



FOR IMMEDIATE RELEASE

# Meet Ernie Els at SuperZoo 2019

PALM BEACH GARDENS, FLORIDA, July 26, 2019: **World Golf Hall of Famer and four-time Major Champion Ernie Els is making a special appearance at SuperZoo at Mandalay Bay, Las Vegas, from August 20-22.**

The golfing legend is partnering with Florida Pet Treats to launch ‘Ernie Els Champion Training Treats,’ a new range of nutritional, tasty training treats for dogs and cats. This new line of products, manufactured in FDA and USDA approved plants, is available in chicken or salmon flavors. They contain no nasties; only human-grade, natural ingredients sourced from ethical suppliers exclusively in the US (chicken) or Chile (salmon).

Seven treats will be offered initially, with five more coming later this year, for a total of 12.



Plus 5 more flavors coming soon!

**Anyone wishing to meet Els and learn more about his Champion Training Treats should stop by Booth #1264. Els will be on-site Tuesday, August 20th, meeting visitors, discussing this latest exciting addition to The Els Group business portfolio, and signing autographs.**

*“Food is fuel; we know how true that is for athletes,” comments Els, a lifelong dog owner. “The same ethos holds true for your dog. As responsible owners, keeping our dogs active and healthy through proper nutrition is something we should all take responsibility for. That’s what Champion Training Treats are all about. Basically, doing right by your beloved dog.”*

SuperZoo boasts the most buyer participation of any trade show for the pet retail industry in North America. Produced by World Pet Association (WPA), the show attracts more than 10,000 retailers, product suppliers, and service providers at this must-attend annual event.

*“SuperZoo is the perfect platform for us to launch our product,” adds Els. “It’s an entirely different arena for me, but I’m proud to be involved. We’re partnering with the best in the business with Sheldon and his more than twenty years of pet treat experience providing high-quality private label treats. It’s a great product and I love the idea that we can use my name to help give our four-legged foodies healthier, happier lives.”*

For more information, including meeting Ernie Els at SuperZoo, call 561-409-0379. Also, visit [www.FloridaPetTreats.com](http://www.FloridaPetTreats.com) for more information about Ernie Els’ full line of treats.

For more information about SuperZoo, visit [www.superzoo.org](http://www.superzoo.org).

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### **About Ernie Els & The Els Group**

Ernie Els has 70 professional worldwide career victories to his name, including four Major Championships, two World Golf Championships and a record seven World Matchplay titles. As a former World No.1, Ernie is one of the most prolific winners of his generation and the global reach of his victories is almost without parallel. The Els Group encompasses interests in golf course design and hospitality, including The Els Club Collection, Els Performance Golf Academy, Els Club Estates and Big Easy Winebar & Grill, Els Iced Coffee and Els Energy Bar, along with an award winning wine portfolio created by Ernie Els Wines in the heart of South Africa's wine country, Stellenbosch. Els also invests his time and passion into a number of charitable endeavours; primarily the Els for Autism Foundation, which in recent years celebrated the opening of the ground-breaking Els Center of Excellence in Florida, and The Ernie Els & Fancourt Foundation in South Africa.



### **About Florida Pet Treats**

Founded by Sheldon Golub, with more than twenty years of pet treat experience providing high-quality private label treats, Florida Pet Treats has quietly been supplying treats for both cats and dogs that feature only wholesome quality ingredients. Moreover, their products never include artificial flavors or preservatives. And perhaps best of all, dogs and cats go wild over them.

#### **Florida Pet Treats**

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