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HOUND & GATOS LAUNCHES FIRST LINE OF DRY FOOD

Limited Ingredient Recipes Now Available for Cats and Dogs

SuperZoo Booth #971

ST. FRANCIS, Wis. – Hound & Gatos, a family-owned company committed to creating the best natural pet food, is excited to introduce a new line of dry food for both cats and dogs. Unlike most pet food brands, Hound & Gatos does not use plant proteins, like peas, chickpeas or lentils, or white potatoes. Instead, each recipe is made with over 84% of the highest quality meat, poultry or fish, and super-nutritious whole eggs. Plus, they're crafted with a medley of superfoods, such as blueberries, cranberries, broccoli, and dandelion greens.

"We realize that not all dogs and cats eat wet food, which is why we decided to create a line of dry food," says Patrick McGarry, General Manager of Gott Pet Products, parent company of the brand. "This premium food was designed to deliver exceptional nutrition and taste, while helping to minimize the risk of food-based allergies, and I'm confident that pets will love it."

Keeping the carnivorous instincts of felines top-of-mind, Hound & Gatos created three grain free varieties for cat owners to choose from, including Cage Free Chicken, Wild Caught Salmon and Cage Free Turkey. Each flavor is available in three different bag sizes – 2-lb, 6-lb and 10-lb – for suggested retail prices ranging from \$12.99 – \$47.99.



Additionally, three grain free options for dogs are available, including Cage Free Chicken, Grass Fed Lamb and Cage Free Turkey. Two options made with the finest ancient grains, such as spelt, quinoa and oats, can also be found on shelves, in Cage Free Chicken and Grass Fed Lamb recipes. Naturally high in fiber and rich in protein, ancient grains contain a broad spectrum of vitamins and minerals and help support a dog's digestive system, skin and coat, and blood glucose. The varieties for dogs include 4-lb, 12-lb and 24-lb bag sizes for suggested retail prices ranging from \$22.99 – \$89.99.

The Hound & Gatos natural line of dry food provides balanced nutrition for all life stages. What's best is that all of the ingredients can be traced back to their source for extra peace of mind. For more information on Hound & Gatos and their new line, please visit www.HoundGatos.com or email info@houndgatos.com.

ABOUT GOTT PET PRODUCTS, LLC

As a family-owned company, Gott Pet Products is committed to supporting a healthy lifestyle and ensuring that pets thrive. Their Charlee Bear Original Crunch and Grain Free Crunch dog treats are Pocket Perfect® low calorie training treats that won't make a mess in an owner's pocket. Also included in their portfolio is Hound & Gatos canned diets for dogs and cats, which contain real meat animal protein and are available in more than 20 recipes to please all palates.

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Media Note: Interviews and images are available upon request.