



## NATURAL BALANCE® LAUNCHES LIMITED INGREDIENT GRAIN-INCLUSIVE DRY DOG FOOD

*Global Pet Expo Booth #1967*

**ORRVILLE, Ohio, February 26, 2020** – Natural Balance® Pet Food, a leader in Limited Ingredient Diets, is excited to introduce a new line of grain-inclusive dry dog food. Each new formula features real meat, poultry or fish as the first ingredient, and is made with wholesome grains and has added taurine to help support heart health.

“As the pioneer of Limited Ingredient Diets, Natural Balance has long been a visionary and evolving brand,” says **Keo Khounborin, Director of Brand Marketing for Natural Balance**. “We’re thrilled to announce a new line of wholesome grain Limited Ingredient Diets to complement our Grain Free L.I.D. portfolio. Our new wholesome grain L.I.D. line will strengthen the brand’s offerings and continue to reinforce Natural Balance’s long-standing belief in providing premium food and treats based on nutritional truths you can trust.”

The new Natural Balance grain-inclusive line will feature Chicken, Salmon, Lamb and Duck options that vary in size from 4 to 26 pound. Products will be hitting shelves in early spring.



### ABOUT NATURAL BALANCE® PET FOODS

Born out of an individual’s passion for animals, we continue to celebrate pets for who they are and our connection with them.

For over 30 years, Natural Balance® has always formulated our products to meet high nutritional and safety standards. Today, we offer a wide range of expertly crafted and extensively tested formulas your dog is sure to love...across various protein sources and life stages. At Natural Balance®, we know that the things that you feed your pet are just as important as the ones you don't. Our L.I.D. formulas only include limited ingredients that meet all your dog's nutritional needs.

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Interviews, images and samples are available upon request.