kriser’s has grown steadily with an unwavering commitment to pets. In addition to its recent 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 Global Pet Expo. As a result of its education-oriented model, Kriser’s had a 35 percent revenue increase in 2014 and continues to see double-digit comp store sales since its founding. For more information, please visit [www.krisers.com](http://www.krisers.com). Follow Kriser’s on Twitter at <http://twitter.com/kriserspets> or ‘like’ us on Facebook at <http://www.facebook.com/kriserspets>.

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