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peaksNpaws to Debut Premium Yak Milk Chews at SuperZoo 2018

LAS VEGAS, NV – Denver-based peaksNpaws will introduce its customer-centric brand and line of premium yak milk chews to the worldwide pet product market at SuperZoo 2018. To celebrate their launch, peaksNpaws will offer a 15 percent discount on all wholesale orders placed during the SuperZoo trade show.

The launching product line is yak milk chews sourced directly from peaksNpaws's family-owned facility in Kathmandu, Nepal. Yak milk chews, which have grown in popularity over the past few years, are all-natural smoked cheese chews made from four simple ingredients: yak milk, cow milk, lime juice and a pinch of Himalayan salt. The chews are known as "churpi" in Nepal, where people have been enjoying them for centuries. The easily digestible chews are an alternative to animal bones and other chemically-treated products that can splinter and become dangerous for some dogs.

peaksNpaws chews are unique to the market based on their rustic packaging and the length of the aging process. All peaksNpaws chews are aged for an average of three to four months as they dry on covered, wooden racks, which makes them less likely to develop mold. The potential for mold is also eliminated by the jute bags in which all peaksNpaws chews are packaged. The plastic window on each bag allows people to see the chews inside and the breathable material lets dogs catch get a whiff of the faint smoked cheese scent.

"As the largest gathering of pet-loving businesses in the world, SuperZoo is the logical choice for us in unveiling our brand and yak milk chews," said peaksNpaws CEO Karan Jhunhunwala. "We are very proud of the company we've built so far and look forward to meeting dog lovers from around the world to continue to spread the news about this wonderful product."

Because all peaksNpaws chews come from peaksNpaws's own facility, the company controls the sourcing and extensive quality checks. If any chew arrives defected, peaksNpaws guarantees replacement.

In addition to their line of yak milk chews, peaksNpaws plans to introduce other fun, responsibly sourced dog products in the second half of 2018 in time for the holidays and will continue to make competitive pricing a priority.

For more information about peaksNpaws, visit www.peaksnpaws.com or contact info@peaksnpaws.com for wholesale inquiries.

NO preservatives
binding agents
artificial flavors
grains
gluten
corn, soy
GMOs
artificial colors
animal parts

About peaksNpaws

peaksNpaws brings high quality yak milk chews from the Himalayas, where they're sold in pet stores and online to bring these all-natural dog chews to the masses. Yak milk chews are an all-natural alternative to bones and animal parts products. Made with four simple ingredients, yak milk chews are easily digestible and come in a range of sizes. Founded by three lifelong friends in 2017, peaksNpaws is based in Denver, Colorado. Learn more at www.peaksnpaws.com.