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## **New fresh refrigerated meals for dogs A safe alternative in dog food**

April 3, 2007—The recent recall of hundreds of pet food brands has left consumers across the country re-examining what they feed their pets. Fresh refrigerated pet food is a new high quality, all natural product that elevates pet food to a new level. It is available in the pet aisle refrigerator in select grocery and pet specialty retailers across the country.

Our fresh foods start with 70% high-protein meats (beef, chicken or turkey) mixed with carrots, peas and brown rice. High quality fresh foods do not have any by-products, fillers, corn, wheat gluten or preservatives. And while the quality is good enough to feed to a human, they are 100% complete and balanced for a dog's diet.

The fresh ingredients are then gently cooked with light pasteurization to lock in the nutrients and refrigerated to preserve them naturally. The meats used in fresh foods are not pre-processed, heat-treated or frozen prior to being mixed with the other ingredients. Because of this and the gentle cooking, the products undergo 1/3 of the processing compared to dry and canned dog foods.

Freshpet™ has pioneered fresh healthy pet foods with their brands Deli Fresh® and Homestyle Select™, which are new, safe and healthy alternatives for dogs. Freshpet™ manufactures all of its products in its own plant in Quakertown, Pennsylvania, using locally sourced ingredients.

The team at Freshpet™ has hundreds of combined years in the pet food industry. As dog lovers and owners themselves, they thought there was a void when it came to fresh, nutritionally balanced meals for dogs. In 2005, when they decided to form their own company, they had one goal in mind: To make better food for dogs.

“When we started Freshpet™, we wanted to go back to basics and make natural, fresh meals for dogs,” said co-founder Scott Morris. “Our experience helped us understand that the best nutrition could only come from fresh foods with simple ingredients that are less processed. In our US

factory we use fresh chicken, turkey, or beef blended with vegetables and rice that are all locally sourced. We then gently cook these ingredients in small batches daily and never use any corn, wheat gluten, fillers or preservatives.”

Deli Fresh® freshly prepared meals are available in Chicken, Vegetable & Rice for Adult Dogs and Puppy formula and Turkey, Vegetable & Rice Adult formula. Consumers can find it at select pet stores such as Petco and local pet stores. Additional information about Deli Fresh®, including a store locator, is available at [www.delifreshpet.com](http://www.delifreshpet.com).

Homestyle Select™ fresh foods come in Chicken, Turkey and Beef Recipes all blended with Vegetable & Rice -- Chicken, Vegetable & Rice for Adult dogs and Puppies; Chunky Chicken, Turkey, Vegetable & Rice; and Chunky Beef, Vegetable & Rice. It is available at select grocery stores. Additional information about Homestyle Select, including a store locator, is available at [www.homestyleselect.com](http://www.homestyleselect.com).

Consumers with questions about either product can call 1 866 789 FRESH (3737).

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