



For Immediate Release

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## **News Brief – It is important to know what is in your pet’s food**

**North Vancouver, B.C.** – Red Dog Deli, the maker of Red Dog Blue Kat raw pet food, has always focused on providing healthy and safe food for pets. Red Dog Deli owner/manager Inna Shekhtman says that it is crucial that pet food companies identify what is in their products, the source of the ingredients, and the manufacturing process. With growing concerns over the recent illness and deaths of hundreds of dogs throughout North America that have been linked to treats manufactured in China, it is now more important than ever that we encourage pet parents to examine the ingredients in the food and treats they are feeding to their animals.

Shekhtman has always believed in the importance of transparency regarding the ingredients in Red Dog Blue Kat raw pet food and the suppliers of those ingredients. She explains: “My dog is a part of my family. When we source the products that go into Red Dog Blue Kat products, if I wouldn’t feed it to her, it doesn’t go in our pet food. We know what’s in our food and where it came from. That is our quality and safety commitment to our clients and their pets. Our customers trust us to provide high quality, healthy, delicious and safe food for their pets. I take that responsibility seriously.”

Red Dog Deli also makes dog treats – Lamberoni Stix and Lamberoni Nibbles. They are made from naturally-raised, non-medicated lamb from Canada and have only three ingredients: lamb meat, lamb tripe and organic oat fibre. Similar to the pepperoni that people love, these treats are more than 95% meat. Conveniently packaged in re-sealable bags, they are preserved through a natural smoking process with no liquid smoke, nitrates, chemicals or salt. The retail price for the 180-gram package of Lamberoni Stix is \$13.99 and \$12.99 for the 150-gram Lamberoni Nibbles.

Red Dog Deli ([www.reddogdeli.com](http://www.reddogdeli.com)), makers of Red Dog Blue Kat raw pet food products, was founded in 2004. With the manufacturing plant located in North Vancouver, B.C., all of Red Dog Blue Kat raw pet food products contain free-range, non-medicated meat and certified organic, cold-press juiced vegetables for maximum bio-availability and absorption. Red Dog Blue Kat products can be found at quality pet retailers throughout Canada.