

FOR IMMEDIATE DELIVERY



## **Pets Global to Highlight Newest Product Lines at 2020 Global Pet Expo**

*Attendees of largest annual pet industry tradeshow to premier latest pet food lines, as well as treat line for existing dog food brand*

**(VALENCIA, Calif.)**-January 20, 2020 – Pets Global, an independent holistic wellness company and the parent company of world-renowned brands [Zignature](#), [Fussie Cat](#), and [Essence Pet Foods](#), is excited to announce the official release of their newest pet food products at Global Pet Expo in Orlando, Florida: [Inception®](#), [Zignature Ziggy Bars dog treats](#), and Zignature Select Cuts.

The three-day event is scheduled for February 26 through February 28 at the Orange County Convention Center in Orlando, Florida. These exciting developments will be shared with attendees for the first time at the premier pet retail event and allow pet owners the opportunity to receive free samples of the products for their four-legged friends.

The brand's newest line, Inception, is a pet food line for dogs and cats that contains at least 70% fish and animal protein products. The line comes complete with four recipes for dogs and three recipes for cats that are free of corn, potato, legumes, wheat, and soy. The highly nutritious line also comes with beneficial ingredients such as oats, millet, and milo. Furthermore, a complementing treat line will be announced at the show.

In addition to Inception, Zignature Select Cuts is another new product that will be announced at the show. Ingredients in the recipes are sourced from all over the world: From Alberta, Canada to the Northern Midwestern United States. Inception and Zignature Select Cuts are both grain-inclusive, so, therefore, are a great option for pet parents seeking a grain friendly diet.

Zignature Ziggy Bars dogs treats are also gearing up to become a fast fan favorite amongst pet parents and are now available in 13 formulas and are packed with the same high-quality nutrients and delicious taste as the Zignature dog food line, making it the perfect training treat for your pet as they can be broken into smaller, bite-sized morsels.

“Our customers view their pets as an extension of their family, and as a result, they expect our formulas to include the very best possible in high-quality ingredients,” said Neil Thompson, Vice President of Sales for Pets Global. “We’ve focused a great deal of

time and research on creating high-quality products full of nutrients so our customers can feel confident that they're feeding their dogs food that will contribute to their overall health and well-being.”

With a commitment to creating meat first, limited-ingredient products that are great for pets with food sensitivities, Pets Global has become one of the largest independent brands in the pet industry in just nine years. The company currently offers 53 different formulas across their different pet food brands (24 formulas of Fussie Cat, nine formulas of Essence, 13 Zignature formulas, and seven Inception formulas) from turkey to duck to venison and salmon. The company is also gearing up to launch two different types of treats.

### **About Pets Global**

Pets Global is a family-owned and independent holistic wellness pet food company based out of Southern California with products sold in more than 5,000 stores worldwide. They are leading the industry in high-quality formulas for both cats and dogs while creating new and innovative products to meet the growing nutritional needs of pets. They see things differently and believe pet food should be created with the highest quality natural ingredients (with added vitamins, minerals, and taurine) and based on nutritional science with a touch of love. For more information about Pets Global, please visit [www.pets-global.com](http://www.pets-global.com). For more information about their products Zignature, Fussie Cat, Essence, and Inception, please visit: [www.zignature.com/](http://www.zignature.com/), [www.fussiecat.com/](http://www.fussiecat.com/), <https://essencepetfoods.com/>, and <https://www.inceptionpetfoods.com/>.

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