



*in.gredients*<sup>TM</sup>

**THE AUSTIN CHRONICLE**  
*Best New Local Business: in.gredients*

#### **MEDIA RESOURCES**

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

#### **TWITTER PITCH:**

The @Austinchronicle readers have spoken, in.gredients was named 2012 Best New Local Business!

#### **SUMMARY:**

in.gredients was named Austin Chronicle's Best New Local Business in their 2012 Best Of issue.

#### **SUGGESTED KEYWORDS:**

in.gredients, austin chronicle, best of austin, best new local business, local food, shopping center, readers poll

## **Austin Chronicle names *in.gredients* as 2012 Best New Local Business**

**AUSTIN (8 NOV 2012)** - The Austin Chronicle announced that in.gredients, Austin's zero waste micro-grocer, has been named 2012 Best New Local Business. Once a year, the reader's of the Chronicle are sent to the polls to vote for their favorite businesses and organizations. This year, the reader's selected in.gredients as their favorite new local business.

"We're overwhelmingly thankful to be recognized as the Best New Local Business in Austin," in.gredients co-founder Joseph Lane said, "This store exists because of the Austin community, and we're happy we have loyal customers that want a place where they can get local, sustainable, real food."

in.gredients, located in East Austin, opened their doors on August 4, 2012 in the Cherrywood neighborhood. The new neighborhood-oriented micro-grocer offers local food with pure ingredients. As a retail space that is dense and efficient, there are over 400 products in 1,300 square feet.

"We're a brand new business in more than one way," Lane said, "We're a new business in the traditional sense, but we're also bringing a fresh take on what it means to shop for food. We're glad to be recognized as a place that steps outside the conventional grocery store experience."

The founder's aim for in.gredients to be a zero-waste store, offering a majority of their products in bulk, and encouraging customers to bring their own containers to reduce waste. "in.gredients is unique in that we want to provide a place for people to get good food, in the amount they need, using their own containers," Lane said, "It's not everyday that you get to walk away from a grocery store with little to no packaging. It makes you feel good knowing you are walking away with just food."

in.gredients is more than just a micro-grocer. The founder's are taking steps to becoming a venue for events, movie screenings and lectures. "We want to be a place where people gather to talk, think and learn about all things food and sustainability," Lane said, "This is a place that is more than just groceries, it's a place to build and strengthen our local community." in.gredients features musicians on a weekly basis as well as hosts events for local organizations and vendors.

"Being named Best Local Business is a wonderful affirmation that our business, what we're bringing to Austin, is something the community wants," Lane said, "We look forward to growing, building and sharing our business with the city we love."

#### **LINKS**

**URLs:** <http://in.gredients.com> | <http://austinchronicle.com>

**TWITTER:** @in\_gredients | @austinchronicle

**FACEBOOK:** <http://facebook.com/ingredients.io> | [facebook.com/austinchronicle](http://facebook.com/austinchronicle)

#### **ABOUT IN.GREDIENTS**

*in.gredients* is a zero-waste, package-free microgrocer opening in Austin this year, focusing on waste reduction and selling local food with pure ingredients. The store was started by Brothers Lane, LLC - a small Austin-based company owned by Christian, Patrick, and Joseph Lane, and Christopher Pepe. The team has started and managed successful businesses ranging from software to sustainability.