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"What's New Section"



## BareItAll Petfoods Debuts New *RiverBites* – Fish Treats for Felines! Sustainable, All-Natural Pet Food Makes Big Splash at Global Pet Expo in Orlando

Chicago, IL, March 2017 – **BareItAll Petfoods**, the award-winning all-natural pet food company from Chicago, announces the debut of **goBare *RiverBites***, a nutritious and protein-rich line of treats formulated exclusively for **cats** at Global Pet Expo in Orlando, FL. This new line joins BareItAll's award-winning **goBare** dog treat/snack line. This innovative and fast-growing startup continues to gain momentum and attention as pioneers making healthy, transparent, and environmentally-friendly pet treats made from the fresh-caught invasive Asian Carp species.

This new Cat Treat line includes three new products specially formulated for our feline friends: goBare **RiverBites** (freeze-dried whole ground, cubed Asian carp), goBare **Blueberry River Bites** (freeze-dried Asian carp with fresh blueberries) and goBare **FilletBits** (flavorful freeze-dried fillets with skin on, fun chew treats!) Each variation is poised to create 'feline fan frenzy!'



Everything packaged in goBare's new environmentally friendly rice-paper packaging...safe, non-toxic and bio-degradable packaging.

Packed with only the most essential vitamin-rich ingredients, RiverBites are derived exclusively from wild caught Asian carp and no other ingredients! RiverBlues will keep cats content all day long with a blend of Asian carp and, that's right, fresh blueberries – that's puuurfect nutrition, a perfect flavor profile for a cat. BiteFilletts will bring out the 'wild' in your kitty. It is a freeze-dried Asian carp fillet with the skin on – providing a delicious and nutritious chew treat. As with the other pet products from BareItAll, the show stopper in all of its treats is the protein-rich Asian carp, offering the same nutritional profile as salmon without high levels of mercury nor the Japanese tapeworm that are infiltrating salmon and trout in the Northwest.



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True to its name, BareItAll is committed to complete transparency, conservancy and health. There are no secrets or hidden ingredients. They spell it all out on the packaging; pure, organic, healthy ingredients – that taste good, do good and are good (for pet health!). All BareItAll pet foods are all natural, grain-free, soy-free, corn-free and environmentally friendly.

### **Saving the Environment...*One Pet at a Time***

**BareItAll's** breadth of omega-rich, nutritious pet treats & snacks (for dogs and now for cats) is derived primarily from wild-caught Asian carp. An environmentally destructive, invasive fish annihilating prominent waterways in the US, and now threatening the Great Lakes. Invasive, yet bountiful and incredibly healthy.



Call it an AHA moment - founders of BareItAll, Logan Honeycutt and Michael Cody, both avid fisherman/outdoorsmen and dedicated dog rescue advocates came up with BareItAll while fishing. "There is abundance of [invasive] Asian Carp in the Midwest, they have virtually no mercury and are extremely healthy...it is a safe, renewable protein source. We wanted to create a nutrition-rich food that solved problems instead of creating new ones, and our process and approach had to be transparent new solution, [hence, the name...] that

benefits pets, our waterways, the environment at large, and even the fisherman – commercial and sport alike," explains Founders Michael Cody and Logan Honeycutt. "The feedback has been tremendous, and now BareItAll is busy growing, but sustainably and strategically – just like our line of products." **BareItAll's** strategic approach to problem solving does good for the shared waterways, some speculate that this innovation may just save our rivers, lakes and streams from this pervasive species, while making dogs and now cats happy and healthy.

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