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## JIMINY'S TO INTRODUCE NEW LINE OF CHEWY DOG TREATS AT SUPERZOO 2018

Emerging Dog Treat Brand Launches Thoughtfully-Designed Training Treat with Recyclable Packaging to Uphold Dedication to Sustainability

**BERKELEY, CA (June 20, 2018)** – Jiminy's ([www.jiminys.com](http://www.jiminys.com)), a delicious, nutritious and sustainable dog treat brand, is excited to launch its Chewy Cricket Treat at SuperZoo this summer. Making its new product debut this June, Jiminy's couples nourishment with sustainable, earth-friendly ingredients.

Jiminy's is determined to change the way dogs get their nutrition by replacing animal protein with cricket protein. Jiminy's sees crickets as a healthy, sustainable and humane alternative to grazing cattle and other meat sources, which require far more resources to produce protein and emit large amounts of greenhouse gases. Crickets are also incredibly high in protein, great for building muscle, high in omegas, and high in fiber and other nutrients.

Jiminy's Original Cricket Cookie, which launched in summer 2017 and comes in three different flavors, only scratches the surface of how this sustainable dog treat business is transforming the pet food industry. With the launch of the Chewy Cricket Treat this June, Jiminy's incorporates thoughtful design as a training treat for dogs with wholesome ingredients like sweet potato, peas, oats, and crickets for a low-calorie, delicious and nutritious option. Maintaining its mission of sustainability, the new Chewy Cricket Treat now comes in recyclable packaging.

"At Jiminy's, we are dedicated to taking care of our planet and ensuring our furry little friends consume good, wholesome, nutritious foods," said Anne Carlson, the company's founder and CEO. "We feel inspired and proud to be reducing the 'carbon pawprint' by embracing new protein alternatives that ensure the health of our dogs and create sustainable habits."

Moving forward in June, Jiminy's Chewy Cricket Treat will be available in over 200+ stores nationwide, expanding the Jiminy's palate and reach nationwide.

For more information about Jiminy's, please visit [www.jiminys.com](http://www.jiminys.com).

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### **About Jiminy's**

At Jiminy's we make sustainable pet food and treats using cricket protein. Jiminy's products nourish our pets and promote long-term stewardship of the earth. Jiminy's mission is to be a positive force for change, making sustainable and humane choices while mindful of the bigger picture.