



**FOR IMMEDIATE RELEASE:**

JULY 17, 2019

**CONTACT:**

KENN MANZEROLLE

[kenn@treatworx.com](mailto:kenn@treatworx.com)

416-476-8419

**TREATWORX DOG TREAT COMPANY TO LAUNCH NATURAL DOG TREAT LINE AT SUPERZOO  
TORONTO, ON**

The Treatworx Dog Treat Company, from Toronto ON, will be launching its line up of natural dog treats to the US market at SuperZoo 2019. This line up was launched in Canada in 2018 and has seen solid growth and market penetration, and in 2019 has partnered with Animal Supply Co, from Irving TX and Lambert Vet from Fairbury, NE, to bring the product to the US specialty market.

Treatworx was borne in late 2017, out of our desire to bring the best and simplest pet treat items that deliver on what you, the discerning consumer, are looking for. Treatworx sources our ingredients from the best suppliers, and we are constantly looking for even better options for your pets. We aim for simple ingredients that you can recognize and feel good about giving to your furry family members.



“We pride ourselves in bringing only the best products to market, made with the finest ingredients, and always without those ingredients your pets don’t need, such as grain, fillers, and artificial additives,” says Kenn Manzerolle, VP Sales & Marketing. “We wanted to use SuperZoo as our launching point as we have built up a solid game plan over the past year with a securing a US warehouse, distributor partners, and retailer support and wanted to have these elements in place before trying to enter the US market. SuperZoo offers us the best timing prior to the holiday buying season to hit the ground running.”

Give Treatworx products a try, you won’t be disappointed. Come check out the line at Booth #668 or visit the website [www.treatworx.com](http://www.treatworx.com) for more product information.