



**CONTACT:** Darlene Frudakis  
[dfrudakis@petag.com](mailto:dfrudakis@petag.com)  
415-613-4534

Ali Lamb  
R and R Management  
[ali@randrmt.com](mailto:ali@randrmt.com)  
801-209-5115

## **PetAg Gives Dog Owners Something New To Chew On**

**PetAg Rawhide Chunky Chews® Line of All Natural Products Introduced this Fall through Top Local Retail Outlets**

Hampshire, Ill. (October 25, 2010) – PetAg, Inc., a leading manufacturer of high-quality pet nutrition and health conscious products, expands distribution of its popular all natural rawhide Chunky Chews® brand to [leading area retailers](#) with five products slated to hit shelves mid-November.

Chunky Chews® patented dog chew products are exclusively designed for the most aggressive chewers and come in an assortment of shapes and sizes to satisfy a variety of dog-chewing behaviors. Hand-crafted with care and built to last longer than other chews, Chunky Chews are strictly hormone and antibiotic free and made with the highest quality natural grass-fed, free-range Brazilian beef hides, and without chemicals, preservatives or bleaches. The products available in November, include: Chunky Chews Natural Extra Large 8" Braided Ring with stain-free patented beef flavor marinade throughout the chew; Chunky Chews 7-8" Natural Safety-Knot® Bone, which are guaranteed to slow down the chewing process; Chunky Chews natural extra-thick long-lasting 12" Knotted Roll, 8" Twisted Roll two-pack; and the product line's number one selling 16 ounce- bag of Natural 4" x 4" thick Chunky Chips.



"We're delighted to expand the distribution of our Chunky Chews product line just in time for the holidays," said Darlene Frudakis, president and COO of PetAg, Inc. "These products make ideal gifts and anytime rewards that dog owners will feel good about giving their beloved companions because they last longer and are more flavorful, providing dogs with prolonged chewing enjoyment while giving the consumer a great value for their investment."

## **PetAg Chunky Chews**

Rawhide chews are ideal for dogs in all life stages, providing many behavioral and health values, such as overall dental well-being by removing plaque and managing tartar buildup and aiding in the alleviation of teething pain in puppies. Rawhide chews also keep dogs stimulated by provided hours of entertainment and can resolve issues such as chewing furniture and other items that can be dangerous if swallowed.

For more information about PetAg products and important pet care tips, visit [www.petag.com](http://www.petag.com).

### **Product Information**

Chunky Chews® Natural Beef Braided Ring

Packing: 8 inch

Suggested Retail Price: \$12.97

Chunky Chews® Natural Safety Knot™ Bone

Packaging: 7 -8 inch

Suggested Retail Price: \$8.48

Chunky Chews® Natural Knotted Roll

Packaging: 12 inch

Suggested Retail Price: \$5.98

Chunky Chews® Natural Twisted Rolls

Packaging: 8 inch/two-pack

Suggested Retail Price: \$5.48

Chunky Chews® Natural Chips

Packaging: 16-ounce bag

Suggested Retail Price: \$9.48

### **About PetAg, Inc.**

For over 70 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Ill., PetAg has brought pets and their owners some of the most recognized brand names in the industry. PetAg products cover a wide range of animals through every stage of the life cycle. From newborn care including the scientifically balanced neonatal milk replacers, Esbilac®; and KMR®, to senior pet care supplements including the patent-pending CatSure and DogSure which lead the category. PetAg's health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim products and treats, and Hawaiian Delights edible toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets.

**EDITOR'S NOTE:** Product samples and high resolutions photos available upon request.