



**BOOTH #2175
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**Naturally Fresh Showcases New 26-lb. Pellet Offering,
Extends Show-only Promotions at Global Pet Expo**

(February 26, 2020) Orlando, Fla. – Naturally Fresh Cat Litter will debut multiple items at this year's Global Pet Expo, including the new 26-lb. Pellet litter offering, show-only promotions, and an early look at the brand's new product packaging. These showcased items will give distributors, buyers, and retailers a fresh look at the all-natural litter brand.

"Global Pet Expo is always a fantastic opportunity for retailers and distributors to see, firsthand and in-person, the tremendous benefits of using Naturally Fresh," said Helen Cantrell, director of marketing and sales for Naturally Fresh Cat Litter. "Our all-natural, biodegradable cat litter provides superior odor control and lasts longer with up to three times better absorption than the leading clay litter, and we are excited to have the opportunity to show these benefits to booth visitors directly."

Naturally Fresh Pellet Litter will be featured in the New Product Showcase in both the cat and small animal sections. The brand's non-clumping litter has made an exciting, additional shift into the small animal market, as the formula is ideal for all small animals, such as gerbils, rabbits, ferrets, and puppies. What's more, Naturally Fresh is offering a new 26-lb. bag of this litter variety in direct response to customer feedback from shelters and breeders, who told Naturally Fresh that they loved the pellet litter, but requested a bigger bag size to meet their needs. Prototypes of the larger bag will be available to view, and buyers will be able to place orders at the show.

Show-only promotions including full and half-pallet deals will be offered directly to distributors, buyers, and retailers looking to purchase. Retailers can also learn about and sign up for consumer loyalty programs at the brand's booth.

Naturally Fresh will also share sneak-peek images of the brand's new packaging, which will see its market debut in the summer of 2020. The new packaging has a more natural look and feel, and is easy to recycle.

Naturally Fresh is made with a proprietary blend of the fibrous materials found inside walnut shells (grown in the USA). Walnut shells have a natural ability to control ammonia odor, making Naturally Fresh the perfect choice for consumers looking for a natural, environmentally-friendly brand that outperforms the competition.

Sold in pet stores in the U.S., Canada, and Mexico, Naturally Fresh offers multiple formulas designed to meet the litter needs of any household, including quick-clumping (green bag), multi-cat clumping (red bag) and ultra-odor control clumping (yellow bag).

For more information about all of Naturally Fresh's products, visit BOOTH #2175 at Global Pet Expo or NaturallyFreshLitter.com.

About Naturally Fresh

Based in Corning, Calif., ECO-SHELL, maker of the Naturally Fresh family of products, produces all-natural, environmentally-friendly cat litter made with a proprietary blend of the fibrous materials found inside walnut shells. Founded in 2010, Naturally Fresh products use a blend derived from walnut shells grown in California by Crain Walnut Shelling, Inc., a family-owned producer, packer and processor of quality English Walnuts for over a half-century.

The Naturally Fresh formula absorbs three times better than clay litter, is low tracking and free of silica dust. The litters are also sustainable, biodegradable and free of perfumes. For more information, visit NaturallyFreshLitter.com.

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