



# 101 & Co.

## FOR IMMEDIATE RELEASE

August 19, 2019

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### ***101 & Co. Introduces First Automatic Pet Feeder Compatible with Freeze-Dried and Dehydrated Pet Food at SuperZoo 2019***

**LAS VEGAS – AUGUST 19, 2019:** [101 & Co.](#) introduces [FEEDER 101](#), the world's first automatic pet feeder compatible with freeze-dried and dehydrated pet food. 101 & Co. will showcase the feeder at SuperZoo 2019 in Las Vegas August 20-22 at Mandalay Convention Center Booth #543. There will be 101 & Co. team members at the booth throughout the show to talk to attendees about their mission and products.

FEEDER 101 is the world's first automatic pet feeder with re-hydration technology, expanding the horizon of automatic pet feeder compatibility beyond the dry pet food to freeze-dried, dehydrated, and powdered pet food that require re-hydration to serve.

Users can program up to 6 meals with different food and water setting for each meal. "FEEDER 101 automatically dispenses food, adds water, re-hydrates, and serves freshly prepared food. With FEEDER 101, feeding freeze-dried and dehydrated food becomes as easy as feeding dry food. This allows pet parents choose pet food more based on ingredients and nutrition rather than feeding convenience, ultimately boosting the quality of pets' diet and health," said Amy Park, founder of FEEDER 101.

The tray contains 6 stainless steel bowls ensuring hygienic feeding for 6 meals. Pet parents do not need to worry about having food dispensed into used bowls over and over again as each meal is served in clean, new bowl. These bowls are available in 2 sizes, small for cats and small dogs, and large for medium-sized dogs.

With FEEDER 101's simple yet thoughtful design, you really get 3-in-1, an automatic feeder, re-hydrator, and water supplier. All SuperZoo attendees are encouraged to stop by and check out the FEEDER 101 in person. For more info, please visit our website [www.101andco.com](http://www.101andco.com), and join conversations on [Instagram](#), [Facebook](#), and [Twitter](#).

**About 101 & Co.**

101 & Co. is founded with a mission to help create a better world for pet families. Through our innovative pet products, we aim to set the new "101 Standard," that enhances the quality of life for pet families and helps our four-pawed families to stay healthy and happy at their perfect body temperature, "101" Fahrenheit.



**Media Note:** High resolution images and management interviews are available upon request. Please contact [amy@101andco.com](mailto:amy@101andco.com)