



## **Phelps Pet to Launch New Private Brand Collection New Line Targets Independent Pet Retailers & Entrepreneurial Start-Up Brands.**

ROCKFORD, IL: May 19, 2020/ Phelps Pet Products is ready to launch its full lineup of mouth-watering dog treat recipes after receiving rave reviews during the Global Pet Expo in Orlando February 26-28, 2020. A pet industry leader for over 50 years, Phelps is offering 10 of its most popular recipes including USDA Certified Organic chicken and turkey jerky, Marine Stewardship Council certified salmon, and even Plant-Based meatless beef bites.

“The products all are made in the USA in custom-labeled packaging with low minimums, short lead-times, and no long-term commitments,” said Phelps Pet Products CEO Rick Ruffolo. “We designed the line so independent pet retailers and entrepreneurial brands can create and expand their branded dog treat items without the risk of over-investing in product development, certifications, packaging, or inventory.”

“This Phelps Private Brand program is a great choice for independent pet stores with a strong customer base or for e-commerce brands who thrive on their ability to be nimble and responsive to customer preferences,” said Treena Labode, Phelps Director of Strategic Accounts.

Made exclusively in the USA to avoid the risk of supply chain interruptions from China or other foreign countries, the Phelps Private Brand Collection will be available to ship to customers beginning July 1, 2020. You can learn more about the program by reaching out to the Company at [www.phelpspet.com](http://www.phelpspet.com)

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**ABOUT PHELPS:** Founded in 1966 - Phelps Pet Products is based in Rockford, Illinois and features both industry-leading dog treat contract manufacturing private label services, as well as innovative branded products including the Phelps Wellness Collection, Callie’s Kitchen, and Glad Wags dog treats. Phelps is the ‘behind-the-scenes’ partner to some of the industry’s largest and most innovative brands, and its products can be found in over 30,000 retail stores throughout North America including USDA certified organic meat-based jerky treats and Marine Stewardship Council certified seafood treats, as well as a wide variety of proteins and limited ingredient recipe treats. [www.phelpspet.com](http://www.phelpspet.com)

**The Phelps Private Brand Collection is a 'one-of-a-kind' custom-labeled dog treat program designed especially for small business entrepreneurs.**

This program is unique as it offers you the opportunity to feature your brand on up to 10 of the most innovative and on-trend dog treat recipes on the market.

There are no high minimums, lab fees, or significant inventory investments. The program is painless and ready-to-happen as soon as you are.

The 10 dog treat options are innovative, high-quality, dog-tested, and spot-on when it comes to the key humanization trends - USDA Certified Organic, 100% Plant Based, Made with Superfoods, and treats with Limited Ingredients.



### **USDA Certified Organic**

- 1) Organic Chicken & Rice Recipe
- 2) Organic Turkey & Sweet Potato Recipe

### **Meatless Recipes**

- 3) Meat-Free Mesquite Chicken Flavor Jerky
- 4) Meat-Free Hickory Beef Flavor Jerky
- 5) Meat-Free Smoked Salmon Flavor Jerky

### **Variety of 5 Different Proteins**

- 6) Chicken Breast - 100% USA Jerky
- 7) Salmon Recipe
- 8) Duck - Grain Free Recipe
- 9) Lamb with Flaxseed Recipe
- 10) Beef Supermix Recipe

