



Under the Weather®

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UNDER THE WEATHER® ENHANCES BLAND DIETS WITH BONE BROTH Product Introduction at SuperZoo, Booth #2538

Winooski, VT, U.S.A., July 31, 2019 - Under the Weather® Founder and President, Kyla Sternlieb, announced today that Under the Weather® will introduce three new freeze-dried bland diets enhanced with bone broth at SuperZoo 2019.

The new line of three bone broth formulas will join the existing line of six freeze-dried bland diets, which received an Industry Recognition Award by Pet Business magazine in December 2017. In 2018, the company enhanced the award-winning line to include electrolytes to help maintain healthy hydration levels during times of digestive upset, such as vomiting and diarrhea. The addition of bone broth will now add the following benefits: support for joint health, help with liver detoxification, support for digestive health, boost the immune system and provide nutrients for a sick dog.



Under the Weather® freeze-dried bland diets offer busy pet parents a convenient, healthy solution to cooking a bland diet. Traditionally, when a vet recommends feeding a bland diet to a dog, it requires shopping for ingredients and going home to cook. Under the Weather® bland diets eliminate the need for cooking; just add boiling water to rehydrate the freeze-dried ingredients, cool and serve.

Under the Weather® bone broth bland diets will include three flavors: Rice, Chicken & Bone Broth; Rice, Hamburger & Bone Broth; and Rice, Bison & Bone Broth. All ingredients are raised or grown in the U.S.A. The premium meats include cage-free white meat chicken and grass-fed bison and beef for the hamburger — all raised without antibiotics or hormones and processed in a USDA human-grade facility. Manufactured in Vermont, these formulas contain no meat by-products, gluten, artificial flavors, dyes or chemicals. Shelf stable for up to three years. With an MSRP of \$14.99, each pouch makes 2-4 meals, depending on the size of the dog.

Sternlieb said, “Under the Weather® is the leader in the freeze-dried bland diet niche. Last year we enhanced our line with electrolytes, and we’re very excited to be adding the powerful benefits of bone broth. We’re constantly looking for ways to give our pet retailers something new and exciting to offer their pet parent clientele. Now, in addition to the convenience of our freeze-dried bland diets, consumers will gravitate to the addition of bone broth, the benefits of which are widely accepted in human health.”

About Under the Weather®

Established in 2015, Under the Weather® is focused on developing pet products aimed at restoring digestive health as well as products for achieving optimal health. Under the Weather® received a 2017 Industry Recognition Award by Pet Business Magazine for its freeze-dried bland diet products and a 2018 Industry Recognition Award for Ready Balance, a fast-acting probiotic gel. The company has also developed a line of dog and cat nutritional supplements aimed at achieving optimal pet health. Under the Weather® is an avid supporter of rescuing homeless pets. A portion of every sale supports the Ruffy Rescue Transport Fund to finance the transportation and neutering costs for shelter animals brought to Vermont for adoption from overpopulated areas in the U.S.A. Under the Weather® is a member of the American Pet Products Association (APPA) and the World Pet Association (WPA), two leading trade associations serving the interests of the pet products industry.