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FRANKLY DELICIOUS

Introducing Natural Beefy Puffs Snacks for Dogs

Global Pet Expo Booth #6453

MILWAUKEE, Wis. – Frankly Pet, purveyors of a complete line of USA-raised beef chews for dogs, has introduced their latest creation, Beefy Puffs. Packed with 90% animal protein, these tasty snacks are crafted to captivate pups with every satisfying crunch. Because Beefy Puffs are composed of 100% collagen, they're rich in gelatin for great-looking coat, teeth and nails. Collagen is also beneficial for joint support and a natural building block for muscles, cartilage and bones.

When Frankly Pet was established in 2018, the founders promised to be absolutely frank about every ingredient they use and how their products are made. That's why they employ an environmentally friendly process each step of the way and utilize lot tracking software to ensure that every product is traceable back to its original source. All to give pet parents complete peace of mind that they're serving their pets the purest, safest, cleanest chews and snacks they can find.

Like all Frankly products, the Beefy Puffs snacks are made in Milwaukee, Wisconsin from grass-fed U.S. beef. Every item is Food Safety Certified and 100% traceable back to the source, as well as being highly digestible, which makes them a perfect alternative to conventional rawhide. Frankly products also satisfy a dog's natural instinct to chew, helping to scrub away up to 70% of oral plaque. And they're lower in fat than the vast majority of canine treats. According to Elizabeth Condon, Director of Marketing, "Beefy Puffs are an exciting addition to our growing line of natural chews and snacks. Dogs will love the crunch, and we can proudly state that they live up to our brand name in every way."



Two savory flavors of Frankly Beefy Puffs – Original and Venison – will be launching at Global Pet Expo. Both are available in 2.5- and 5-ounce resealable pouches. For details, retailers are invited to contact their Frankly distributor or visit FranklyPet.com.

About Frankly Pet

Frankly Pet was created as America's alternative to traditional rawhide. The company uses only two ingredients to make their products: filtered water and USDA inspected beef (yes, USDA inspected just like your meat). Frankly believes in providing the highest quality 100% USA made products with full traceability. That means pet parents can have peace of mind that they are giving their pets the very best products on the market. Made using environmentally friendly processing, Frankly dog bones feature 90% protein and are 100% collagen, which not only improves a dog's coat, but also helps their joints. To learn more, please visit FranklyPet.com.

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Media Note: Interviews, product samples and images are available upon request.