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JIMINY'S TO DEBUT CRICKET PROTEIN DOG FOOD, TREATS AND STUDIES AT SUPERZOO 2019

Jiminy's is Excited to Share their New Products and the Latest Results from their Digestibility and Gut Health Studies

BERKELEY, CA (August 9) – Jiminy's (www.jiminys.com), a nutritious and sustainable dog food brand, is excited to showcase its new cricket protein food, chewy training treat flavors and the results of their latest studies with on cricket protein digestibility and gut health at SuperZoo 2019 in Las Vegas, Nevada from August 20-August 23. Representatives from Jiminy's will be attending SuperZoo and are thrilled to share their work with the pet industry leaders and professionals.

"Our studies have proven cricket protein has a pre-biotic effect, so we are thrilled to have now developed Jiminy's Dog Food", says CEO and founder Anne Carlson "We think this should sway many dog owners who were on the fence regarding cricket protein". Each dog that switches from a traditional protein to cricket protein can save over 480,000 gallons of water per year. Jiminy's is proud to be long-term leaders of health and nourishment for dogs.

Jiminy's will be launching two new insect protein food recipes for dogs. Named 'Good Grub' and 'Cricket Crave' these sustainable and humane food flavors are oven baked in the USA in small batches and proven to be digestible and nutrient dense. Plus, they're super tasty to dogs. The new food recipes are suitable for all life stages and are soft baked, highly digestible and hypoallergenic. The Cricket Crave flavor includes cricket protein powder, oats, quinoa, sweet potato and other plant-based ingredients. The Good Grub flavor is made of insect protein powder, sweet potato, quinoa, oats, pumpkin and other plant-based ingredients. In addition to the launch of Jiminy's cricket protein food, Jiminy's will be launching a new chewy cricket treat flavor. The ingredients include pumpkin, carrots, oats and crickets. These treats are hypoallergenic, low calorie and sustainable and humane.

Jiminy's has teamed up with AnimalBiome to conduct and fund two peer reviewed studies on the effects of cricket protein digestibility and effect on gut health. The studies concluded that cricket diets support the same level of microbial diversity as a standard, healthy, balanced diet. They are pleased to share the positive results of these studies, proving cricket protein to have a pre-biotic effect with fellow pet industry leaders.

Jiminy's will be attending SuperZoo in Las Vegas, NV from August 20-23. Representatives from both Jiminy's and AnimalBiome will be on site and available for questions and media interviews. You can find them in the Natures Pathway section at booth 2064.

For more information about **Jiminy's**, please visit www.jiminys.com.

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About Jiminy's

At Jiminy's we make sustainable pet food and treats using cricket protein. Jiminy's products nourish our pets and promote long-term stewardship of the earth. Jiminy's mission is to be a positive force for change, making sustainable and humane choices while mindful of the bigger picture.