

Nature's Pantry Acquired by Natural Grocers by Vitamin Cottage

Brattleboro, Vermont, November 7, 2014. Nature's Pantry, Inc., an Independence, Missouri, natural foods retailer, has agreed to be acquired by Lakewood, Colorado-based Natural Grocers by Vitamin Cottage, Inc. (NYSE: NGVC), which plans to begin operating the store as a Natural Grocers by Vitamin Cottage store beginning on December 8th, 2014.

Retail Insights, based here, advised Nature's Pantry on the deal. Company president, Jay Jacobowitz, commenting on the transaction said, "This acquisition proves that independent natural products retailers are not only viable, but remain the vibrant energy core of the natural products industry, serving consumers newly interested in healthy foods and healthy lives.

"The owners of Nature's Pantry have worked extremely hard for 20 years, continually reinvesting in their store, paying close attention to customers and taking care of employees," Jacobowitz continued. "At 17,000 square feet today, Nature's Pantry is a testament to the amazing success independent natural products retailers can achieve in this dynamic and growing industry of ours," Jacobowitz said.

About Retail Insights

Founded in 1998, Retail Insights is a natural products industry consultant specializing in strategic guidance to independent natural products retailers. In addition, the company provides a comprehensive set of marketing tools specifically designed for today's independent natural products retailer. Company founder and president, Jay Jacobowitz, recently received the *Natural Products Association's Industry Champion Award*, given to those who have made notable contributions to the industry above and beyond commercial success.

On Thursday, December 4, at 7:30 p.m., Jacobowitz will present findings from the just-released *WholeFoods Magazine 37th Annual Retailer Survey*, in meeting room Miami 1 of the Convention Center at Gaylord Palms Resort, Kissimmee, Florida, on the premier evening of the SOHO EXPO trade show. Retail Insights will also exhibit at the show at Booth # 406.

