

**FOR IMMEDIATE RELEASE**  
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## **Complete Natural Nutrition is Acquired by Parkers Pet Provisions**

*-Pill Buddy Naturals, Off Leash, Terrabone, Cheese Please, and more join the Parkers  
Pet Provisions family of products.-*



# **CompleteNaturalNutrition™**

*Visit us at Global Pet Expo 2017 to learn more, Booth #467*

**Orlando, Fla.-** Andrew Morrison, co-founder and CEO of Parkers Pet Provisions, is thrilled to announce today that the company has acquired [Complete Natural Nutrition](#).

Complete Natural Nutrition (CNN) has been a leader in natural pet treats since 2005. CNN is known for brands including Pill Buddy Naturals, Off Leash, Cheese Please, Crunch Skins, Terrabone, and more. Its product lines are each comprised of some of the best natural recipes and ingredients available.

“They are the perfect addition to our family of natural products,” Spyq Sklar, Co-Founder and President said. “We were very impressed by their industry-leading recipes, and we’re excited to work with our independent retail and distribution partners to share these products with pet parents around the world.”

Parkers Pet Provisions, based in San Francisco, is dedicated to providing dogs the same healthy snacks we'd feed our pets. The brand's signature Parkers™ Jerky Dog Treats offer 100% wholesome, Made in the USA, nutritious, super moist treats that are made with human-grade ingredients and free of glycerin, artificial preservatives, wheat, corn, soy, grains and gluten.

“As experienced pet specialty retailers, brand builders and operators ourselves, we know how important it is to provide the tools, support and reliability needed for success,” Morrison added. “Bringing CNN into our product family will allow even more pet parents worldwide to experience and enjoy these high-quality, all natural products.”

For more information about this acquisition, or to request hi-resolution product images, company logos or an interview, please contact Kerry Sutherland at K. Sutherland PR, (775) 360-6101 or [Kerry@KSutherlandPR.com](mailto:Kerry@KSutherlandPR.com).

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## **Pill Buddy Naturals Adds New “Meat Free” Recipes to Product Line**

*-The healthiest and tastiest way to easily feed medicine now  
offered in two delicious peanut butter recipes.-*

*Visit us at Global Pet Expo 2017 to learn more, Booth #467*

**Orlando, Fla.-** Parkers Pet Provisions is thrilled to announce two new meat-free peanut butter recipes have been added to the Pill Buddy Naturals product line.

Like all Pill Buddy Naturals products, the new flavors, **Peanut Butter & Banana** and **Peanut Butter & Apple**, are free of corn, wheat, soy and anything artificial. They are “marinated” in an exclusive blend of natural ingredients that provide excellent mouth-feel, impact and texture, providing a unique surface for the treat to be swallowed whole. This ultimately prevents the dog from biting into bitter tasting medicine and spitting it out.

Pill Buddy Naturals is the healthy pill treat. An all natural product with fewer and better ingredients than alternatives on the market. It is designed to accommodate almost any size pill or capsule intended for dogs, and they are easy to deliver. Pet parents simply “push, squeeze and feed”. After the dog finishes its medicine, Pill Buddy Naturals make a delicious soft and chewy treat for any time he deserves one.



Each treat is wrapped in pairs to preserve freshness and functionality and prevent drying and cracking. Pill Buddy Naturals are also available in individually wrapped pairs, allowing retailers the opportunity to offer their customers single servings.

Made in Canada, Pill Buddy Naturals are available in 30-count bags, retailing for \$10.49.

For more information, or to request hi-resolution product images, product samples or an interview, please contact Kerry Sutherland at K. Sutherland PR, (775) 360-6101 or [Kerry@KSutherlandPR.com](mailto:Kerry@KSutherlandPR.com).

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## **Complete Natural Nutrition Introduces “Chirpies”**

*-Environmentally friendly and sustainably sourced, these healthy dog treats are an excellent meat-free unique protein.-*



***Visit us at Global Pet Expo 2017 to learn more, Booth #467***

**Orlando, Fla.-** Parkers Pet Provisions is pleased to introduce the newest brand by Complete Natural Nutrition, **Chirpies**.

These tender treats are made with cricket flour, and are grain free to provide a safe, unique-protein rich option. Chirpies are great for dogs with allergies and food sensitivities to conventional meals. A nutritional powerhouse, cricket flour provides dogs with 2x more protein than beef, more iron than they would receive from spinach, more calcium than milk and all essential amino acids.

