



PRESS RELEASE

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AWARD-WINNING KRISER'S NATURAL PET TO OPEN ITS FIRST SAN ANTONIO LOCATION ON JANUARY 30

Kriser's brings its mission of helping pets live happier, healthier lives naturally to Stone Oak with free nail trims, photos, treats and more!

SAN ANTONIO, TX (January 12, 2015) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, debuts in San Antonio with a Grand Opening celebration at its new store in Stone Oak (Sonterra Village, 427 N Loop 1604 W, in the Trader Joe's center) on January 30-31. This opening marks the first for Kriser's in San Antonio, coming off four successful openings in Houston over the last two years. With 30 stores nationwide, Kriser's is the only natural-focused retailer operating across multiple states.

Kriser's brings its trademark well-educated staff and highly personal shopping experience to North San Antonio, and invites 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 ecstatic to make our San Antonio debut and help pets in this vibrant community live happier, healthier lives, naturally," said Brad Kriser, founder & CEO. "We strive to provide pet parents the tools and resources needed to support a natural lifestyle for their furry family members. Our newest location in this thriving neighborhood of San Antonio is an exciting opportunity to become a trusted resource for local pet parents."

Kriser's has been recognized with multiple national honors for its excellence in the pet industry, most recently with the Best Overall Pet Retailer at the 2015 Global Pet Expo, 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 (January 30-31):

- Free pet ID tags
- Free pet nail trimming (Saturday and Sunday from 11-4)
- Free pet photography (Saturday from 11-4)
- Free travel water bowls (Saturday), can lids (Sunday) and reuseable shopping bags
- In-store raffles for store and grooming gift certificates
- On Saturday, one of the first people in line when the store opens at 10 a.m. will win a \$200 on-the-spot shopping spree.
- Beth Chandler from San Antonio's Y100/KCYF-FM will be on hand on Saturday afternoon to visit with local pets and pet parents.
- Kriser's will donate a portion of pet food sales from Saturday to local pet rescue Cressie Animal Refuge & Enrichment.

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 30 locations in four states – Illinois (Chicagoland), Colorado (Denver), Southern California (LA and Orange Counties) and Texas (Houston & 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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