



FOR IMMEDIATE RELEASE
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Ingredients Thought Out, Nutram Delivers Innovative, Holistic Recipes to Pets

Visit Nutram at Global Pet Expo 2017, Booth #2783 and discover the most balanced and optimized natural pet food.



Ontario, Canada- Meet Nutram, a pet wellness company with a holistic, nutrition-first approach to nourishing our pets' total wellbeing.

Now available in the United States, Nutram's certified nutritionists and holistic experts carefully craft each recipe, and pair specific ingredients together that, when combined, complement one another to deliver truly holistic benefits.

"At Nutram, we believe that a pet's wellness begins from the inside-out," said Heather McKay, Nutram's Associate Brand Manager. "When you nourish what's on the inside, you begin to see those benefits on the outside. That's why we carefully select and pair our all-natural ingredients to ensure that pets receive the maximum nutrient absorption, plus the holistic benefits of their combinations."

The secret to Nutram's very unique approach is in their Optimum Combinations™. Utilizing holistic discipline to support each individual ingredient selection, Nutram carefully thought out each ingredient and paired them strategically, and in a truly holistic way to amplify the various benefits. Nutram recipes are highly digestible, allowing pets to absorb more essential nutrients, and recipes are tailored and available in three specific categories:

- **Nutram Sound Balanced Wellness®**- which offers holistic recipes that are crafted and cooked specifically for each stage of life.
- **Nutram Ideal Solution Support®**- which offers holistic and natural food crafted and cooked to support specific nutritional needs of your pet such as: weight control, skin, coat & stomach, and indoor lifestyle (cats only).
- **Nutram Total Grain-Free®**- providing pets with all the benefits of Nutram food, but in a grain-free solution.

Nutram's recipes are naturally preserved, using meat grown without the use of hormones. All recipes are also wheat, tapioca, soy, potato and corn-free.

Nutram recipes ensure pets receive the maximum nutritional benefits of each ingredient, without the fillers and added supplements. Committed to total pet health and wellness, Nutram's pet food is proudly made in Canada with the finest ingredients at a self-owned, premium pet food manufacturing facility with more than 30 years of experience and success in the Canadian and international pet food industry. For more information, visit: <http://www.nutram.com/>

For media inquiries, hi-res images or interview requests, contact Kerry Sutherland, K. Sutherland PR, Kerry@KSutherlandPR.com or (775) 360-6101.

About Nutram

Nutram Pet Products is a 100% Canadian owned and operated, privately held company with more than 30 years of pet food manufacturing experience. Located in Elmira, Ontario, Canada, they produce super premium dry dog and cat food that can be found in over 25 countries worldwide. Nutram was first developed in 1993 and joined Elmira Pet Products in 2009. In 2015, Nutram was introduced to the American pet industry and consumer. With an extensive history and list of product innovations in the pet food industry, Nutram truly is Canada's Pet Food Experts! Learn more at www.nutram.com.

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Introducing Nutram T27 and T28, Crafted Specifically for Small and Toy Breed Dogs

Visit Nutram at Global Pet Expo 2017, Booth #2783 and discover the most balanced and optimized natural pet food.



Ontario, Canada- Nutram has recently announced the addition of two new product sizes to their comprehensive line of holistic dog and cat food. The **Nutram T27 Grain-Free “Chicken & Turkey”** and **T28 Grain-Free “Trout & Salmon Meal”** recipes have been crafted and cooked to meet the specific health needs of small and toy dog breeds.

“Our smaller dogs have very specific and important nutritional needs,” said Heather McKay, Associate Brand Manager. “At Nutram, we are committed to creating the most optimized holistic pet food in the market, with a strong focus on nutrition and pet health. We are thrilled to be introducing these two new products at Global Pet Expo, and believe this launch also demonstrates our commitment to constantly expanding our product offerings to meet consumer demands and ultimately, ensures that our pets’ nutritional needs are met.”

The secret to Nutram’s very unique approach is in their Optimum Combinations™. Each recipe is crafted with all-natural ingredients, strategically paired to complement one another and deliver various holistic benefits. The Nutram T27 and T28 recipes are now both conveniently packaged in 6 lb. and 15 lb. bags.

Nutram recipes ensure pets receive the maximum nutritional benefits of each ingredient, without the use of fillers and added supplements. All Nutram recipes are highly digestible, allowing pets to absorb more essential nutrients using all-natural ingredients and meats grown without the use of hormones. Committed to total pet health and wellness, Nutram's pet food is proudly made in Canada at a self-owned, premium pet food manufacturing facility with more than 30 years of experience and success in the Canadian and international pet food industry. For more information, visit: <http://www.nutram.com/>

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