



**in.gredients**

## Zero-Waste, Package-Free Grocery Store *in.gredients* Opens in East Austin

**AUSTIN (4 AUGUST 2012)** - *in.gredients* opened its doors at 2610 Manor Road this morning as Austin's newest grocery store. Roughly 10 blocks east of I-35 in Cherrywood, the neighborhood-oriented microgrocer offers local food with pure ingredients with a community-centric feel.

*in.gredients'* retail space is dense and efficient, offering over 400 products in 1,300 square feet. The store also offers ready-to-eat foods, beer and wine, and free wi-fi, with outdoor seating and a playground for kids.

"We're excited bring back the neighborhood grocer," *in.gredients* Co-Founder Christian Lane said. "We look forward to serving our community and bringing good food to our neighborhood."

The interior of the store gives customers a feel unlike most retail experiences. *in.gredients'* local-centric, package-free goals for grocery shopping is something many Americans are unfamiliar with.

"We don't want to be like any other store," Lane said. "What's normal in the grocery industry generally doesn't have the customer's best interests and health in mind. *in.gredients* re-defines the grocery shopping experience and makes shopping simple and sustainable."

*in.gredients*, which hosted a variety of community-building events during its buildout, hopes to continue to center around groceries and community and promote sustainability.

"We want *in.gredients* to be a place where our community can unite around common causes: good food and sustainable living," Lane said. "Together, we can change the way we eat, shop, and live for the better."



### **MEDIA RESOURCES**

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

**TWITTER PITCH:** "Now open in #ATX: @in\_gredients, first zero-waste and package-free grocery store in US."

**SUMMARY:** *in.gredients'* first store now open at 2610 Manor Road in Austin.

### **SUGGESTED KEYWORDS**

in.gredients, ingredients, open, store, opening, 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 a neighborhood microgrocer selling local food with pure ingredients. The *in.gredients* project was started by co-founders (and brothers) Christian and Joseph Lane.

### **PRODUCTS**

We sell and prioritize local foods with pure ingredients, including: seasonal produce, grains, spices, baking ingredients, oils, coffees/teas, meats, dairy, beer, wine, prepared foods, and household products.