

FOR IMMEDIATE RELEASE



Pets Global to Launch New Pet Food Products at SuperZoo in Las Vegas

Attendees of largest pet industry trade show in North America to have exclusive preview of dog recipe and bars

(VALENCIA, Calif.)—July 8, 2019—[Pets Global](#), an independent holistic wellness company and the parent company of world-renowned brands [Fussie Cat](#), [Zignature](#) and [Essence Pet Foods](#), is pleased to announce the official release of their new dog food products at [SuperZoo](#) in Las Vegas: Essence Limited Ingredient Recipe (LIR) and Zignature Ziggy Bars Dog Treats.

The three-day event is scheduled for August 20 through August 22 at the Mandalay Bay in Las Vegas. These exciting developments will be shared with attendees for the first-time at the premier pet retail event and allow pet owners the opportunity to receive free samples of the products for their four-legged friends.

The brand's line, Essence, created pet food that contains 85%+ animal protein ingredients in all its recipes, which is true of their new Limited Ingredient Recipe. The new recipe will be available to attendees seeking pet food free of legumes, potatoes and gluten but that still want fiber-based sources such as quinoa and pumpkin, which is great for digestive health and sensitive stomachs. Additionally, Zignature will be showcasing its new Ziggy Bars, offered in the brand's 13 current dry dog food formulas. The bars were created in effort to aid in training due to its bite-sized morsel design.

"Our customers view their pets as an extension of their family, and as a result, they expect our formulas to include the best possible quality and ingredients. These latest brand extensions are further proof of our commitment to their pets," said Neil Thompson, Vice President of Sales for Pets Global. "We've focused a great deal of time and research ensuring we're creating quality products full of nutrients so that our customers can feel confident that they're feeding their dogs food that will improve their overall wellbeing."

Essence LIR and Zignature Ziggy Bars Dog Treats are available at (across) every pet retail store that carries the Pets Global label. With a commitment to creating meat first, limited-ingredient products that are hypoallergenic, grain-free and low glycemic, Pets Global has become one of the largest independent brands in the pet industry in just nine years. The company currently offers a wide variety of products including 13 different formulas of its Zignature line, three formulas of Essence dog food and three formulas of Essence cat food, with proteins ranging from turkey and venison to duck and salmon. Pets Global is also gearing up to launch two different types of treats and has several line extensions for its Zignature brand in the works, furthering future growth.

During the three-day event, Pets Global will also be recognized by Pet Business Magazine's 2018 Retailer of the Year, Pet Pros, as one of the retailer's most loyal partners. The celebration will take place at an exclusive dinner party hosted by the publication on August 20.

"We're proud to be considered such an integral member of so many of our retailer's teams. This recognition by Pet Pros is a testament to our family at Pets Global and the strong relationships we've been able to establish with our partners over the years," said Thompson. "We're honored to be a part of this experience and look forward to celebrating with the Pet Pros team."

ABOUT PETS GLOBAL

Pets Global is a family owned and independent holistic wellness pet food company based out of Southern California with products sold in more than 7,000 stores globally. They are leading the industry in high quality formulas for both cats and dogs, while creating new and innovative products to meet the growing nutritional needs of pets. For more information about Pets Global, please visit: www.pets-global.com. For more information about their products Zignature, Fussie Cat and Essence, please visit: www.zignature.com/, www.fussiecat.com/ and <https://essencepetfoods.com/>

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