



SquarePet Nutrition to Make Debut Appearance at SuperZoo 2019, Booth #605

AUSTIN, TX – SquarePet Nutrition LLC, is excited to announce that it will be exhibiting for the first time at SuperZoo 2019. SquarePet is a family-owned pet food company headquartered in Austin, TX. Featuring formulations created by its' veterinarian owner/co-founder and a family of pet food industry professionals, SquarePet's unique family-owned business stands alone among other pet food brands. SquarePet's sole mission is to create innovative nutritional products for preventative health and pet longevity for a happier life, full of playful companionship for all our beloved pets.

A HISTORY OF INNOVATION

SquarePet is proud and excited to continue a proven history of pet food innovation to SuperZoo 2019. Faithful to the mission set forth decades prior by Natura Pet Products, SquarePet Nutrition is excited to introduce the following innovations at Super Zoo 2019:

- The 1st Meat-Free formula to utilize cage free whole eggs as the #1 ingredient.
- **High Meat, Low Carbohydrate** diets made without peas, legumes, lentils or potatoes. If you like the nutrition delivered by raw diets, you'll love SquarePet HMLC formulas.
- Over the counter Veterinary Formulated Solutions for Sensitive Skin and Digestive Support.

THE FOUNDERS/PARTNERS

In the early 1990s, **Peter Atkins** (father of Travis and Tyler) co-founded Natura Pet Products in San Jose, CA and helped to pioneer pet food industry changing innovations including the use of fresh meats, fruits and vegetables, the use of probiotics and prebiotics, creating the first true limited ingredient diet and, most notably, creating EVO, the very first high meat, low carbohydrate no grain dry pet food.

Travis Atkins DVM earned his Doctorate of Veterinary Medicine from UC Davis and has worked as a family practice and emergency medicine veterinarian. Travis is a member of the AAVN (American Academy of Veterinary Nutrition) and brings a very rare combination of practical veterinary medicine knowledge and pet nutrition expertise to the serious work of developing healthful, nutritious and safe products for SquarePet.

Taking the sales and marketing leadership role for SquarePet, **Tyler Atkins** has enjoyed a highly successful 15 year run in sales, most notably, a 13 -year career in the Medical Device Industry. Tyler brings his extensive sales experience and knowledge to SquarePet as a vital component to the family-owned business.