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Mary Beth Thomsen
804.852.6182
mb@marybethmarketing.com

100% Organic Eatery Coming to Richmond

Location Opening in The West End with Plans for Several More Across Central Virginia

Richmond, VA – September 9, 2019 – With four successful locations in Long Island, New York, [Organic Krush](#) Lifestyle Eatery is preparing to open their first location in Henrico, Virginia later this month, located at 3406 Pump Road in the Short Pump Crossing Shopping Center.

Founded and operated by two Long Island moms with a passion for healthy, tasty organic food, Michelle Walrath — University of Richmond alumna ('98), and Fran Paniccia opened Organic Krush in Woodbury, NY in May 2015 as a convenient solution to the lack of clean, hormone and pesticide-free food options to feed their family. They brought in Chef Jimmy Tchinnis as the third owner to help them create an appealing comfort food menu that met their criteria of nutritional goals and tasted delicious.

Organic Krush offers an extensive organic menu for dine-in, take-out, and catering, including Breakfast All Day; Classic and Build Your Own Organic Meals in a bowl, salad, taco or wrap; Gluten Free Bakery; Soup and Bone Broth; Kids Menu; Smoothies; Acai Bowls; Cold Press Juices; Cleanses; Meal Plans; and a range of Organic Beverages and Snacks.

"When we decided to open our first store, we didn't realize how big this project was — to be in so many categories — a *lifestyle eatery*," Walrath explained. "It was for our own good that we were not restaurateurs because by the time we realized how extensive executing this concept would be, we were so far in, that we just kept going. We can't think of another restaurant that offers this spectrum."

Walrath and Paniccia were on a road trip with their teenage daughters during the summer of 2014 and had a hard time finding convenient options for healthy food along the east coast. Walrath elaborated, "Chicken was rubbery and had hormones, we were frustrated. The next day we went into an empty commercial space to scout a location for this healthy concept." They gave Chef Tchinnis guidelines, spent the next eight months collaborating on recipes, and had their children be the taste testers, who "always had opinions." Their flagship store in Long Island opened less than a year later and the original recipes are still on the menu today.

Trust The Krush – Eat Happy Spread Love is the eatery's tagline, embodying their mission to inspire a higher level of health and happiness. This vision is being carried out in their stores' communities, but it's also true for Walrath's college alma mater. Michelle and her husband Michael Walrath, a fellow University of Richmond alumnus ('97), made the lead gift to build an innovative facility known as The Well-Being Center on campus that will provide a comprehensive range of wellness support for UR students. It is scheduled to open by the 2020–21 academic year. The Walrath's oldest daughter is walking in her parents' footsteps at the University of Richmond as an incoming freshman this semester.

The Walraths have a film production company, Atlas Films, which has created educational documentaries about the food industry (Fed Up) and the global water crisis (Tapped).

Organic Krush has plans for rapid, significant expansion in 2020, opening a second location in Richmond, and six to eight additional tri-state area locations up north. Central Virginia will ultimately have as many as five stores.

The West End's flagship store grand opening is set for 8am on Saturday, September 28, 2019. Hours of operation are 8am-8pm on weekdays, and 8am-4pm on weekends. It is located in the same shopping center as Publix and Hallmark. The first 50 people who come by Saturday's grand opening, will receive a free small organic hot coffee and a gluten free organic Apple Spice Munchkin bakery item.

ABOUT ORGANIC KRUSH

Organic Krush Lifestyle Eatery was founded in May 2015 by two Long Island moms and offers an extensive organic menu including Breakfast All Day; Classic and Build Your Own Organic Meals in a bowl, salad, taco or wrap; Gluten Free Bakery; Soup and Bone Broth; Kids Menu; Smoothies; Acai Bowls; Cold Press Juices; Cleanses; Meal Plans; and a range of Organic Beverages and Snacks.

Visit us at www.organickrush.com and follow us on Instagram and Facebook @organickrush

*Organic Krush Note on Certified Organic Ingredient [Sourcing](#)

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