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FOR IMMEDIATE RELEASE

## **Roote NC Announces Store Opening in Chapel Hill**

*Retail concept debuts in Chapel Hill with location's grand opening September 28<sup>th</sup>*

*Chapel Hill, NC (September 7, 2013)* – Roote NC announces the debut of its new retail concept with the opening of the Roote Store. Located at 149 East Franklin Street, Floor 2, the store will feature the entire Roote portfolio of natural, organic, and sustainable goods produced across North Carolina. Serving as a sampling venue for all of Roote's products, the Roote Store will celebrate an official grand opening on Saturday, September 28.

“Perfect for food enthusiasts, advocates for a sustainable lifestyle and curious customers alike, the Roote Store creates a completely immersive retail experience in the world of sustainability,” said David Coggins, Executive Director of Roote NC. “Roote hopes to showcase the incredible products that North Carolinians are making every day. We believe that there are healthier, more natural alternatives to the products that consumers are buying every day. More importantly, these products are being made by your friends, your neighbors and the other members of this great state.”

A unique retail destination, the Roote Store will provide customers the opportunity to discover its vast offering of food, drinks, and lifestyle products with a sampling venue. This interactive space features informational vignettes about each of the products, as well as the opportunity for the customer to sample any product they see on the shelves. A knowledgeable and enthusiastic team of product representatives will deliver information and advice to create a complete customer experience.

“Our team act as advocates for the brands and products in our store; knowledgeable about the products' stories and the people behind their creation,” said Alex Brusko, Marketing Director for Roote NC. “We believe that this, in combination with the sampling environment, creates a powerful connection with the customer.”

Roote will be open on Friday and Saturdays and will provide customers with the opportunity to schedule private events. For additional information, please visit [www.rootenc.com](http://www.rootenc.com)

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