



in.gredients



# in.gredients Crowd-Sources Funding, Aims to Become First Package-Free, Zero-Waste Grocery Store in Nation

**TWITTER PITCH:** "Package-free groceries? @in\_gredients launches campaign to bring 'em to #ATX this year. #food #sustainability"

**SUMMARY:** Austin company plans to open package-free, zero-waste grocery store before year's end.

**AUSTIN (16 JUNE 2011)** - The Brothers Lane team announced its intention to open the first package-free, zero-waste grocery store in the U.S. this week. The store, named *in.gredients*, will allow customers to bring their own reusable containers to fill with local and organic groceries ranging from dry bulk and dairy to wine and household cleaners.

Touting itself as the "next step" in fixing a variety of problems in today's food industry, *in.gredients* promises to be an alternative to supermarket-style shopping, featuring local, organic food products, offering cooking classes and gardening activities on-site, and hosting a variety of community-oriented events geared toward promoting healthy living.

"Truth be told, what's normal in the grocery business isn't healthy for consumers or the environment," *in.gredients* co-founder Christian Lane said. "In addition to the unhealthiness associated with common food processing, nearly all the food we buy in the grocery store is packaged, leaving us no choice but to continue buying packaged food that's not always reusable or recyclable. Our goal is to reduce waste and promote health by ditching packaged and overly processed food altogether - revolutionizing grocery shopping as we know it."

The new store challenges typical supermarket behavior, claiming impulse buys, out-of-season produce, and a lack of concern for waste contribute to unhealthy eating and spending habits amongst consumers. *in.gredients'* business model will counter these trends by encouraging portion control, seasonal eating, and the reduction of energy used to transport food from farms to customers.

"We care about the health of our customers and our local food economy," Lane said. "We're prioritizing 'reduce, reuse, then recycle' and maximizing farmer revenue. We want this to be a fun and insightful experience for everyone, and hope this can springboard new ideas about how we can make grocery shopping even more sustainable."

*in.gredients* is actively seeking investors and hopes to raise the funds it needs to begin operations through its crowd-sourced campaign on IndieGoGo.com.

### LINKS

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

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

**INVESTING:** <http://in.gredients.com/invest>

**TWITTER:** @in\_gredients

**FACEBOOK:** <http://facebook.com/pages/Ingredients/135834029809006>

**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 brother-in-spirit Christopher Pepe. 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.

### MEDIA RESOURCES

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

### INTRO VIDEO: SHORT (1:18)

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<iframe width="853" height="510" src="http://www.youtube.com/embed/fYkw7Jx6Xnw?rel=0" frameborder="0" allowfullscreen></iframe>
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### INTRO VIDEO: FULL (2:05)

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<iframe width="853" height="510" src="http://www.youtube.com/embed/WvyTCx2Uo6k?rel=0" frameborder="0" allowfullscreen></iframe>
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### SUGGESTED KEYWORDS

groceries, zero waste, package free, food packaging, packaging waste, sustainability, sustainable living, healthy living, health foods, local, organic, austin