



NOBL

NOBL Vegan Canine Food Bars Provide Convenient, Complete Nutrition ***Global Pet Expo, Booth # 2281***

NEEDHAM, MA (February 20, 2020) – NOBL, a Guardian Pet Food brand, launches its convenient vegan canine bars at the Global Pet Expo in Orlando, FL, February 26-28, 2020, in booth #2281.

NOBL vegan bars offer a complete and balanced vegan mealtime for dogs. Dogs aren't carnivores. They're omnivores. Going vegan with your dog is absolutely an option – with the right nutrition. But studies have shown that many commercial vegan dog foods lack key nutrients¹, until the introduction of the NOBL vegan bar. One NOBL vegan bar feeds 25 pounds worth of veggie-loving dog and they can be broken into five-pound portions for precision feeding.

Why choose NOBL Vegan Canine Food Bars?

All of our bars are:

- Freeze-dried with fewer artificial and synthetic ingredients than other vegan brands.
- Higher in protein and higher in quality with more essential amino acids than other vegan brands.
- Clinically proven as highly digestible by an independent third-party, with over 93% fat digestibility and 87% energy digestibility – plus 85% protein digestibility and 85% total digestibility
- Guaranteed, 100% for your satisfaction. And your dog's too. Feeding is believing!

“Plenty of pet parents are looking for a vegan option for their dogs,” explained Ryan Yamka, Guardian Co-Founder. “Our meat-based bars and vegan treats have been very well-received, so a vegan bar was a natural extension.”

In addition, NOBL bars and treats are nutrient dense and highly digestible, which produce very little waste compared to other diets. All use quality ingredients that are sourced and then manufactured in the US and Canada. The convenient, lightweight, nonrefrigerated bar form and packaging make NOBL’s nutritious food bars convenient for on-the-go dogs and their pet parents.

“We’re also excited about our new NOBL brand, messaging, and identity,” shared Jim Galovski, Guardian Co-Founder. “It’s critical we present our company and products in a way that authentically reflects who Ryan and I are. The way our brand was expressed visually, in messaging, and even the exhibit booth was as important as the ingredients we put into our bars. We love it!”

NOBL canine bars and treats are available at quality pet retailers and online retailers, including noblfoods.com. Suggested retail price is \$4.99 for individually wrapped vegan bars, \$39.99 for a 20oz 10 pack and \$8.99 for the vegan treats.

Formulated with no nonsense and no bull, every product we offer your pet takes the NOBL stance: real ingredients, simple feeding, and honest presentation.

About NOBL Brand:

Just the Good Stuff. Every pet should live their best life. Some days, that’s zipping up the trailhead or jumping into the car for a road trip. Other times, it’s tagging along to work or simply snuggling on the couch. Whatever the day brings, we make it easier for pets to get the balanced, natural nutrition that fuels their fun. With nutrient-dense products for a healthy diet and lightweight, convenient packaging that leaves little trace, we see to it that pets and their parents can live their best lives together everywhere, every day. Learn more at noblfoods.com

About Guardian Pet Food:

Our mission is to provide the most nutrient dense pet food with the highest digestibility in a convenient bar for pet owners “on the go”. Our pets deserve the highest quality nutrition and we know that the best nutrients come from nature’s ingredients. We make a different kind of pet food because we are a different kind of pet food company. Real. Simple. Honest. Always! Learn more at GuardianPetFood.com

MEDIA CONTACT:

Kim Emery, Firefly Publicity, kim@fireflypublicity.com

1) Kanakubo et. al., 2015; Journal of American Veterinary Medical Association



**Dog Almighty Daily Wellness Elixirs Help Dogs
Feel More Mellow & Mobile
*Global Pet Expo, Booth # 2281***

NEEDHAM, MA (February 20, 2020) – Dog Almighty, a Guardian Pet Food brand, introduces its Dog Almighty Daily Wellness Elixirs for calming and mobility at the Global Pet Expo in Orlando, FL, February 26-28, 2020, in booth #2281.

Dog Almighty combines the palatability and convenience of broth with the benefits of supplements. Dogs, like people, want to feel mellow, mobile and well. Now pet parents can help their dogs feel that way with Dog Almighty's tasty, healthy elixirs; one that makes it easier for dogs to feel a bit calmer and another to enhance mobility. Both formulas are offered in three tasty broth flavors – beef and mushroom, chicken, and turkey. Start your dog's day with a simple, convenient and tasty supplement and watch that tail start wagging.

Why choose Dog Almighty Daily Wellness Elixirs?

