



## **Professional<sup>+</sup> Pet Food Featured at SuperZoo** *Product line refresh now includes four dog formulas*

**META, Mo. (July 20, 2015)** – Diamond Pet Foods recently announced a refresh of its Professional line of pet food with the introduction of [Professional<sup>+</sup>](#). Each formula has been reformulated to provide an ideal blend of ingredients, including the addition of proprietary probiotics for added nutritional benefits to pets. The new formulas will be featured at the Diamond Pet Foods booth #8053 at [SuperZoo 2015](#).



The [Professional<sup>+</sup>](#) line replaces the previous line of Professional formulas and will now consist of four dog food formulas, including a new formula for large breed adult dogs.

Featured in the [Professional<sup>+</sup>](#) formulas is the addition of K9 Strain<sup>®</sup> Probiotics, created to support healthy immune and digestive systems, while helping dogs digest food more efficiently and live an active lifestyle. Developed by [Diamond Pet Foods](#) specifically for dogs, K9 Strain Probiotics is derived from bacteria found in the GI tract of dogs then processed under strict, human-grade protocols for guaranteed purity and viability. Each pound of food provides 100 million live, active cultures that support healthy digestion and help dogs maintain an active lifestyle.

The [Professional<sup>+</sup>](#) product line includes:

- Chicken & Pea Formula for Dogs (all life stages)
- Lamb & Brown Rice Formula for Dogs (all life stages)
- Chicken & Oatmeal Formula for Senior Dogs
- Chicken & Pea Formula for Large Breed Adult Dogs



“Our veterinarians and nutritionists have worked together to develop an ideal blend of ingredients that will meet the needs of all dogs,” said Mark Brinkmann, vice president of operations, Diamond Pet Foods. “Our focus is to provide super premium nutrition at a price pet owners can afford, and the new Professional<sup>+</sup> line provides this option.”

For more information on Professional<sup>+</sup>, visit <http://professionalpluspetfood.com>.

###

©2015 Schell & Kampeter, Inc. K9 Strain is a registered trademark and Professional<sup>+</sup> and “The Science of Complete and Balanced Pet Nutrition” are trademarks of Schell & Kampeter, Inc.

### **About Diamond Pet Foods**

Founded in 1970, Diamond Pet Foods is a family owned and privately held company. As a leading manufacturer of pet food, Diamond Pet Foods provides a complete range of proprietary and private label products manufactured in four state-of-the-art and safety-certified facilities across the country. Our mission is to make premium pet food affordable because we believe every pet deserves the very best. For more information, visit [www.diamondpetcompany.com](http://www.diamondpetcompany.com).

Contact: Kelly Loganbill, Woodruff Sweitzer  
kloganbill@woodruffswitzer.com  
816.255.1960