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CARU PET FOOD ANNOUNCES NEW CAT STEWS

Company's First Cat Food Offering Joins Popular Dogs Stews

SuperZoo Booth #764

VERO BEACH, Fla. – Fans of Caru's cat treats have something new to be excited about this year. Launching this year, Caru® Pet Food is pleased to introduce their newest product line– Cat Stews. These classic stews for cats will come in four delicious flavors – Chicken, Chicken with Crab, Turkey and Wild Salmon & Turkey – and will join Caru's two dog stew lines, Classic and Daily Dish.

“We are thrilled to be adding another cat product to our lineup,” says Adrian Pettyan, Caru's CEO and Co-Founder. “Our delicious new cat stews are made with carefully crafted recipes that will please any picky eater and are fit for a healthy feline lifestyle.”

These specialized, limited ingredient natural diets look, smell and taste like a home cooked meal and can be served to cats in every life stage. Like Caru's dog stews, the cat stews are American-made in a human grade facility using human grade ingredients that are sourced in the USA. They're packed with added vitamins, minerals and taurine, and contain no GMO ingredients, grains or gluten.



All of Caru's stews for cats and dogs, as well as their bone broths, come in Tetra Pak® cartons. This BPA-free sustainable packaging keeps stews fresh without preservatives. Plus, the Tetra Pak® carton is made from up to 70-percent renewable materials that are post-consumer recyclable, making them eco-friendly. Once opened, the stews can be served, enjoyed and refrigerated for up to three days in the Tetra Pak® carton, without any metallic taste.

The cat stews come in a 6-ounce Tetra Pak® carton and are available for a suggested retail price of \$2.69 per carton. To learn more about Caru's human grade stews, visit www.CaruPetFood.com or call 855-330-CARU.

ABOUT CARU PET FOOD

Caru® means “to love” in Welsh and is also the name of the founders' beloved Golden Retriever, Karu. Working in close collaboration with a Ph.D. animal nutritionist, medical professionals Adrian and Pamela Pettyan created a complete line of naturally healthy stews and treats for dogs that look, smell and taste just like homemade. Caru Natural Stews are proudly made with 100 percent human grade ingredients and are produced with integrity in a human grade facility. Additionally, they are the first USA-made pet food to be packaged in Tetra Pak® cartons, which offer significant advantages for pet parents versus conventional cans. The healthful brand also offers delicious, human grade Bone Broth treats along with a complete family of award-winning Soft 'n Tasty Treats available in assorted Bar and Bite variations. For the full story, visit www.CaruPetFood.com.

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Media Note: Interviews and photos are available.



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CARU DAILY DISH INTRODUCES TWO NEW FLAVORS FOR DOGS TO ENJOY

New Additions Will Complement Existing Stew Line

Global Pet Expo Booth #764

VERO BEACH, Fla. – Adding to their everyday value line of stews, Caru® Pet Food crafted two new delicious Daily Dish™ flavors: Turkey and Turkey with Wild Salmon. These stews join the four existing flavors (Beef, Chicken, Beef with Chicken and Turkey with Lamb) for a well-rounded collection of flavor profiles for pups to enjoy. Like the rest of Caru’s food and bone broth offerings, Daily Dish stews are made in a human-grade facility with human-grade ingredients and are completely grain free.

“We know many dogs have allergies or aversions to certain proteins so we wanted to expand our current offering with that in mind,” comments CEO & Co-Founder Adrian Pettyan. “The Turkey and Turkey with Wild Salmon stews provide adequate daily nutrition and give pet parents a wider array of options to suit any dietary needs. Plus, they taste delicious and are affordable for everyday feeding.”

These hearty stews are made with non-GMO ingredients and do not contain any wheat, gluten, soy ingredients or animal by-products. The protein in Daily Dish stews comes from meat, poultry and fish, as well as chickpeas, flaxseed and egg whites. The stew line looks, smells and tastes like a home cooked meal.

All of Caru’s Classic and Daily Dish Stews for dogs are made in the USA and come in Tetra Pak® cartons. This BPA-free sustainable packaging keeps stews fresh without preservatives. The Tetra Pak® is made from up to 70-percent renewable materials that are post-consumer recyclable, making them eco-friendly. Once opened, the stews can be served, enjoyed and refrigerated for up to three days right in the Tetra Pak carton, without any metallic taste. Daily Dish Stews come in a 12.5-ounce Tetra Pak® carton.



The suggested retail price for these stews is \$2.99 per carton. To learn more about Caru’s human grade Daily Dish Stews for dogs, visit www.CaruPetFood.com or call 855-330-CARU.

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