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For Immediate Release:

**ITALITY PLANT BASED FOODS CELEBRATES
GRAND OPENING MONDAY, OCT. 10 AT 1 P.M.**

**GRAB-AND-GO RESTAURANT JOINS SLATE OF UNIQUE, LOCALLY OPERATED
BUSINESSES AND ORGANIZATIONS WITHIN AVANYU PLAZA**

Albuquerque, NM (October 7, 2022)—The Indian Pueblo Cultural Center Campus is pleased to announce that Itality Plant Based Foods, a Native woman-owned business focused on culturally relevant whole foods, has joined the roster of exciting businesses located in Avanyu Plaza, part of the thriving 12th Street business and cultural district.

The grand opening celebration will be held Monday, Oct. 10 at 1 p.m. (Indigenous Peoples Day) at 2500 12th St. NW, Unit E, Suite 2.

Owner Tina Archuleta (Jemez) is a social entrepreneur, community doula, chef, and mother. Her life's work has always centered around reclamation of wellness in Native communities.

Growing up in Jemez Pueblo, along with other Pueblos around the state, Archuleta said oftentimes the only places to get food nearby are area gas stations, which don't provide healthy food options. Driving to a grocery store could be a daylong trek. These types of foods only exacerbate high obesity and diabetes rates among Native Americans, she added, inspiring her to create an alternative.

After receiving a number of debt equity and grants, she started as a catering business, delivering juices, salads, wraps, fruit cups, and smoothies to pueblos and convenience stores near pueblos and the Navajo Nation. She also had booths at the Railyards Market and at feast days across the pueblos. Now, Archuleta is bringing her concept to a brick-and-mortar, grab-and-go location.

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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“My multifaceted skillset, along with being a Natural Therapeutic Specialist, is manifesting into Itality Plant Based Foods,” Archuleta said. “Food justice and the shift in community food ways place me on the front lines of a battle to heal and educate through sustenance.

“I’m especially about opening at Avanyu Plaza, which is owned by the 19 Pueblos of New Mexico, and even more so about opening on Indigenous Peoples Day.”

Archuleta’s store is located just west of IPCC’s newest eatery, 12th Street Tavern. She joins the already-open Bureau of Indian Affairs, Holiday Inn Express, Marriott TownePlace Suites, Starbucks, Laguna Burger, Sixty-Six Acres, Rude Boy Cookies, Domino’s, and U.S. Eagle Federal Credit Union. Upcoming openings include La Montañita Food Co-op and the IMPI-owned Rainwater Wellness, according to IPCC President/CEO Mike Canfield.

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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 an acclaimed Indigenous restaurant, Indian Pueblo Kitchen; Indian Pueblo Store, a premier Native American arts store and website; 12th Street Tavern, a new neighborhood eatery at Avanyu Plaza; 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.



- Acoma
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- Zia
- Zuni