



**VISIT BERNIE'S BEST
AT BOOTH # 943**

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Bernie's Best Launches New Flavors, Sizes at Global Pet Expo 2020

Heath Starts in the Gut!

FOR IMMEDIATE RELEASE [Austin, Texas | February 2020] Bernie's Best, makers of natural digestion support supplements for dogs, is once again excited to be showcasing their expanded product line at the Global Pet Show 2020 in Orlando. Bernie's Perfect Poop™ is a revolutionary blend of sun-cured miscanthus grass and other healthy fibers, prebiotics, probiotics and enzymes. Bernie's will be introducing their new Chicken flavor, alongside the original natural cheddar cheese flavored product. Bernie's will also be unveiling new packaging sizes (4.2 oz. and 30 oz. packages) to complement the current 12.8 oz. size after hearing from customers with various sized breeds.

"The feedback has been tremendous. Our customers are aware and proactive when it comes to their pet's digestive health, wanting to both help alleviate common digestion issues while providing the basis for long-term overall health. We've heard from many pet parents thanking us for helping their pets become healthier, happier and more active." said Jim Finnigan, Bernie's Best President and Founder. He added "There is a major scientific movement in understanding how the gut microbiome interacts with all major body functions and that has progressed into consumer driven products across human and companion animal sectors. Bernie's Perfect Poop is an ideal product for educated pet owners who are coming to realize how vital a healthy gut is."

Bernie's proprietary formula is unique and novel in that it provides an optimal combination of digestive support ingredients, eliminating the need for dog owners to buy and mix multiple separate supplements for the same effect. Bernie's Perfect Poop™ formula is specifically designed for dogs to support healthy digestion, enhance immune system health, increase the absorption of nutrients and improve stool quality. It is produced in a dry, granular bit and is easily served on top of your dog's current meals.

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Bernie's Best was founded by Jim & Christie Finnigan to address the need for a safe, comprehensive and healthy digestion support product line for dogs. Countless hours of research and development in Bernie's Best test kitchen and with third party PhD researchers resulted in the optimal formulation of natural fibers, prebiotics, probiotics and enzymes that promotes healthy digestion, the foundation for a healthier dog.

Finnigan added "We've sourced the highest quality ingredients from tested and trusted suppliers to create a digestion support product our customers can be 100% confident in. Our primary ingredient (sun cured miscanthus fiber) is relatively new to the market but has shown amazing results in university studies. It's also extremely high in insoluble fiber, environmentally friendly, naturally processed, and grown by local Midwest farmers. Sun cured miscanthus grass (M-Fiber™), is supplied by Renew Biomass. "Renew produces the industry's best insoluble fiber available in the pet market today." Dustin Dover, COO of Renew Biomass, stated "We are extremely happy to work with innovative companies such as Bernie's Best and assist them in formulating the highest quality pet food products utilizing M-Fiber™ as the all-natural, non-GMO fiber solution."

Bernie's Perfect Poop™ comes as easy to serve grass bits, is produced in the USA using current Good Manufacturing Practices (GMP) and is sold in BPA-Free resealable 4.2 oz, 12.8 oz and 30 oz pouches. All ingredients are sourced to be all-natural, non-GMO, grain-free, and gluten-free. Distribution and sales partnership opportunities available, please visit us at BOOTH #943 to speak with our team.

Bernie's Best LLC is headquartered in Austin, TX and only works with accredited suppliers throughout the US to produce the very best in ultimate digestion support products for dogs. Member APPA. The company's namesake and motivation is Bernie, a 3-year-old Bernese Mountain Dog, who enjoys long hikes in the woods, quiet naps and being the center of family affection.

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