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Wonderful Pet™ Natural Pet Food debuts at Global Pet Expo, February 2020 featuring Super Foods, human-grade protein, farm-to-bowl traceability and highest levels of palatability

Wonderful Pet™ debuts their new line of pet food in the North American Market at the Global Pet Expo, booth #6679. The successful, international team behind Wonderful Pet are ready to demonstrate their new lines of products personally during the Expo.

“We’re here because the time is right for our products.” Explains Christian Madison, Founder and CEO of Wonderful Pet Food. “I feel strongly about health and nutrition for my family and my dogs are part of my family”

“Our presence at the Global Pet Expo 2020 is a key milestone” continues Madison, “and we’re excited to be here for our North American product launch. We realize that in this new decade more than ever before, pet owners, especially millennials are focusing on wellness for every one of their members, including those that have four legs. What I saw was a disparity between the wholesome foods we feed our human family members and what’s readily available for those with four legs. With this launch, I’m dedicated to changing that situation.” he states, emphatically.

Wonderful Pet will be sharing the New Products area at the Global Pet Expo with other innovative brands and product lines. Led by Madison, the Company’s Australia-based leadership team invested time and money in sourcing in order to find the best and holistic food producers of pet food in the world. Armed with scientific and field research, they’ve found that just like humans, our pets benefit from super-charged nutrition available in Superfoods and they were adamant regarding farm-to-bowl ingredient traceability.

Millennials, in particular, will be drawn to Wonderful Pet Foods’ value proposition. This generation, born between 1980 and 1994, are currently the largest generation of pet owners according to APPA statistics. Because they are better educated and have fewer children per household than previous generations at the same age range, they are more emotionally involved and have more disposable incomes to invest in their pets. Millennials are also keenly aware of the importance of wellness for themselves and interested in providing their pets with healthy, natural nutrition.

For Christian and his team, the development and distribution of Wonderful Petfood, sourced from a highly reputable producer in the UK, is an ethical commitment born of personal passion. “When we decided to launch a line of pet food, we didn’t just go down the road and find a producer, we found the best producer in the world. This was not an overnight play.” He concludes emphatically.



The product line is highly palatable or in more colloquial terms, *really delicious*. Wonderful Pet team knows that nutrition, quality protein and super charged nutrition are only valuable if they come with a high level of palatability. “This is a holistic line of products aimed at improving the life of the dog, and that includes meal enjoyment. Taste and enjoyment are where the unique combinations of ingredients, textures and natural flavors come in.”

Wonderful Pet will feature 2 Product lines.

The Premium Line is made up of 4 varieties

- Chicken with Couscous, Kale & Mixed Peppers,
- Turkey with Cranberry, Coconut & Carrot,
- Mackerel with Quinoa, Broccoli & Blueberries, and
- Turkey with Strawberry, Broccoli & Kidney Beans

The premium line, with super foods, fills the need for involved owners to provide functional foods that provide their pets with the exceptional benefits of superfoods.

The Economy Line features:

- Chicken with Green Beans, Rice, Carrots & Potatoes
- Salmon with Green Beans, Rice, Carrots & Potatoes
- Duck with Green Beans, Rice, Carrots & Potatoes

With healthy high-quality protein sources such as salmon, duck and chicken, the economy line provides excellent nutrition and palatability. Vitamins and minerals combine to support joint health, muscle repair and mobility.

About Wonderful Pet

Our passion is the health and happiness of our 4-legged family members. This passion is what flows through every everything we do: research, product development, sourcing and distribution. We're committed to constant innovation aimed at providing pets with both well-being and enjoyment. We know that pets are part of your family and that's why we say, "Your family is our family." For more information <https://wonderfulpetfood.com/>

About New Haven Foods

New Haven Foods is a diversified group producing specialty foods, beverages and health care products. Our brands on offer include baby foods, childcare products, pet foods, premium waters, fruit juices, nutritional snacks and health care supplements. Our products are produced in Australia and European Union under the strictest government certified guidelines. Our commitment is to the consumer to provide them with the best quality products available at the best price. Our motto is "Your family is our family". For more information <http://newhavenfoods.com/>