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Photo:

<https://www.dropbox.com/s/1dwtc2hbdd13kl9/La%20Montanita%20General%20Manager%20JAMES%20Esqueda%20and%20IPCC-IPMI%20President-CEO%20Mike%20Canfield.jpeg?dl=0>

For Immediate Release:

**INDIAN PUEBLOS MARKETING INC. ANNOUNCES
AVANYU PLAZA'S NEWEST TENANT**

**LA MONTAÑITA, NEW MEXICO'S LARGEST LOCALLY OWNED FOOD CO-OP, JOINS
SLATE OF UNIQUE, LOCALLY OPERATED BUSINESSES AND ORGANIZATIONS**

Albuquerque, NM (May 19, 2022) —The Indian Pueblo Cultural Center Campus is pleased to announce that Indian Pueblos Marketing, Inc. has secured a lease partnership with La Montañita Food Co-op, the state's largest locally owned grocery co-op, to join the roster of exciting businesses that will be located in Avanyu Plaza, part of the thriving 12th Street business and cultural district.

Like the Indian Pueblo Cultural Center, La Montañita also opened in 1976 in Albuquerque. It's a friendly neighborhood store where the community can stop by for beautiful produce from farmers down the road, delicious lunches prepared by expert deli chefs, beautiful gifts handmade by local artisans, and a wide selection of local and organic groceries including bulk foods, meats and cheeses, and natural body care products. Since its opening, the co-op has grown to more than 14,000 families owning four stores in Albuquerque, Gallup, and Santa Fe.

The new, 18,000 square-foot La Montañita will be the inaugural tenant in Phase III of the Avanyu Plaza development, and joins the already-open Bureau of Indian Affairs, Holiday Inn Express, Marriott TownePlace Suites, Starbucks, Laguna Burger, Sixty-Six Acres, Domino's, and newest tenant U.S. Eagle Federal Credit Union. Upcoming 2022 openings include Rude Boy Cookies, Itality Plant Based Foods, and the IPMI-owned and operated 12th Street Tavern and Rainwater Wellness, according to IPCC President/CEO Mike Canfield.

"We're excited that La Montañita has chosen to join the growing list of businesses and organizations that call Avanyu Plaza home," Canfield said. "They will be an essential part of

Acoma
Cochiti
Isleta
Jemez
Laguna
Nambé
Ohkay Owingeh
Picuris
Pojoaque
Sandia
San Felipe
San Ildefonso
Santa Ana
Santa Clara
Santo Domingo
Taos
Tesuque
Zia
Zuni

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revitalizing the 12th Street corridor, turning it into a vibrant, thriving area where both residents and visitors can eat, shop, learn, and discover.”

“Our partnership with IPCC in the development of Avanyu Plaza is one that leaves me overjoyed. This opportunity will expand our footprint in Albuquerque, increase our product offerings, create new jobs, and help us achieve our goals to increase access to healthy foods, grow the regenerative agricultural sector, and support our local economy,” said James Esqueda, General Manager of La Montañita Food Coop.

“We’re pleased to partner with La Montañita, and are working through construction details with them to determine a realistic timeline for completion,” said IPCC/IPMI Vice President of Property Management and Development Mark Thompson. “It is a challenging time for development, but we’re excited to get this done for the community.”

IPCC Campus is proud to partner in this endeavor with Studio Southwest Architects, Kleinfeld Commercial Brokerage, Johnson Commercial Real Estate, PNC Bank, and the 19 Pueblos District on the Avanyu Plaza development.

About the Indian Pueblo Cultural Center:

Founded in 1976 by the 19 Pueblo tribes of New Mexico, the Indian Pueblo Cultural Center is a world-class museum and cultural center located in the historic 19 Pueblos District. The Mission of the IPCC Campus is to serve as a gathering place where Pueblo culture is celebrated through creative and cultural experiences while providing economic opportunities to Pueblo and local communities. Visitors can learn fascinating history, shop for Native jewelry and art, watch a cultural dance, hear Native languages and experience the flavors of traditional and contemporary Native cuisine. To learn more, please visit: www.indianpueblo.org and www.facebook.com/IndianPueblo.

About Indian Pueblos Marketing, Inc.

[Indian Pueblos Marketing, Inc.](http://www.indianpueblosmarketing.com) (also founded by the 19 Pueblo tribes of New Mexico) includes a variety of commercial enterprises designed to support the Indian Pueblo Cultural Center and provide economic opportunities to the Pueblo and local communities. IPMI is a for-profit umbrella that includes the Indian Pueblo Store, a premier Native American arts store and website; Four Winds convenience store; the largest Starbucks in New Mexico; the top-rated Holiday Inn Express in Albuquerque; TownePlace Suites by Marriott Albuquerque Old Town; Extra Space Storage; and more that support our Pueblo culture and communities.

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