



*in.gredients*TM



in.gredients is named a 2012 TakePart Tastemaker

Austin (6 November 2012) - in.gredients, Austin's zero-waste microgrocer, was named a 2012 Tastemaker by TakePart, the company behind Food, Inc. and An Inconvenient Truth.

A team of acclaimed food journalists were sent around the country to find small, local food-based businesses that embrace local, sustainable and organic foods. Focusing on ten major U.S. cities, in.gredients was one of the ten businesses selected in Austin, TX to receive the Tastemaker title. With this title, TakePart acknowledges that the in.gredients business model lives up to the Food, Inc. ethos of fixing the national food system.

"We're honored to be recognized as a 2012 Tastemaker," in.gredients Co-Founder Christian Lane said, "We're a business built around serving our community and bringing healthy, local food to our neighborhood and the greater Austin area."

TakePart looks to showcase businesses they believe are working towards a healthier national food system. With the current influx of obesity and heart disease, TakePart acknowledges the need for a shift in the relationship American's have with their food.

"We're happy that TakePart sees us as a part of the solution to our current national food system," Lane said, "As a business we're doing our part by supporting the amazing farmers, ranchers and vendors we have in Austin while keeping it local to bolster our economy and build community."

Going forward as a 2012 Tastemaker, in.gredients hopes to further build the business by expanding on community-building events, giving a space for Austin residents to gather around food and sustainability.

"We wouldn't have been named a 2012 Tastemaker if it weren't for our customers, team and the outpouring support we've received from the community," Lane said, "This store, and its successes, is a testament to the community's desire for a healthier food system."

in.gredient's is a local business who lives by the TasteMaker motto, "Real food, done right."

MEDIA RESOURCES

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

TWITTER PITCH:

@in.gredients was named a 2012 TakePart Tastemaker. Good food, done right.

SUMMARY:

in.gredients was selected as 2012 TakePart Tastemaker. As a tastemaker, TakePart recognizes in.gredients as a business dedicated to local, sustainable food.

SUGGESTED KEYWORDS

suggested keywords: in.gredients, takepart, 2012 tastemaker, local food, sustainable, food-based business

LINKS

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

TAKEPART: <http://www.takepart.com/tastemakers/austin/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. 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.