The crickets used in Chirpies are strictly organic and GMO free. They are raised under highly controlled conditions for human consumption and then milled into a healthy flour.

“When you consider the benefits to the environment and to everyone’s health, we think it’s clear that cricket flour will be a part of the future for both pet and human foods,” Spyq Sklar, Co-founder and President said.

Dogs will love this delicious and healthy new line of treats, offered in three flavors: Carrot Pumpkin Pie, Crazy Coconut and Mango Madness.

Made in Canada, Chirpies Dog Treats are available in 5.29 oz bags, retailing for \$6.99.

For more information, or to request hi-resolution product images, product samples or an interview, please contact Kerry Sutherland at K. Sutherland PR, (775) 360-6101 or [Kerry@KSutherlandPR.com](mailto:Kerry@KSutherlandPR.com).

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## **Pack a Nutritious Punch with New, All-Natural Parkers™ Dog Treats**

*Parkers' wholesome Jerky Treats for Dogs are perfect for training, rewarding or snacking.*

***Let's Meet at Global Pet Expo 2017, Booth #467***

**(San Francisco, Calif.)** – Who says jerky dog treats need to be hard, dull, unhealthy sticks intended to occupy a dog, but not truly reward?! With the introduction of Parkers™ Jerky Treats, pet parents can now offer a 100% wholesome, Made in the USA, nutritious jerky treat, designed for on the go activities, anytime training, or just as an everyday reward for any size dog. These super moist treats are made with only the best, human-grade ingredients and are free of glycerin, artificial preservatives, wheat, corn, soy, grains and gluten.

Available in four tasty flavors: beef, chicken, pork and turkey, one pack contains over 30 nutritious jerky treats. Naturally delicious and meaty, each Pocket Pack of Parkers jerky contains 25% crude protein, 15% crude fat, 4% crude fiber and 38% moisture for additional hydration. Plus, the tasty and nutrient dense jerky treats come in small, resealable Pocket Packs for easy stowing and access. Parkers is the best way to take a nutritious treat for your dog anywhere.

“Now with Parkers, pet parents can have a nutritious, all-natural healthy treat with them when they are on the go,” said Andrew Morrison, co-founder and CEO of Parkers. “It’s a high value reward that any pet parent can really feel good about treating to their dog.”

With a mission to provide dogs the same healthy snacks we’d want to give ourselves, Parkers™ is the nutritious human-grade treat suitable for every dog’s diet. Each resealable 1.25oz Parkers™ Pocket Pack retails for \$5.99 and can be purchased online at [www.parkerstreats.com](http://www.parkerstreats.com).

For media inquiries, hi-resolution images or interview opportunities, contact Kerry Sutherland at K. Sutherland PR,



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***About Parkers™***

*Parkers™ offers a complete line of wholesome, human-grade, Made in the USA jerky dog treats. Perfect for on the go activities, anytime training, or just as an everyday reward for any size dog, Parkers™ treats are free of glycerin, artificial preservatives, wheat, corn, soy, grains, and gluten, making it suitable for any dog's diet. Offered in a convenient, resealable package, Parkers™ treats are perfect for active dogs and their active owner's lifestyle. To learn more about Parkers™, visit [www.parkerstreats.com](http://www.parkerstreats.com).*



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## **Introducing FetchFuel™ OMEGA and FetchFuel™ BELLY from the makers of FetchFuel™ ACTIVE**

*Visit us at Global Pet Expo 2017, Booth #467*

**(San Francisco, Calif.)-** A complete and balanced diet is critical to a dog's vitality and longevity. In many cases, dog food can fall short on providing the necessary nutrients for dogs to thrive, leading pet parents to turn to supplements for their dogs. However, the expensive pills, messy powders and filling treats can be hard and stressful to serve, or a fattening part of their diet. Now thanks to FetchFuel™, pet parents have a complete line of supplement solutions with ACTIVE, OMEGA and BELLY designed to simply squeeze on a dog's food daily. All FetchFuel products are produced with human grade ingredients at the company's California based human-grade facility, giving dogs the highest quality nutrition, delivered in a convenient and delicious way. With their savory, natural flavors, all FetchFuel products are developed free of corn, wheat and soy.

FetchFuel™ OMEGA is a revolutionary blend of 100% wild Alaskan fish oil, olive oil, and organic coconut oil for dogs, providing support for healthy skin and coat, as well as boosting energy and helping the immune system of dogs.

