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## **JIMINY'S TO LAUNCH CRICKET PROTEIN DOG FOOD AT GLOBAL PET EXPO 2020**

*Jiminy's is Excited to Showcase Two Insect Protein Dog Food Formulas to Global Pet Expo Audience*

**BERKELEY, CA (February 5, 2020)** – Jiminy's, the maker of cricket protein dog treats, is thrilled to expand their roster of healthy and sustainable treats for dogs to include two new insect-based protein dog foods at Global Pet Expo 2020 from February 26-28.

Jiminy's is proud to showcase two kinds of nutritious and sustainable dog foods with Good Grub and Cricket Crave. Besides being a healthy, delicious food for dogs, Good Grub and Cricket Crave were made with the environment in mind. Unlike traditional dog foods available on the market, both Good Grub and Cricket Crave are made with insect protein powder, offering immediate sustainability benefits to the pet food customer. The Cricket Crave flavor is made with cricket protein powder, oats, quinoa, sweet potato and other plant-based ingredients. The Good Grub flavor is made of insect protein powder, sweet potato, quinoa, oats, pumpkin and other plant-based ingredients. Both formulas focus on a dog's gut health and are pre-biotic and hypoallergenic. Jiminy's recipes are suitable for all life stages and are soft baked and highly digestible. These new formulas are set to become the most sustainable and eco-friendly dog food option available on the market, with almost no greenhouse gases produced and less land and water use vs. traditional protein-based dog foods. Switching one dog from a chicken-based diet to a cricket protein diet saves 480,000 gallons of water per year!

CEO and Founder, Anne Carlson says, "By using cricket protein over traditional protein sources like cow or chicken, Jiminy's challenges the pet industry and pet owners to rethink their approach to the climate change fight" adding, "pet ownership's carbon pawprint is massive, with over 89 million dogs in the US consuming over 32 billion pounds of protein each year. Jiminy's was founded to offer a sustainable alternative to help combat the effects that traditional protein-based dog foods have on the environment."

Jiminy's will also be showcasing their eco-friendly and sustainable cricket protein dog treats. These treats come in a variety of flavors, including their newest formula - the Pumpkin and Carrot Recipe. Jiminy's treats are made with cricket protein powder, are low calorie, and packed with vitamins and nutrients. In comparison to the average dog treat, one 5 oz. bag of Jiminy's treats saves 220 gallons of water.

Jiminy's will be attending Global Pet Expo 2020 from February 26-28, at booth #809 in The Natural Pet section. CEO and founder, Anne Carlson, will be at the booth for any media or retailer inquires. Samples of both the new dog food formulas and treats will be available for booth visitors. For more information about **Jiminy's**, please visit [www.jiminys.com](http://www.jiminys.com) and their Instagram, [@jiminysforpets](https://www.instagram.com/jiminysforpets).

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**About Jiminy's**



At Jiminy's we make sustainable pet food and treats using cricket protein. Jiminy's products nourish our pets and promote long-term stewardship of the earth. Jiminy's mission is to be a positive force for change, making sustainable and humane choices while mindful of the bigger picture. For more information please visit [www.jiminys.com](http://www.jiminys.com).