

Melbourne's New FoodiePooch Sets Tongues and Tails Wagging

FoodiePooch, a Melbourne-based natural pet food brand whose products encompass FoodiePooch and FoodiePuss officially launched on 1 May, at the inaugural Melbourne Dog Lovers Show.

FoodiePooch was founded in 2012 in response to a need in the pet food market for convenient, locally made, natural products. Following the human food trends of wellness, transparency and gluten-free and with food allergies, obesity and diabetes on the rise amongst our beloved pets, this new Australian brand offers dehydrated meals made from carefully selected human-grade ingredients including fresh meats, vegetables and fruits. Most importantly FoodiePooch and FoodiePuss contain no by-products or fillers, and gives pet parents a convenient, healthy and natural feeding alternative.

FoodiePooch and FoodiePuss products are manufactured in Melbourne, in PrimeSafe-licensed facilities with locally sourced ingredients. "It is important that pet parents know exactly what is in their pet's food" said Alla Keogh, founder of FoodiePooch. "Pet parents who shop at local Farmers Markets and Health Food Stores are already making positive food choices for themselves and their family members. FoodiePooch gives those people natural, healthy options for their extended family—their dogs and cats."

The company distribute products online, via their Factory Outlet in South Caulfield, and through selected retail stockists.

To learn more about "FoodiePooch" go to: www.foodiepooch.com.au

About "FoodiePooch": Fuelled by a passion for great food and a keen desire to offer pets and their parents with the very best natural choices when it comes to their diet and health, FoodiePooch is a new line of high-quality human grade, grain and preservative free pet meals formulated by a Small Animal Nutritionist. The Company's main product line consists of dehydrated meals for dogs and cats.

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Contacts

Alla Keogh

M: 041 212 4560 (direct)

mailto: E: alla@foodiepooch.com.au