



**PRESS RELEASE
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Hauspanther Launches Premium Freeze-dried Raw Treats, Toppers & Complete Meals for Cats

ROCKWALL, TX — Hauspanther will launch a new line of USA-made freeze-dried single ingredient cat treats, meal toppers with functional support supplements, and complete and balanced full meals for cats this week at Global Pet Expo in Orlando, FL. The new freeze-dried products are the latest addition to the Hauspanther Collection manufactured in partnership with Primetime Petz.

The line focuses on premium ingredients that provide cats with the exact nutrition they need to be active and healthy. "I have tested these products with my own cats and I am very excited to share them with other cat owners who really care about what they feed their cats," explains Kate Benjamin, founder of Hauspanther and creator of the Hauspanther Collection. "Cats are designed to eat raw food that is mainly meat, organs and bone, and freeze-drying is the most convenient and best way to give them exactly that."

The New Hauspanther freeze-dried line will be available by the end of March 2020 online and at retailers nationwide. Wholesale inquiries can be directed to info@primetimepetz.com.

About Hauspanther

The Hauspanther brand was created by Kate Benjamin, who has been writing about cats and design since 2007. Kate is the co-author with Jackson Galaxy of two *New York Times* bestselling books, *Catification* and *Catify to Satisfy*. Hauspanther has partnered with Primetime Petz since 2016 to manufacture the Hauspanther Collection, which includes innovative and stylish cat climbing furniture, scratchers, cat beds, cat toys and now the freeze-dried line for cats.

