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FOR IMMEDIATE RELEASE

Einstein Pets Showcasing New "Luau Time" Seasonal Treat at SuperZoo 2018

Einstein Pets, leader in the innovative pet treat category, showcasing their new "Luau Time" Hawaiian-inspired Oven Baked, USA-Made Heart-Shaped Seasonal Treats for Dogs at SuperZoo in Las Vegas on June 26 – 28, Booth #2915

Sarasota, FL – May 3rd, 2018 – Einstein Pets, leader in the innovative pet treat category, will exhibit once again at SuperZoo, the most-attended pet industry trade show in North America. This year, Einstein Pets will be showcasing Luau Time, a Hawaiian-inspired seasonal treat in loveable bite-sized heart shapes morsels, perfect for all dogs. Stop by their Booth #2915 to view Einstein Pets full treat line, all of which include healthy and all natural ingredients that retailers and pet parents love. Plus, keep your calendar open for Wednesday, June 27th at 2:00pm to "get lei'd" for the Luau Time Party!

Luau Time make for a high-protein, low-fat alternative to conventional treats, perfect for training sessions, stuffable toys or sprinkling on top of food. Einstein Pets slow bakes their treats ensuring the flavors are the same as an authentic Luau, roasted pulled pork with island taste of fresh pineapple, ginger and coconut – yummy!

Luau Time dog treats is handcrafted from natural and nutritious, premium raw ingredients in the USA. The treats are produced in small batches with only seven ingredients. This wheat, corn and soy free recipe includes wholesome ingredients like natural oat flour, honey, pork, pineapple, coconut, and ginger. These ingredients are all blended together using Chia seed.

"We're very excited to feature our new seasonal Luau Time treat this year's SuperZoo,"

expresses Kelly Ison, CEO of Einstein Pets, "The Hawaiian-inspired flavor makes for a perfect treat to share with your pup during the summer months. We encourage everyone to stop by our booth for some product samples and tastings for the four-legged attendees (and you) too!"

On Wednesday, June 27th, SuperZoo-goers can stop by booth #2915 to say "Aloha," get a Hawaiian lei, and celebrate the new Luau Time seasonal treats. It will be a fun way mix and mingle with other industry professionals and view the full Einstein Pets innovative product line firsthand.

Sit. Play. Treat. – Einstein Pets Dog Treats! Available in 8oz and new 2oz Juniors bags, in six delicious flavors: PB'N Jelly Time, Cha Cha Coconut, Pumpkin Time, Turkey Time, Black & Whites and Sweet Potato. To learn more about Einstein Pets and its products, please visit <http://www.EinsteinPets.com/>.

About Einstein Pets: Headquartered in Sarasota, FL, Einstein Pets was founded in 2012 and is a socially responsible, award-winning pet industry leader in all-natural low-calorie dog treats. Einstein Pets will never waiver from its commitment to using only all-natural, organic ingredients in each dog treat it brings to market – sourced and made in the U.S.A. with no animal by-products, no artificial flavors or colors, and no artificial preservatives. As Einstein Pets has grown, it has remained devoted to making healthy, heart-smart, and easily digestible all-natural treats for dogs, because a long and happy life has their tails wagging with good nutrition. Einstein Pets uses only premium real ingredients such as coconut oil, Chia seed, and oat flour – making them easily digestible, full of fiber and protein and good for an overall balanced diet.

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#luauwitheinstein

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