



## For Immediate Release

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Redbarninc.com

## Redbarn Pet Products® Debuts Protein Puffs and Rawhide Alternatives at SuperZoo

*Exciting New Limited Ingredient Treats & Chews Aid in Pets' Development*

Redbarn Pet Products, a premium manufacturer of pet food, treats, and chews, will be showcasing new products during SuperZoo at the Mandalay Bay Resort & Casino in Las Vegas, NV. at **booth 2021**. Since 1996, Redbarn Premium Pet Products has manufactured products with the health and safety of our customers' pets in mind. This year's new additions to our product line include Redbarn Protein Puffs for cats and dogs and rawhide alternatives including Redbarn Natural Chew-A-Bulls, Redbarn Odor-Free Bully Sticks, Redbarn Tripe Twist, Redbarn Braided Esophagus Stick and Rings, and Redbarn Puff Braid! "Every year we strive to release innovative, high-quality treats and chews," said Redbarn co-owner Howard Bloxam. "We are confident that our new products will give our customers treats and chew worth getting excited about," added Redbarn co-owner Jeff Baikie.

Redbarn has partnered with one of the largest caseinate suppliers in the world to bring you our latest line of innovative treats for cats and dogs- **Protein Puffs!** Derived from human-grade caseinate, both of Redbarn's Protein Puffs for cats and dogs are a low-calorie source of protein and essential amino acids. These healthy treats are low fat, packed with 75 percent protein, less than one calorie per treat, and help support muscle development. Light and crispy, Redbarn Protein Puffs are a clean label treat containing absolutely no artificial colors, preservatives, wheat, corn, soy, grains, or gluten. Plus, Redbarn is proud to manufacture our Protein Puffs in the USA, guaranteeing both [high standards for quality assurance](#) and American jobs. "Redbarn could not be more delighted about the new partnership that allowed us to develop this unique treat full of protein and limited ingredients for cats and dogs", said Redbarn Director of Product Development Lindsay Tracy.

Chew-A-Bulls® has long been a Redbarn fan-favorite- and now they're **new and improved** to better meet the needs of pets and pet parents. Redbarn's **Natural Chew-A-Bulls®** are processed more naturally and no longer include ingredients like chicken meal, sorbitol or cellulose. While many comparable treats on the market today use fillers, chemicals and artificial additives, Redbarn has chosen to only use premium, natural ingredients to ensure our pet parents always get formulas they can trust. As a natural rawhide alternative, Natural Chew-A-Bulls® are grain-free, easily digestible and safe to eat. But our Natural Chew-A-Bulls® aren't just healthier for your dog, they taste better! We outsourced a two-day study to ask the most important judges, dogs. When simultaneously offered the new and old formula, Natural Chew-A-Bulls® were preferred a majority of the time! Available in peanut butter or beef and a variety of



shapes and sizes, pet parents can feel good about treating their dog to our nutritious and delicious Natural Chew-A-Bulls®.

**Redbarn's Odor-Free Bully Sticks** are slow roasted to create a tasty, durable chew. And just like our original Bully Sticks, Redbarn's Odor-Free Bully Sticks are a natural, single-ingredient chew made from free-range, grass-fed cattle. These long-lasting chews are 100% natural and completely free from artificial colors, flavors, or preservatives, as well as wheat, corn, soy, grains and gluten. [Redbarn has over 20 years of experience](#) delivering high-quality natural dog treats and chews to our customers. Redbarn's No-Odor Bully Sticks are thoroughly inspected in our FDA-approved facility in Great Bend, Kansas and adhere to stringent USDA and FDA standards. Safety and quality are our top priority! Odor-Free Bully Sticks come in a variety of boredom-busting shapes and sizes that help support your dog's dental hygiene, including our Odor-Free Bully Braid and Bully Spring. "Dogs love our Bully Sticks. However, some customers can be put off by the strong smell," explained Redbarn President Jeff Sutherland. "Our team came up with a way to address the odor while still providing a safe, natural chew that dogs can still enjoy."

**Redbarn's Tripe Twists™** are a natural, single-ingredient beef tripe chew sourced from free-range cattle. A great rawhide alternative, Tripe Twists™ are a flaky, savory, highly palatable chew. Tightly twisted, this fun and unique design keeps dogs of all ages and sizes entertained! And as a clean label treat, they're completely free from artificial preservatives and chemicals. Plus, Tripe Twists™ help support your dog's dental health; the mechanical action of chewing gently scrapes harmful plaque buildup off of teeth and helps prevent periodontal diseases.

**Redbarn's Braided Esophagus Sticks and Rings** are a beautifully braided chew that helps support healthy teeth and gums by breaking down plaque and tartar buildup. It also provides mental stimulation, helping to relieve boredom and frustration. These innovative dog chews are tightly wound to create a durable chew with a fun, compelling shape dogs happily puzzle over. These dynamic chews are also high in Omega-3 Fatty Acids which helps support a healthy skin and coat. As a single-ingredient beef chew, Redbarn Braided Sticks and Rings are free from grain and gluten with no added salt or sugar.

**Redbarn's Puff Braid** is an excellent rawhide alternative for light chewers! Puff Braids, a single-ingredient beef chew, provided dogs with a similar chewing experience as rawhide, but with a few added benefits. For example, Redbarn Puff Braids are a unique source of chondroitin and glucosamine which helps support joint health (mobility and movement). And like many Redbarn Products, these engaging chews are grain and gluten free with no added salt or sugar! "Redbarn is dedicated to creating chews for all dogs with the pet parent's preferences in mind," said Redbarn President Jeff Sutherland. "Redbarn's new Puff Braids are a highly digestible chew that not only keeps your pet entertained but aides their health as well."



Choose natural chews, treats, and foods that are nutritious and help support your pet's body functions and overall health. Choose Redbarn, simply the best!

**About Redbarn Pet Products, LLC:**

In 1996, Redbarn co-owners and lifelong friends Jeff Baikie and Howard Bloxam recognized the need for a wholesome dog food that was developed, produced and sold with integrity, honesty and only quality ingredients. They developed the signature Redbarn Rolled Food, an enhanced food with over 93% digestibility. Soon, they began manufacturing premium, grass-fed bully sticks and other natural chews. In 2013, responding to customer's demands, Jeff and Howard created the grain-free Redbarn for Cats line. Redbarn is proud to be celebrating more than 20 years of providing products and information to help our customers in making educated, nutritious decisions for their pets.

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