- Formulated by experts to help maintain good health and enhance how your dog feels
- Convenient. Easy to pour and store bottles with resealable caps.
- Guaranteed, 100% for your satisfaction. And your dog's too. Totally drool-worthy!

"Giving dogs healthy drinking options was an idea first hatched in 1973 by one of Guardian's investors," explained Jim Galovski, Dog Almighty Co-Founder. "Ryan and I are proud to have helped bring his idea to fruition."

Dog Almighty Daily Wellness Elixirs will be available March 2020 for \$4.99 at quality pet retailers and online retailers, including DogAlmightyElixir.com.

About Dog Almighty Brand:

We're here to help your dog live their best life so you both can enjoy more carefree days together. So, take more walks, jump in the car, go to the dog park and share more adventures with your buddy. Our goal is keeping dogs happy, moving, and making memories with you! Learn more at DogAlmightyElixir.com.

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Meet Women's World Cup Soccer Legend & Animal Advocate Michelle Akers at Guardian Pet Foods Booth #2281 during Global Pet Expo

FIFA Women's Soccer Player of the Century and Animal Advocate Michelle Akers

NEEDHAM, MA (February 24, 2020) –Guardian Pet Foods hosts Michelle Akers in its booth #2281 at the Global Pet Expo in Orlando, FL, February 26-28, 2020.

The world knows Michelle Akers as the tough, goal-minded former US Women's National Team champion. Since retiring from professional soccer, she founded and runs The Michelle Akers Horse Rescue & Outreach, a 501c3 with programs and activities that revolve around two goals: providing rescue and sanctuary to hurting or unwanted horses and animals; and creating support and awareness for animal welfare organizations through community outreach. Michelle was named FIFA Player of the Century in 2000, establishing her as the world's best player during her illustrious 15-year international career.

If you'd like to meet [Michelle Akers](#), snap a picture, get an autograph, or even talk tactics with the former US Women's National Team legend and animal advocate, join us at booth #2281 Wednesday between 3pm-4:30pm.

"Even my pickiest eater loves the NOBL bars," explained Michelle Akers. "All my dogs love, love, love them. I've been feeding them Guardian products since the company started. It's a company I can trust."

"We're proud to count Michelle as one of the friends of our company," shared Jim Galovski, Guardian Co-Founder. "Please stop by, meet Michelle, and take a look at our new NOBL canine bars and treats and Dog Almighty daily wellness elixirs."

NOBL canine bars and treats are available at quality pet retailers and online retailers, including noblfoods.com. Suggested retail price is \$4.99 for individually wrapped bars, \$39.99 for a 20oz 10 pack and \$8.99 for treats. Dog Almighty daily wellness elixirs are available at quality pet retailers and online retailers, including DogAlmightyElixir.com. Suggested retail \$4.99.

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Meet Famous Stunt & Agility Dogs at Guardian Pet Foods Booth #2281 during Global Pet Expo

***Beasley Stunt Dog & Trainer Chrissy Joy
Daisy Agility Dog & Trainer Trevor Smith***

NEEDHAM, MA (February 24, 2020) –Guardian Pet Foods is hosting stunt and agility dogs along with their trainers in its booth #2281 at the Global Pet Expo in Orlando, FL, February 26-28, 2020.

Make plans to meet Beasley, a national stunt dog champion. This Ibizan-mix rescue dog Beasley has his own Instagram account [Instagram.com/thegoodBeasley](https://www.instagram.com/thegoodBeasley). You may have seen him on TV or in commercials and now you can see him in person performing tricks and meet his trainer Chrissy Joy in the Guardian Pet Foods Booth 10 am-12 noon, and 1pm-4pm each day. Chrissy Joy is a certified trick dog instructor, stunt dog judge and canine conditioning coach. From training horses in the show ring for hunter/jumpers, she incorporates new and unique exercises that benefit both dogs and handlers for success.

Daisy is one of the dog stars you can expect to dazzle you with her tricks and agility at booth #2281. You can also find this sweet and talented rescued border collie soon on the “America’s Got Talent” televised competition. She has achieved her status as Excellent Class Dog in AKC Agility. Meet Daisy and her trainer Trevor Smith 10am -12 noon, and 1pm-4pm each day. Trevor Smith is Certified Professional Dog Trainer using only humane, positive, force-free, science-based dog training techniques.

“We’re proud to be associated with these amazing dogs and their pet parents who are doing such great things,” shared Jim Galovski, Guardian Co-Founder. “Please stop by, meet our friends, and take a look at our new NOBL canine bars and treats and Dog Almighty daily wellness elixirs.”

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