



**FOR IMMEDIATE RELEASE**

**CONTACT:** Lisa Kniceley  
Vitakraft Sunseed: 419-832-1641  
[Lisa.kniceley@vitakraft.us](mailto:Lisa.kniceley@vitakraft.us)

**Vitakraft Sunseed Showcases Revitalized Vita Brand and  
Exciting New Line Extensions at SuperZoo 2016  
Booth #12115**

**(BOWLING GREEN, OH)** —Brent Weinmann, President and CEO of Vitakraft Sun Seed Inc., is pleased to announce the exciting re-launch of its flagship line, Vita, as well as several other updated products and line additions for 2016!

“Sunseed® Vita Sunscription®, a favorite of pet owners and retailers for more than 25 years, now features updated packaging, giving it a clean, fresh, visual identity,” states Brent Weinmann. “In addition to this more esthetically pleasing look, we have reformulated Vita Pet Rabbit and Guinea Pig diets to a natural, Timothy-based pellet, offering an alternative that meets many consumers’ demands.”

Sunseed’s Vita Prima™ line has also been revitalized with the additions of Small Hookbill Safflower Formula and Sun Drops™ Advanced Daily V Liquid Vitamin Supplements for both birds and small animals.

Quiko® also enjoys a package redesign for its Special Egg Food Daily Diet Supplement for Canaries and Exotic Egg Food Daily Supplement for Finches. Quiko MultiVitamin Daily Balance Supplement is also enjoying an updated look. New this year is Quiko Probiotic Digestive Support Supplement, and, adding some fun to this line, is the Quiko Swingin’ Crunchy Donut with Egg playtime treat.

The Vitakraft® treat line will now feature Oven Baked Crunchy Bites. These deliciously crunchy treats are available in four fun varieties.

Because of the popularity and great reception, they received at the 2015 SuperZoo, there will be product encores, including Sunseed’s Heavy Duty Odor Control Fresh World® Bedding Multi-Pet Formula, Sunseed SunSations® Natural Hays and Vitakraft’s exciting Purrrk!™ Playfuls Stimulating Pixie Powder Pack Feline Silvervine® Refills with bonus mouse toy for cats.

**Here is Vitakraft Sunseed's exciting line-up of products debuting at SuperZoo 2016:**

#### **Product Re-launches**

##### **Sunseed Vita Sunscription**

Sunseed's Vita Sunscription, a traditional favorite, has been updated with a fresh, contemporary look. In addition, both the Vita [Pet Rabbit](#) and [Guinea Pig](#) diets have been reformulated to a natural, alfalfa free, Timothy-based pellet. Nutritionally fortified, with no-sugar added, Vita Sunscription is available for both birds and small animals.

##### **Sunseed Sunthing Special Golden Millet Spray**

Sunseed Sunthing Special® Golden Millet Spray is also showing off its new look. A longtime favorite of pet birds, this natural, healthy treat provides a nutritious snack and encourages natural foraging instincts.

##### **Quiko Special Egg Food Daily Supplement**

Quiko Special Egg Food Daily Supplement joins the modern era of packaging and is formulated exclusively for Canaries. Made with real whole eggs and containing honey for palatability, this supplement is a perfect addition to a Canary's regular diet.

##### **Quiko Exotic Egg Food Daily Supplement**

Not to be left out, Quiko Exotic Egg Food Daily Supplement is proud of its new look and is formulated exclusively for Finches. Also made with real whole eggs and containing honey for palatability, this supplement is a perfect addition to a Finch's regular diet.

##### **Quiko MultiVitamin Daily Balance Supplement**

Sporting its new design is Quiko MultiVitamin Daily Balance Supplement. This water-soluble, powdered multivitamin supports feather, bone & muscle development.

#### **Line Additions**

##### **Sunseed Vita Prima Small Hookbill Safflower Formula**

Sunseed Small Hookbill Safflower Formula is now a part of the Vita Prima family. This mixed seed and pelleted diet is sunflower free, nutritionally fortified and designed for Cockatiels, Lovebirds, Parakeets and other Small Hookbills.

##### **Sunseed Vita Prima Sun Drops Advanced Daily V Liquid Vitamin Supplements**

Also joining the Vita Prima family is Sunseed Sun Drops Advanced Daily V Liquid Vitamin Supplements for both birds and small animals. This high potency multivitamin is easy to use and tastes great!

##### **Vitakraft Oven Baked Crunchy Bites**

Vitakraft is pleased to add Oven Baked Crunchy Bites to their treat line up. These delicious crunchy treats help to satisfy natural gnawing instincts and are available in four delicious varieties!

### **Quiko Probiotic Digestive Support Supplement**

Joining in the cool, clean fun is Quiko Probiotic Digestive Support Supplement, a water-soluble powdered supplement containing probiotics for digestive health.

### **Quiko Swingin' Crunchy Donut with Egg**

Showing that not all things healthy have to be so serious, Quiko Swingin' Crunchy Donut with Egg is a crunchy, delicious treat featuring bird's favorites including grains, seeds and eggs. Offering hours of entertainment this treat is a great complement to this lineup of products!

## **Product Encores from SuperZoo 2015**

### **Sunseed Heavy Duty Odor Control Fresh World Bedding Multi-Pet Formula**

Sunseed's Heavy Duty Odor Control Fresh World Bedding for Multi-Pet homes contains a unique Odor Blocker Formula, controlling odor for up to 14 days! Expanding up to 3 times its weight in liquid, this super soft bedding is made from 100% recycled paper, so it's friendly to both pets and the environment!

### **Sunseed SunSations Natural Hay**

Sunseed SunSations Natural Hay is compressed into convenient mini bales that break apart into easy-to-feed single serving flakes. Containing no artificial colors or preservatives, and grown pesticide free in North America, SunSations Natural Hay is available in the following varieties: Timothy Hay, Orchard Grass and Alfalfa.

### **Vitakraft Purrrk! Playfuls Feline Silvervine Refills**

Vitakraft® [Purrrk! Playfuls Feline Silvervine Refills](#), containing 5 Pixie Powder Packs, will help to make sure the fun never ends! In independent studies, [Feline Silvervine](#) was preferred nearly 3 out of 4 times over catnip and cats played 2.5 times longer too! Cats simply can't get enough of this stuff!

Vitakraft Sunseed products are "By Pet Lovers, For Pet Lovers."

For more information on Vitakraft Sunseed products, please visit [www.vitakraftsunseed.com](http://www.vitakraftsunseed.com).

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### **About Vitakraft Sunseed:**

*Celebrating over 175 years of expertise in pet care and nutrition, Vitakraft of Germany joined with Sunseed of Ohio, celebrating over 30 years in the pet industry, to create Vitakraft Sun Seed Inc. in 2008. They now offer a wide range of more than 500 products, including bird and small animal food, treats, supplements and accessories and dog, cat and horse treats. By offering a wide selection, the company works to help ensure every type of pet gets the proper care and nutrition.*

[www.vitakraftsunseed.com](http://www.vitakraftsunseed.com)