



FOR IMMEDIATE RELEASE

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Vital Essentials® Raw Pet Food Expands into 28 European Countries

GREEN BAY, WI, USA (March. 3rd 2016) – Vital Essentials, maker of premium raw frozen and freeze-dried pet food and treats is now “open for business” in Europe!

Vital Essentials is now fully accredited to export to the European pet food market. EU Certification creates new opportunities for pet food importers, distributors, and retailers in 28 member countries to access premium, American-made, frozen and freeze-dried pet food and treats.

Vital Essentials is committed to excellence and is the only pet food brand who has earned all three of the following certifications:

1. USDA Certified and Federally inspected pet food facility
2. GFSI - FSSC 22000 Certification
3. EU Certification

Their facility underwent a rigorous and comprehensive year-long review and assessment process at their USDA Certified pet food facility in Green Bay, Wisconsin. The audit included verification and validation of their food safety programs, raw material source verification, and an in-depth examination of their manufacturing processes.

“I’m very proud of the dedication and determination of our team. EU Certification has been one of our most coveted goals. We are excited about the opportunity to share our innovative products with caring pet parents throughout all of Europe” said Lanny Viegut, owner and CEO of Vital Essentials.

EU Certification bolsters several of the Company’s other achievements. Vital Essentials is manufactured in one of only three USDA Certified and Federally Inspected pet food facilities in the world. They have earned a superior rating (99.3%) from Bureau Veritas (BV), an international food safety audit firm, and recently obtained Food Safety Certification (FSSC) 22000, which is fully recognized by the Global Food Safety Initiative



and demonstrates that a company has a robust Food Safety Management System in place that meets the requirements of its customers and consumers.

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 high 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.

VitalEssentialsRaw.com

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