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Vital Essentials® Receives 2016 Pet Business Industry Recognition Award

Pet Business Magazine recognizes VE RAW BAR™ for unique, exciting and innovative merchandising of premium freeze-dried pet snacks

GREEN BAY, WI (January 18th, 2017) – [Vital Essentials](http://VitalEssentials.com)® Freeze-Dried VE RAW BAR™ has been recognized by Pet Business Magazine as the recipient of its 2016 Pet Business Industry Recognition Award for Merchandising Displays.

“To find our Industry Recognition Award winners, the Pet Business editorial staff and editorial advisory board searches through vendor press releases, the aisles of the industry’s major trade shows and even the shelves of local pet stores looking for the most exciting and innovative products the industry has to offer,” states Nisa Petrilli, Senior Account Executive with Pet Business Magazine. “We focus on elements such as uniqueness, functionality and “shelf presence,” among other features, to select the winners.”



VE RAW BAR™ displayed at retail store, Petitude, located in Granada Hills, CA.
Photo credit: Vital Essentials®.

Debuted in March 2016 at the Global Pet Expo, the VE RAW BAR™ display features an eye-catching neon sign, drawing attention to eleven premium freeze-dried snack selections. Included with the raw bar display are branded containers, bags and tongs. Pet parents are able to select any combination of freeze-dried snacks from the following options: Duck Feet, Duck Necks, Turkey Wing Tips, Chicken Necks, Pig Ears, Turkey Tails, Twisted Cod Skins, Bully Sticks, Braided Bully Sticks, Rolled Salmon Skins and Turkey Necks.

“We developed the distinctive VE RAW BAR™ display of premium, freeze-dried snacks to provide an interactive experience where shoppers can see the quality of the products and customize their purchase,” commented Lanny Viegut, Vital Essentials’ CEO. “We took this opportunity to creatively merchandise our products with the launch of VE RAW BAR™, allowing easy access to each item.” With the ability to pick and choose snacks, pet parents can tailor their selections to meet their dog’s individual age, size, taste and preference.

More than 500 retailers have installed the VE RAW BAR™ in locations throughout the United States since its introduction last March. Feedback has been tremendous from store owners and consumers alike. Many retailers have customized the display to best fit into their available spaces and attract shoppers who

are either seeking RAW treats and snacks or are simply intrigued by the concept of a RAW BAR for dogs. “This is truly something that has never been done in the RAW pet food category and we’re extremely pleased to have been recognized by Pet Business Magazine,” says Viegut.



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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 about the benefits of RAW feed and the ALPHA Prey-model diet for cats and dogs, visit www.vitalessentialsraw.com.