



*in.gredients*TM



Package-Free, Zero-Waste Grocery Store *in.gredients* to Open on East Manor This Fall

AUSTIN (15 JULY 2011) - *in.gredients*' first Austin storefront will be located at 2610 Manor Road, the *in.gredients* team announced Friday morning. Roughly 10 blocks east of I-35, the neighborhood-oriented store will feature gardens and on-site composting after renovations.

The team chose East Manor for a variety of reasons, said *in.gredients* co-founder Christian Lane. Easy access via multiple modes of transportation and proximity to areas "underserved" by healthy food markets were key factors in the decision.

"We want to bring back the neighborhood grocer and get into areas where good food is missing," Lane said. "We're excited about our location, and look forward to continue growing our friendships with neighbors and increasing our community involvement."

Though *in.gredients*' exact opening date will not be announced until August, a grand opening this fall is still expected. In the meantime, the team hopes to engage the community with pre-opening events and continue procuring local vendors.

"We want *in.gredients* to be a place where our community can unite around common causes: good food and sustainable living," Lane said. "As we've said before, what's normal in the grocery industry isn't healthy or sustainable. Together, we can change the way we eat, shop, and live for the better."

in.gredients' crowd-sourced campaign on indiegogo.com/ingredients has raised about two-thirds of its goal. Throughout the campaign, the store has received a significant amount of positive feedback - and requests to open more stores across the country.

"We'll get there," Lane said in response to requests for more stores. "We're thankful for the kudos we've received. Clearly, Americans are ready for a store like *in.gredients*."

MEDIA RESOURCES

<http://in.gredients.com/media>

TWITTER PITCH: "Package-free grocery store @in_gredients announces location: East Manor."

SUMMARY: *in.gredients*' first Austin storefront will open on Manor Road.

SUGGESTED KEYWORDS

in.gredients, ingredients, location, store, storefront, austin, manor, grocery, grocery store, zero waste, package free, food packaging, packaging waste, sustainability, sustainable, healthy living, health foods, local, organic

LINKS

URL: <http://in.gredients.com>

INDIEGOGO CAMPAIGN: <http://indiegogo.com/ingredients>

TWITTER: @in_gredients

FACEBOOK: <http://facebook.com/ingredients.io>

YOUTUBE: <http://youtube.com/ingredientsATX>

ABOUT US

in.gredients is being started by Brothers Lane, LLC - a small Austin-based company owned by the Lane brothers (Christian, Patrick, and Joseph) and brothers-in-spirit Christopher Pepe and Brian Nunnery. The brothers have started and managed successful businesses ranging from software to sustainability.

PRODUCTS

Seasonal produce, grains, spices, baking ingredients, oils, coffees/teas, meats, dairy, beer, wine, and household cleaners. All products will be organic, all-natural, and sourced from local vendors when possible.