FetchFuel's unique approach to blending three omega-rich oils delivers all the benefits of fish oil, plus the rich flavors and strong health benefits of olive oil and coconut oil. OMEGA is packed with high quality EPA and DHA Omegas, as well as the added benefits of the Oleic and Lauric omega fatty acids, antioxidants and vitamin E. OMEGA helps maintain and enhance a dog's healthy skin and coat, strong heart, joint health and boosts energy and overall wellness.

Every dog deserves a happy belly. The new FetchFuel™ BELLY, squeezable nutrition for dogs, delivers a healthy boost of high quality fiber, prebiotics and antioxidants to each meal, providing additional digestive support,



keeping dogs smiling.

Crafted with 100% natural pumpkin, sweet potato and ginger, tasty natural flavors that dogs love. BELLY gives dogs the highest quality nutrition to enhance a dog's daily diet while at the same time protecting and soothing even the most sensitive stomachs.



BELLY offers a unique combination of superfoods with ginger and prebiotics to keep dogs smiling. Whether pet parents are making a change to their dog's food, soothing a sensitive stomach or just looking for extra nutritional or digestive support for their dogs, BELLY is the tastiest and easiest way to support their dogs' diets.

OMEGA and BELLY, join ACTIVE in the line of Squeezable Nutrition™ supplements for dogs. These nutrition-packed sauces come in an easy-to-use squeezable bottle, providing a simple and convenient way to deliver the highest quality nutrition to dogs.

FetchFuel™ ACTIVE has been helping to improve the quality of life for adult and senior dogs for over a year. One squeeze of ACTIVE on top of a dog's food gives a daily dose of important nutrients to provide additional support for dogs' joints, coat and overall health. ACTIVE is formulated with Regensure® Glucosamine, Omegas 3-6-9, vitamins A, B, C, D, E, zinc, calcium, biotin and more. These ingredients work together

to support the building of healthy cartilage for joints and hips as well as provide anti-inflammatory and nutrient absorption properties. ACTIVE is for dogs of all ages and sizes and works seamlessly with a dog's existing diet.

"FetchFuel is the answer for dog owners who want the best possible nutrients, delivered efficiently and flavorfully," said Andrew Morrison, founder of FetchFuel. "We strive to set an example for what proper pet nutrition should be, and why it's crucial to the lives of the pets we love."

Designed with a mission to help dogs live their best day, every day, ACTIVE has been proven to increase



the mobility, energy and playfulness in dogs and has shown noticeable improvements in dogs' skin, coat and appetite after just a few weeks of use. ACTIVE is vegetarian and formulated to work for all dogs, even those with sensitive stomachs. The savory natural flavor is enjoyed by even the pickiest of eaters and can increase appetites for dogs that aren't eating enough.

FetchFuel ACTIVE is available in an 8oz bottle for \$18.95 and an 18oz bottle for \$31.95. ACTIVE is currently available online and at pet specialty retailers in the United States. For more information, visit [www.FetchFuel.com](http://www.FetchFuel.com).

FetchFuel OMEGA is available in an 8oz bottle for \$19.95 and an 18oz bottle for \$33.95. OMEGA is currently available online and at pet specialty retailers in the United States. For more information, visit [www.FetchFuel.com](http://www.FetchFuel.com).

FetchFuel BELLY is available in an 8oz bottle for \$14.95. FetchFuel is currently accepting orders for BELLY, and is scheduled to be available at pet specialty retailers across the United States in October 2016. For more information, visit [www.FetchFuel.com](http://www.FetchFuel.com).

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***About FetchFuel™:***

*Launched by GOGO Pet Foods in March 2015, FetchFuel is a line of Squeezable Nutrition™ products for dogs. Produced in their human-grade facility in California to ensure safety and quality nutrition, FetchFuel is packed with high-quality, human-grade ingredients that help support a dog's overall health. The FetchFuel™ line is specially formulated to boost nutrition where dog foods can fall short on providing the necessary nutrients for dogs to thrive. FetchFuel ACTIVE, OMEGA and BELLY are formulated to work for all dogs, even those with the most sensitive stomachs, and supplement the existing diet of our dogs. FetchFuel is Squeezable Nutrition, a simple and easy to serve sauce that eliminates the stress of delivering pills, messiness of powders or reliance on treats. To learn more about FetchFuel™, visit [www.FetchFuel.com](http://www.FetchFuel.com).*