

press release

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SMART ALEX INTRODUCES 'INTELLIGENT DOG SNACKS®' THESE 'SMART FOR DOGS' TREATS ARE EASY ON DIGESTION

HUNTINGTON BEACH, CA: Dogs are Smart! Be Smart Too! That's exactly what the creators of Smart Alex healthy dog treats are saying! What started out as a home brew has successfully become a new line of dog treats targeted to owners that are suspicious of commercially packaged snacks. They've named it Smart Alex and tagged it as Intelligent Dog Snacks®. What they've done differently is create Vegetarian, Vegan, Grain Free, Gluten Free and Soy Free healthy Garbanzo Bean Chews and Growlnola® Bars and Bites. The colorful bags are attractive, eye catching and the treats are veterinarian approved.

Introducing a new product line with a new outlook on dog's snacking! Today's dog owner is looking for alternative, minimum ingredient treats that match or equal their own beliefs of healthy eating. Many look at possible food allergies found in some commercially made treats.

The products are Vegetarian, Vegan, Gluten, Grain and Soy Free with the exception of their Good Grain* Growlnola® formula, which contain what they consider good grains. Using human grade U.S. sourced ingredients, treats are baked in small batches at a Huntington Beach, CA bakery. No synthetic preservatives, fillers or salt are added. Aside from fresh carrot, sweet potato or banana, the list of tasty ingredients also includes pumpkin puree, coconut flour, garbanzo flour, blackstrap molasses, hemp hearts, pumpkin seeds, sunflower seeds, apple sweetened cranberries, chia seeds, and the list goes on. Of course not all of these ingredients are in each treat. Check their line-up to confirm.

All of their Garbanzo Bean Chews are based on a whole garbanzo bean (chickpea) formula, which is a natural source of protein and fiber. Their proprietary blend of spices not only smell good but make their products taste great!! The company just added their first bake at home mix, which they call bark@home. It's an easy mix kit that makes up to 100 Cranberry-Peanut Chews. Expected late 2016 is the Woofle and Flapjaxx Mix!

Growlnola® products come in two sizes. A traditional Bar and a smaller Bite. Both start with the same base containing fresh carrot and sweet potato, and are available in Good Grain, Holistic or Vegan Formula. The Holistic Formula provides a totally grain and soy free alternative. Their Vegan formula is considered hypo-allergenic and is free of nuts, dairy, egg and yeast.

Michael LaRiche, founder (and as his business card reads: "Alpha Dog") of the company believes introducing this new product line at Super Zoo 2016 is one of the most important decisions he has made. "Taking the products from online marketing and introducing them to higher end retail buyers is why Super Zoo was a must this year. Exposing what I feel is a specialty treat to the pet industry is the only way to thrive," says LaRiche.

For more information on our products info@smartalexproducts.com. Or visit our website: smartalex-products.com. Phone: 949-800-6850, efax: 949-204-3845.



Vegetarian Garbanzo Bean Chews

Vegan
Garbanzo Bean Chews



Bark@home
Easy Mix Kit



Growlnola® Bites and Bars