



FOR IMMEDIATE RELEASE

Farmina Pet Foods Launches New Product Line
Farmina launches Natural & Delicious Grain-Free Pumpkin line of dog food

June 6, 2016, New York, New York — Farmina, a family owned Italian ultra-premium cat and dog food manufacturer based in Naples, Italy, today launched a Grain-Free Pumpkin dog food line in the US. Farmina's new product line, Natural & Delicious Grain-Free Pumpkin, provides consumers with a unique 100% all-natural nutritional diet that has many health benefits at a competitive price point compared to other ultra-premium foods available in the market..

“We are excited about our new food line because of all the health benefits pumpkin will provide to our canine friends while pet parents will be happy with the competitive price point,” says Loris Rinaldi Vice President of Farmina Pet Foods USA. “Not many people realize all of the benefits pumpkins provide and that it is a typically used vegetable in Italian cuisine. Pumpkins are an anti-diabetic food, a great source of beta-carotene (Vitamin A) and natural antioxidants, it acts against free radicals resulting in an anti-carcinogenic effect on the body, and supports the immune and cardiovascular systems.”

Farmina's Natural & Delicious Grain-Free Pumpkin line is a complete diet that's GMO-Free and contains a minimum of 90% animal protein. As with all Natural & Delicious products, their new products are free of meals and by-products and every diet includes turmeric, chondroitin, glucosamine, and natural prebiotics. The pumpkin formula will be available in:

- Lamb & Blueberry for Puppy and Adult Dogs
- Chicken & Pomegranate for Adult Dogs
- Fish & Orange for Adult Dogs
- Boar & Apple for Adult Dogs



About Farmina Pet Foods

Farmina is a family owned Italian company that produces ultra-premium cat and dog food using only the finest regionally sourced raw ingredients. All diets are GMO-Free and contain no meals or by-products. Farmina scientifically formulates their food according to the nature of pets and clinically validates it using cruelty-free research through a partnership with the Chair of Animal Nutrition at the University of Naples Federico II. Following guidelines set by nutritional experts, Farmina also includes turmeric, glucosamine, chondroitin, and natural prebiotics in every formula. Farmina utilizes the latest technological manufacturing techniques such as nitrogen filled packaging to prevent oxidation and cold injected life essentials sealed with herring oil to provide a complete diet to pets without the need for additional supplements. For more information and a full list of products available, please visit <http://www.farina.com/us>.

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