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Turn Ordinary Kibble into Extraordinary

Fruitables Broth Bowls will be adding mealtime flavor for Dogs & Cats

DALLAS, TX June 3, 2016 - Vetscience LLC will launch Fruitables Broth Bowls in June 2016 bringing excitement in flavor and hydration for every dog to every meal. According to David DeLorenzo, Vetscience LLC/Fruitables Pet Food President, "New Broth Bowls are an opportunity for pet parents to show affection and improve mealtime to a culinary experience." Almost 70% of pet parents add something to the meal according to our research, and many are choosing broths as a healthy, flavorful addition to kibble, dehydrated and raw diets. Fruitables Broth Bowls provide an excellent choice for pet parents and retailers!

"For the pet parent, this new, all-natural product line offers unbeatable palatability, only 2 calories per ounce, and is completely pet safe, with only 2 calories per ounce, under 0.07% sodium, and is pet safe-no onions, garlic or MSG. The dogs in our test panel included gulpers that slowed down their eating significantly, which leads to more enjoyment of the food, less gas and bloating, said DeLorenzo." The product is shelf stable and will keep fresh for up to 10 days in the refrigerator after opening.

He continued, "for the pet retail store, the Broth Bowls represent a perfect opportunity to increase sales, as this category and product are positioned to drive growth-there's no competition for food or treat dollars plus the per unit price and cost per serving are significantly lower than the current, limited assortment available today." At about \$0.29 per serving, it's easy and affordable to feed to every dog at every meal!

Made in the USA from US origin ingredients, and produced in a factory that makes human consumable products, the Broth Bowls are available in three varieties- Beef, Chicken and Vegetable. Vegetable is perfect for dogs with protein tolerance issues. There are two sizes available in the Tetra® Prisma® carton, 12/16.9 oz. (MSRP \$3.99), and 8/33.8 oz. (MSRP \$4.99). Pet Product News International recently honored Fruitables Broth Bowls as a recipient of a 2016 Editor's Choice Award for new products.

KEY FACTS:

Items:	Fruitables Broth Bowls for Dogs-Beef, Chicken, Vegetable Fruitables Broth Bowls for Cats- Chicken
Pack/Sizes:	12/16.9 oz. Tetra Prisma® Container 8/33.8 oz. Tetra Prisma® Container
Package Dims:	16.9 oz. 2.6" W x 2.8" D x 6.6" H, 33.8 oz. 2.8" W x 3.0" D x 9.9" H
Launch Date:	June 13, 2016

ABOUT FRUITABLES®

Combining aroma, taste and texture, Fruitables treats and holistic supplements use fruits and vegetables to create an amazing sensory experience for pets. Boasting "superfood" ingredients like pumpkin, sweet potatoes and blueberries, every Fruitables bite is healthy and beneficial. Best yet, all their products originate and are made in the USA. Fruitables is owned by Vetscience LLC, a Dallas based pet food company founded by veterinarians and nutritionists to leverage the goodness of natural nutritional ingredients in pet supplements and treats. For more information visit www.FruitablesPetFood.com.

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