



For Immediate Release

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Red Dog Deli now offers Lamberoni Stix and Lamberoni Nibbles for dogs

North Vancouver, B.C. – Red Dog Deli, the maker of Red Dog Blue Kat raw pet food, has added Lamberoni Stix and Lamberoni Nibbles to its product line for dogs, Inna Shekhtman, Owner/Manager announced recently. Made from naturally-raised, non-medicated lamb from Canada, these new, delicious dog treats contain lamb tripe, lamb meat and organic oat fibre. Similar in style and form to the pepperoni that humans love, they are over 95% meat. Conveniently packaged in re-sealable bags, the treats are preserved through a natural smoking process with no liquid smoke, nitrates, chemicals or salt. The suggested retail price for the 180-gram package of Lamberoni Stix is \$13.99; \$12.99 for the 150-gram Lamberoni Nibbles.

As more and more pet owners focus on the quality of the food their pets eat, many are turning to raw food for its abundant health and wellness benefits. According to Shekhtman, people want healthy treats for their pets as well. She said: “We are excited about the addition of Lamberoni Stix and Nibbles. Everyone, including our dogs, needs a great tasting, healthy treat once in a while, and these will quickly become an anticipated favourite!”

The new treats were taste tested in the Red Dog Deli office by the head of quality assurance, Adhara, a 125-lb Irish Wolfhound/Great Dane mix. While it is impossible for Adhara to give two thumbs up to anything (not having opposable thumbs), she did give this new product a four paw rating – the highest possible. In fact, the entire Red Dog QA team is now Lamberoniholics! They literally line up by the door when they smell it!

Red Dog Deli, 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. For more information on Red Dog Blue Kat products and about feeding your pet raw food, please visit www.reddogdeli.com.