



Tucker's Raw Frozen and Treats  
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### **Wisconsin Pet Food Manufacturer Pioneers New Category of Feeding Within U.S. Pet Food Market**

*Tucker's Raw Frozen and Treats to pioneer a new feeding category in the Pet Industry called Meal Bars. Debuting at SuperZoo is their first product for the category "CARNIBAR".*

Milwaukee, Wisconsin (July 18<sup>th</sup>, 2016)- Wisconsin-based Pet Food Manufacturer Tucker's Raw Frozen and Treats, is launching at SuperZoo 2016 a first-of-its kind dehydrated food by the name of CARNIBAR.

"We created CARNIBAR because we saw a need for an easier way to feed dehydrated diets," said Jeff Kalish, Founder and CEO of Tucker's Raw frozen and Treats. "There are so many different food options today, we wanted to bring to market a new category of simplicity and convenience. The ability to have a carnivore diet at your fingertips without needing to do any preparation or planning was our goal. Just peel open the package and feed the bars to your dog."

CARNIBAR is a complete and balanced food for dogs with a focus on carnivore nutrition. These individually wrapped bars are the same formulas used in Tucker's Complete and Balanced Raw diets, but in dehydrated form. Having a formulation of 95% Meat, Bone, and Organ; with 5% Fiber, these bars are nutrient dense meals. Having 500kcal per package, CARNIBAR provides a large amount of nutrition in the smallest form available.

Vice President of Sales Matt Scheil explained further the development of CARNIBAR. "We looked at Canned Food, Dehydrated Formulas, Raw food, and Freeze Dried; we wanted to take the things consumers love about all these products and combine them into a product that was new and unique. Simplicity was the key driver in creating CARNIBAR with limited ingredients, no preservatives, and a format that was quick, easy, and lightweight."

Tucker's CARNIBAR provides individual meals at a retail price point around \$2.99 a package. "With each package weighing in at 2.85oz, the days of carrying home heavy bags of kibble and cases of cans are soon to be in the rear view mirror. The Meal Bar category is incredibly convenient and simple." Scheil said. Product is expected to be on retail shelves in early September.

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#### **About Tucker's Raw Frozen and Treats**

*Tucker's Raw Frozen and Treats; a division of Raw Basics LLC, is located in St. Francis, WI. Tucker's is a family owned premium pet product manufacturer. These premium pet products include: Complete and Balanced Raw Diets, Raw Bones, Dehydrated Treats, Dehydrated Bones, Freeze Dried Treats, and Meal Bars. To learn more visit: [www.mytuckers.com](http://www.mytuckers.com).*