



**FOR IMMEDIATE RELEASE**

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## Vital Essentials® Tabs VE RAW BAR™



**GREEN BAY, WI  
(June 2nd, 2016) -**

**[Vital Essentials®](http://VitalEssentials.com)**

presents the world's first ever Freeze-Dried **VE RAW BAR** for dogs.

VE RAW BAR features a smorgasbord of premium freeze-dried snack selections, including: Duck Feet, Duck Necks, Turkey Wing Tips, Chicken Necks, Pig Ears,

Turkey Tails, Twisted Cod Skins and Braided Bully Sticks. Rounding out the 11 item lineup are freeze-dried Rolled Salmon Skins, Bully Sticks and Turkey Necks.

VE RAW BAR debuted in the US in March at the 2016 Global Pet Expo in Orlando, Florida and internationally in May at the 2016 InterZoo in Nuremberg, Germany. The unique freeze-dried snack buffet for dogs received high marks from those who attended these international trade shows. "VE RAW BAR allows pet parents to select from a variety of individualized freeze-dried snacks, tailored to their dog's individual age, size, taste and preference" says Vital Essentials' CEO, Lanny Viegut. "VE RAW BAR is an inspiration that arose from consumers trending towards premium, freeze-dried raw foods, treats and snacks combined with their yearning for more choices."



VE RAW BAR is a turn-key retail arrangement that allows independent specialty retailers to create a new shopping destination within their stores...and generate a new incremental revenue stream. The VE RAW BAR ISO will include a VE RAW BAR branded neon lighted sign as well as branded display containers, branded shopping bags, and tongs, along with 1 case of each of the 11 new raw bar items. VE RAW BAR will be making its way into pet specialty retailers across the United States early this summer.



### About Vital Essentials® Freeze-Dried RAW Meat

Vital Essentials exclusive *VE freeze-drying* process retains all the active nutritional elements and allows the food to be safely and conveniently stored without refrigeration. We start with fresh, high-quality RAW USDA meats, bones, and whole organs. Then the 48 hour “slow” *VE freeze-drying* process locks in vital nutrients without cooking the RAW meat. The fresh, life-sustaining nutrients are NEVER lost during the *VE freeze-drying* process.



### About Vital Essentials®

***Vital Essentials***, maker of the ALPHA Prey-model diet, is the most tenured RAW pet food producer in the nation, providing RAW pet nutrition since 1968. The family owned company located in Green Bay, WI, manufactures high quality RAW frozen and freeze-dried pet food, snacks and treats. Sourced, made and packaged in the USA, every Vital Essentials product stands up to the same promise – Purely RAW, Instinctively Healthy.

[VitalEssentialsRaw.com](http://VitalEssentialsRaw.com)

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