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BARK TO BASICS JOINS VITAL ESSENTIALS® DISTRIBUTOR NETWORK



GREEN BAY, WI (July 20, 2017) - Vital Essentials® is excited to announce that Bark to Basics, a distributor of premium pet foods and treats, will be serving pet specialty retailers in the Kansas, Missouri, Oklahoma and Arkansas markets. Bark to Basics will distribute the full line of Vital Essentials high quality RAW frozen and freeze-dried pet food, snacks and treats.

Kevin Malnor, Vital Essentials Vice President of Sales and Marketing says, “We’re excited to be teaming up with Bark to Basics, who we believe is among the top-tier in raw pet food sales and distribution in the nation! We are both family owned businesses and our core values are very much aligned, thus joining forces to grow the RAW category was an easy decision.”

Terry Garberg, President at Bark to Basics and her team are committed to providing the highest level of customer service, unwavering support to their retail clients and offering the finest premium raw pet foods. The addition of Vital Essentials reinforces their commitment to the marketplace.

Based out of Kansas City, Kansas, Bark to Basics remains a family-owned and operated business committed to independent pet specialty retailers. Bark to Basics' entire team is motivated to help their independent retailers grow and become as successful as possible.

“We’re committed to growing the RAW pet food, snack and treat category through educating pet-parents, expanding retail distribution, delivering premium quality RAW pet food and fostering relationships with pet industry stakeholders.” says Malnor. “I am confident Bark to Basics will help Vital Essentials achieve its’ mission of ensuring that every pet parent who wants us or needs us, will have access to our “World Class” RAW pet food, snacks and treats.”

About Vital Essentials®

Vital Essentials, maker of the ALPHA Prey-Model Diet, is the most tenured RAW pet food producer in the nation, providing RAW pet nutrition since 1968. The family owned company located in Green Bay, WI, manufactures premium quality RAW frozen and freeze-dried pet food, snacks and treats. Sourced, made and packaged in the USA, every Vital Essentials product stands up to the same promise – Purely RAW, Instinctively Healthy. To learn more, visit www.vitalessentialsraw.com

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