



PRESS RELEASE

Rachel Porges
Kriser's Natural Pet
424.332.1094
rachel.porges@krisers.com

**AWARD WINNING KRISER'S NATURAL PET TO OPEN SEVENTH CALIFORNIA
LOCATION IN VENICE ON JUNE 27**

Retailer brings mission of happy, healthy, natural pets to LA's Westside

SANTA MONICA, CA (June 16, 2015) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, will host a grand opening at its seventh Southern California location on June 27-28, in Venice, at 303 Lincoln Blvd. (at the corner of Rose, just south of Whole Foods). This marks the debut of the retailer on LA's Westside, coming off successful expansion in LA and Orange Counties in the last several years.

Kriser's brings pet parents in the vibrant Santa Monica/Venice community the very best in a curated selection of natural pet foods, treats, toys, supplements, and supplies, and outstanding grooming services. The trained staff offers customers and their pets an unmatched and highly personal shopping experience. 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.

"Kriser's is overjoyed to bring our mission of helping pets live happier, healthier lives, naturally, to the Westside," said Brad Kriser, CEO and founder. "We strive to provide pet parents the tools and resources needed to support a natural lifestyle for their furry family members. Our new location in such a thriving part of LA is an exciting opportunity to carry on this tradition and become a resource for Venice area pet parents."

Kriser's will offer a number of activities and promotions throughout the Grand Opening weekend, including free pet ID tags, free pet nail trimmings from 11 - 4 on Saturday and Sunday, free pet photography on Saturday from 11-4, free can lids, travel bowls and reuseable shopping bags, and in-store raffles for store and grooming gift certificates. (Giveaways and promotions are while supplies last.) Plus, on Saturday, one of the first 25 people in line when the store opens at 10 a.m. will win a \$200 on-the-spot shopping spree.

Also as part of the grand opening activities, Kriser's will deploy their signature Poo Fairies in dog-friendly locations and shopping destinations around Venice and Santa Monica, helping to ensure the communities are "poo-free zones." The Kriser's Poo Fairies — complete with ears and tails — reward pet parents for picking up their dogs' poo with Kriser's coupons, dog treats and free poop bags.

The week prior to the Grand Opening Kriser's, which is a pet friendly business, is calling on Venice area pet parents to bring their pets along for the day. The Poo Fairies will be making visits to area businesses with treat jars and invitations to post pictures of their pets at work on Instagram, with #PetsatWork and #KrisersVenice. Kriser's will make a donation of \$5 to Much Love Animal Rescue for everyone who posts

a pic of their pet at work with those hashtags. The donation of up to \$5000 will be in the form of food and supplies to care for the pets who may not have a place to “go to work” that week.

Finally, Kriser’s will be partnering with several local rescue groups in the Venice area. Customers will have an opportunity to cast their vote for their favorite participating organization when making a purchase. Kriser’s will award a percentage of Saturday sales to the rescue with the most votes.

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 27 locations in four markets – Chicagoland, Denver, Southern California and Houston – all based on a model of educating consumers and providing an unparalleled shopping experience and 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 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 and 2015 Global Pet Expos. For more information, please visit www.krisers.com.

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