



Photo Opportunity Notice

October 15, 2012

## Would you eat dog food?

*Red Dog Deli and True Carnivores Invite You to Try Some Delicious Dog Food at Their First Annual BBQ!*

**North Vancouver, B.C.** – Red Dog Deli, the maker of Red Dog Blue Kat raw pet food, and True Carnivores, Vancouver's original raw pet food shop, are partnering to host a Dog Food BBQ for anyone interested in finding out more about raw food. Inna Shekhtman, Owner/Manager of Red Dog Deli, promises that the food will be cooked for people, but confirms that they will be serving pet food to guests.

**Visual 1:** People eating (cooked) dog food as a burger.

**Visual 2:** Beef & Veggie Red Dog Blue Kat dog food packages being opened, added to a mixing bowl, adding spices, making patties and putting them on the BBQ.

**When:** Saturday, October 20, 2012 at 11:30 a.m. – 1:30 p.m.

**Location:** True Carnivores – 5961 West Boulevard, Vancouver

**Interviews:** Inna Shekhtman, Owner/Manager of Red Dog Deli  
David Kariotakis, Owner/Manager of True Carnivores

The barbeque is being held to provide information to pet people interested in learning more about raw pet food. Said Shekhtman: "There is misinformation out there about raw pet food and we want to dispel the myths. A good way to do this is to provide people with the opportunity to ask questions about raw, to find out about it from people that feed their pets raw. It will be fun, there will be prizes and there will be food. The same food we use for the dog food, but it will be cooked for human consumption."

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. This barbecue provides an opportunity to learn more about feeding raw in a casual, no-pressure environment.

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