



CONTACT: Darlene Frudakis
dfrudakis@petag.com
415-613-4534

Ali Lamb
R and R Management
ali@randrmt.com
801-209-5115

Rawhide Brand's New Holistic-Hides™ Treat the Whole Dog

Holistic Hides™ natural chews are antibiotic-free, hormone-free and offer antioxidants and nutrition found naturally in real vegetables

HAMPSHIRE, IL — Rawhide Brand® dog chews have long been recognized for their quality products with unsurpassed patents for marinade and nutraceutical application, and chew design. The latest rawhide to join the health and wellness line of this company introduces its newest chew, Holistic-Hides™ marinated in real vegetable broth and enhanced with dehydrated vegetable flakes for extra flavor.

"PetAg is the first manufacturer to introduce holistic rawhide chews into the market. These are the first of many chews that we will introduce under this concept to consumers," said Darlene Frudakis, creator of Rawhide Brand and president of PetAg, Inc. "It is important for consumers to treat the whole dog – to understand how chews can provide a cure for boredom while also providing nutritional enhancements for a dog's well-being when properly developed," she added.

Caring for pets' health is the most powerful trend across the industry, according to the 2007-2009 APPMA National Pet Owner Survey. Store shelves are lined with numerous weight management foods, sports drinks, energy treats, treatments and supplements, and increasing organic and all natural offerings.

Holistic-Hide™ Veggie-Broth Marinated Chews consider the chew from production to end-use. To begin, each chew is made from natural, grass-fed beef hides that are not treated with chemicals, preservatives or bleaches. They're marinated in PetAg's patented method to infuse the tasty vegetable and herb broth throughout the chew resulting in a chew full of long-lasting flavor.

PetAg's product development team seeks to provide consumers with chew products that are safe for pets, long lasting exercise for dogs' teeth and gums, and added nutrition to promote overall health and wellness. The Holistic-Hides offer naturally occurring vitamins that are



present in real dried vegetables and herbs. There is nothing artificial about this product. Because this is a brand new concept in the chew category and Frudakis recommends initially merchandising the product off shelf, on a clip strip or power wing with signage.

Holistic-Hide™ Veggie-Broth Marinated Chews comes in four varieties, including the patented Safety-Knot® for aggressive chewers. All items share a common, high-margin-generating retail price point, and are available in pre-loaded clip strips. For the distributor nearest you, call 800-323-6878 or visit www.petag.com.

“We will continue to expand our product line, and foresee adding new products that fit under the holistic health and wellness umbrella,” she said.

About PetAg, Inc.

For over 60 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Illinois, this woman-owned company has brought pets and their owners some of the most recognizable 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 CatSure® and DogSure® which lead the category. PetAg’s health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim™ weight management program of supplements and nutritional treats and Hawaiian Delights® edible treats and toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets worldwide.