



## FOR IMMEDIATE RELEASE

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### VITAL ESSENTIALS® EXPANDS SALES TEAM TO MEET GROWING DEMAND

*Southwest Regional Manager, Joey Weichmann, Cultivates Partnerships Throughout California, Nevada and Arizona*

**GREEN BAY, WI (January xx, 2017)** – “When thinking about the potential for growth in the raw pet food category, Vital Essentials leads the way globally,” commented Joey Weichmann on his recent addition to the sales team as Southwest Regional Manager. “No other raw pet food company offers the depth of product line or variety of proteins for dogs and cats along with innovative creation of new food options.”



Joey joined Vital Essentials® last December and has been growing the network of retailers and award-winning VE RAW BAR™ displays in retail outlets. “It’s really all about developing strong relationships with retailers who are committed to the health and nutritional welfare of pets and their many pet families,” stated Joey. “I love sharing the benefits of our ALPHA Prey-Model diet in which pet parents ultimately experience the transformation in their pets from simply surviving to THRIVING.”

Prior to joining Vital Essentials, Joey led sales efforts for a regional firm based in Wisconsin. He also has experience in retail management with national department and grocery stores. Joey and his dog, Finn, recently relocated to California. “Joey’s ability to understand the retail environment and develop relationships with store owners and management along with distributors will be a huge asset in the expansion of our southwest market presence,” says Kevin Malnor, Vital Essentials VP of Sales and Marketing.

#### 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. To learn more, visit [www.vitalessentialsraw.com](http://www.vitalessentialsraw.com)

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