PETS AT HOME LAUNCHES LATEST EVOLUTION IN PET FOOD

Pets at Home has unveiled its latest pet food range specifically designed to provide a complete natural balance of ingredients inspired by the ancestral needs of domesticated dogs and cats.

The ground-breaking Evolution Naturally™ range of complete foods is formulated to deliver an exceptionally high meat protein content blended with fruit, vegetables and specially selected botanical extracts, oils, vitamins and minerals. The result is a range of nutritionally superior, nutrient rich foods with a 70/30 balance of natural protein with no grains, gluten or fillers, no artificial colours, flavourings or preservatives. This delivers a high energy diet providing complete nutrition to support the health and wellbeing of strong, active dogs.

The range comes in four delicious wet and dry food flavours including Salmon with Trout & Herring; Chicken with Turkey & Fish; Duck with Rabbit & Venison and Lamb with Beef & Chicken,

Kelly Mobley, Brand Manager for Evolution Naturally™, said: "This range takes dogs back to nature by mirroring the foraged diet that their ancestors would have eaten in the wild - predominantly meat, with a smaller proportion of fruit, botanicals, vegetables and herbs, but excluding grain.

"We're really excited about this launch – it's great to be able to offer a high mixed meat protein food for energetic dogs. Apart from enhanced general health and wellbeing, dogs fed on Evolution Naturally™ can also benefit from improved mobility, stronger teeth and bones, super shiny eyes and beautifully glossy coats."

Evolution Naturally™ for dogs launches on 13 October 2014 closely followed by Evolution Naturally for cats available from 10 November 2014. See in store for details special offers.

Evolution Naturally™ is exclusively available at Pets at Home. For more information, visit www.petsathome.com/shop/en/pets/evolution.

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For more information please contact the Pets at Home press team at Havas PR on 0161 236 2277 or prpets@havasww.com

Notes to Editors:

About Pets At Home

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are more than 380 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.