



FOR IMMEDIATE RELEASE

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Planet Dog Introduces New Line of Wholesome Dog Treats

(Westbrook, ME) February 15, 2018 - [Planet Dog](#), a leader in eco-friendly and durable toy design in the pet industry, has launched a new line of all natural, bite-size treats, including two flavors: Turkey Gobbler and Barkin' Blueberry. Planet Dog is excited to announce they will be launching their new treat line at the Global Pet Expo at the Orange County Convention Center in Orlando, Florida.



Planet Dog Treats combine the nutrients and whole ingredients that dogs need, with the tasty flavors they love. The treats were sized with Planet Dog's interactive toys in mind, making them the perfect reward for a job well done. Not only are treats easy to use on-the-go and for training, but they are packed with essential vitamins and nutrients to keep your dog in top shape. With only five calories each, the crunchy, oven-baked treats are easy to digest for dogs of all sizes. The Turkey Gobbler treats are also grain, wheat, corn, and soy-free formula.



Planet Dog Treats are available in two flavors: Turkey Gobbler and Barkin' Blueberry. The Turkey Gobbler Treats are made from high-quality turkey, chickpeas, sweet potatoes, and carrots. The Barkin' Blueberry Treats are bursting with flavor, made from blueberries, yogurt, vanilla, and honey.

"We are thrilled to be adding treats to our product offerings that work perfectly with our interactive toys like Mazee, Link, Snoop, and GuRu," said Colleen McCracken, CEO of Planet Dog. "We wanted to make a product that dogs would not only love, but also something nutrient-dense and healthy, that owners can feel proud giving to their dog. The quality of our treats had to match the same quality standards we hold all our products to."

Planet Dog Treats are available in a 6-oz. package, and retail for \$6.95 each. For more information about these new products, or to request an interview or media sample, please contact Kerry Sutherland at Kerry@ksutherlandpr.com or (775) 360-6101.

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About Planet Dog

Since 1997, Planet Dog has been a leader in eco-friendly and durable design in the pet industry, consistently developing and innovating a multitude of premium products “made for dogs, by dog lovers.” The company’s socially responsible, values-based position in the market brings people and dogs together for fun and mutual support unlike any other brand. And beyond innovating quality dog products, the company’s “Planet Dog Foundation” provides necessary funding for the training, placement and support of dogs helping people in need. For more information, visit www.PlanetDog.com.