

FOR IMMEDIATE RELEASE

BRIGHTPET NUTRITION GROUP INTRODUCES NEW PET TREAT PRODUCTS UNDER ITS BLACKWOOD, BY NATURE AND SO BRIGHT LINES

*Premier pet food brand to showcase new treat products
made in the U.S.A. during SuperZoo, August 20-22*

LISBON, OHIO (August 6, 2019) – BrightPet Nutrition Group, whose portfolio of natural, super-premium pet food brands includes Blackwood®, Adirondack and By Nature®, is proud to unveil new pet treats during SuperZoo, August 20-22 in Las Vegas, Nevada, at Mandalay Bay.

“Year after year, we listen to our customers and come to SuperZoo with new and innovative formulas that are created in direct response to the market’s needs,” said Matthew Golladay, president of BrightPet Nutrition Group (**Booth #1563**). “This year is no different, as we take the opportunity to show off what we—and our treats—are made of ingredients you know, produced in our U.S.-based facilities, specifically in this case, in Kiel, Wisconsin.”

Four new oven-baked dog treats will be unveiled by Blackwood® (**Booth #1461**) during the show. Made with real meat and all U.S.-based ingredients, the formulations include: Bacon and Peanut Butter; Chicken Parmigiana; Duck and Apple; and Surf and Turf, complete with beef, liver and salmon. Suggested retail price is \$4.99 for each 8-ounce bag.

As an extension of the By Nature® line (**Booth #1561**), BrightPet will introduce freeze-dried treats to complement By Nature’s kibble for additional healthy and tasty options. These single-ingredient, 100% meat treats are oven-baked and available in Lamb Liver (1.7 oz.), Beef Liver (2 oz.), and Chicken Breast (1.2 oz.) for dogs. Cats will enjoy flavors in Chicken Breast (.81 oz.) and Whitefish (.46 oz.).

Additionally, BrightPet’s popular SO Bright line (**Booth #1460**) is excited to introduce refreshed packaging for its extensive treat line. The new packaging is designed to better showcase each product’s benefits and help customers navigate their purchase process more efficiently. The design update also illustrates the treat’s quality ingredients.



All of these additions to the BrightPet family come on the heels of the Adirondack **(Booth #1461)** brand's launch earlier this year of its freeze-dried treats for dogs and cats. Using only the highest quality meats, these single-ingredient treats are packed with 100% animal protein and vital nutrients. Dogs will enjoy Pure Chicken Breast, Pure Beef Liver, Pure Turkey, and Pure Whitefish, while cats can get their paws on Pure Chicken Breast and Pure Salmon. Products are available in resealable bags, ranging from .7 oz. to 2.6 oz.

"We see the pet treat market as booming right now, and we are beyond excited to make our mark by introducing products that we know our customers crave," Golladay said. "Just as with everything we strive to do, we approach our continued involvement in this space with unique and innovative recipes that are guaranteed to please our pets."

BrightPet Nutrition Group

Headquartered in Lisbon, Ohio, BrightPet Nutrition Group manufactures and distributes pet food and treats for U.S. and international markets. BrightPet Nutrition Group serves as the parent company for Blackwood, Adirondack, By Nature and SO Bright brands, along with contract manufacturers, Ohio Pet Foods, Phoebe Products and Southern Tier Pet Nutrition. Using only top-of-the-line ingredients in its recipes and relying on state-of-the-art American manufacturing operations, BrightPet Nutrition Group delivers quality in every recipe produced. For more information about BrightPet Nutrition Group, visit: brightpetnutrition.com.