



MIDWESTERN PET FOODS, INC.

FOR IMMEDIATE RELEASE

MIDWESTERN PET FOODS' UNREFINED HOLISTIC FOOD FOR DOGS AND PUPPIES DEBUTS AT GLOBAL PET EXPO 2020

EVANSVILLE, IN – (January 6, 2020) - Midwestern Pet Foods' Earthborn Holistic Unrefined, an all-new, heart healthy line extension, will debut at this year's Global Pet Expo. Enriched with taurine and crafted with wholesome ancient grains like quinoa, buckwheat and chia, as well as nutrient-dense superfoods including kale, pumpkin, spinach, and blueberries, Unrefined includes four exciting all-life stage recipes featuring sustainably caught salmon, cage-free rabbit, cage-free turkey and cage-free lamb. Unrefined - only the good stuff and contains no peas, potatoes, lentils, legumes, chicken, beef, by-products, artificial colors, flavors or preservatives.

Unrefined is packaged in the exclusive PlantBag, made with BPA-free Brazilian sugar cane-based plastic and is 100% recyclable through our Earthborn ReBorn program. Unrefined is also eligible to participate in the Earthborn Holistic UPCs for Trees program. To date, Midwestern Pet Foods has recycled over half a million bags through the Earthborn ReBorn program and planted over half a million trees through the UPCs for Trees Program.

For more information visit booth 3935 or www.earthbornholisticpetfood.com.

About Midwestern Pet Foods

Founded in 1926, Midwestern Pet Foods is in its 4TH generation of family leadership. Midwestern Pet Foods creates nutritious dry and moist pet food, biscuits and treats specially crafted in four company-owned US kitchens. Midwestern Pet foods has an unblemished safety record, never having had a product recall.

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MIDWESTERN PET FOODS CONTACT:

Katie McNulty
Marketing Coordinator
kmcnulty@midwesternpetfoods.com