



PRESS RELEASE

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AWARD-WINNING KRISER'S NATURAL PET PLANTS ITS PAWS IN RIVER OAKS ON NOVEMBER 12TH & 13TH

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

HOUSTON, TX (October 27, 2016) – [Kriser's Natural Pet](http://www.krisers.com), a multi-unit retailer specializing in natural pet food, supplies and grooming, debuts its latest location in Houston's River Oaks community with a Grand Opening celebration on November 12-13. Kriser's will be the first tenant in a building redevelopment at 1515 W. Gray St., just east of Dunlavy.

Kriser's brings its trademark educated staff and warm, welcoming shopping experience to this latest River Oaks location. 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.

"River Oaks is a phenomenal community in which to continue our mission of helping pets live happier, healthier lives, naturally," said Brad Kriser, founder and CEO. "Our expansion into Houston in the last few years has been met with a remarkably positive reaction from the community, and we can't wait to engage with even more pets and pet parents as a trusted resource for education, products and grooming."

This opening marks the 42nd store for Kriser's Natural Pet, which 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, as well as Houston Pet Talk Henrietta Award and A-List honors more locally.

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
- 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 December 11th 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 locations in four regions – Chicagoland, Denver/Fort Collins, CO, Southern California, Texas (Houston, Austin & San Antonio) – and recently announced an acquisition to extend its reach to D.C. and 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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