



pets at home

*Unconditional Love.
Uncompromising Nutrition.™*

**LAUNCHING EXCLUSIVELY AT PETS AT HOME: WELLNESS®, A LEADING US
NATURAL PET FOOD BRAND**

Pet lovers nationwide are celebrating the arrival of Wellness®, the number one independent, family-owned US brand of natural pet food, which is now available exclusively with Pets at Home.

All recipes in the Wellness range are based on the philosophy that nutrition is at the foundation of a pet's wellbeing; and with over nine million dogs and nine million cats owned and cared for across the country*, we are a nation of pet lovers who want the best for their furry friends.

A Pets at Home study found that 42%** of pet parents tell their pet they love them at least twice a day; and with our pets being seen more as family members, it is no wonder that we want to give them the best, including what they eat.

Wellness offers wholesome, healthy nutrition for dogs and cats and contains no wheat, corn, soya, artificial colours, flavours or preservatives. The recipes use delicious, real-foods such as deboned meats, healthy fruits and vegetables and easily digestible carbohydrates to provide the perfect balance of protein, vitamins, minerals and antioxidants in the healthiest way. Every ingredient in Wellness' natural food recipes is carefully chosen for its nutritional benefits providing just what our four-legged friends need for happier, healthier, longer lives.

Pets at Home will offer three Wellness ranges – **CORE®**, **Complete Health™** and **Simple™** which come in a variety of flavours in wet or dry versions and are complete and balanced for everyday health. The dog range is now available and the cat range will launch in November.

Wellness CORE (For Dogs and Cats): grain-free, higher protein recipes which feature fresh meat as the first ingredient. These protein-focused dishes include quality chicken, turkey or whitefish which help promote lean body mass while also satisfying your pet with a tasty meal.

Wellness CORE Chunky Centers (For Dogs): savoury pâté filled with hearty meat cuts including turkey, duck, lamb and tuna. These grain-free dishes are full of superfoods such as spinach, sweet potatoes and kale, ensuring each bite is packed with wholesome nutrition.

Wellness CORE Divine Duos (For Cats): grain-free, savoury pâté topped with protein-rich cuts in gravy. Dishes include hearty cuts of beef, chicken liver, tuna and salmon – balanced with nutrient-rich broccoli and carrots.

Wellness Complete Health (For Cats): an optimal balance of natural whole foods to fulfil the unique health needs of your cat. Complete Health cat recipes help maintain a healthy body mass, overall health and vitality, optimal nutrient absorption, healthy skin & coat and digestive health. Wellness Healthy Indulgence Morsels are complete and balanced recipes of tender morsels served in a savoury gravy.

Wellness Small Breed Complete Health (For Dogs): designed specifically for the needs of small breed dogs with fresh meat as the first ingredient, optimal levels of protein to support higher energy needs, hip and joint support and skin & coat support. Wellness Petite Entrées are tasty casseroles featuring poultry and meats with healthy veggies. Petite Entrée recipes can be fed along with Small Breed Complete Health or exclusively as a complete and balanced meal.

Wellness Simple (For Dogs): the first of its kind in the UK, this natural limited-ingredient dry-food diet has been created for adult dogs with food sensitivities, allergies or ingredient intolerances. These hypo-allergenic diets keep it simple with a single source of protein (lamb or salmon) and easily digestible carbohydrates, without extra fillers or additives, including no wheat, wheat-gluten, corn, soya, dairy, eggs, artificial colours, flavours or preservatives.

Camelle Kent, Chief Commercial Officer at WellPet commented: “Pet parents have a growing interest in natural food diets for their pets and we’re excited to give them even more options to choose from. It is our mission to put wellbeing at the core of everything we create, and to provide thoughtful nutrition choices that unite quality, taste and health. As a result, we have helped thousands of pets over the years to live healthy, happy lives. We are delighted

to partner with Pets at Home and offer the Wellness range both in store and online.”

David Wainwright, Head of Buying at Pets at Home said: “We are extremely excited to unveil the Wellness brand exclusively in our stores nationwide. We know how important it is that our customers are able to get the best food for their pets which is why we are proud to be stocking Wellness exclusively.”

The new Wellness range is available exclusively at Pets at Home in stores nationwide and online. The dog range is now available and the cat range will launch in November. Find Wellness on Twitter and Instagram [@WellnessPetFood](#) and on Facebook [facebook.com/wellnesspetfood](https://www.facebook.com/wellnesspetfood) or for more information visit www.wellnesspetfood.co.uk or www.petsathome.com.

*All pet populations quoted as estimates. Cat population based on 2012 estimates from Datamonitor and Euromonitor. Dog pet population totals taken from Pet Food Manufacturers' Association (PFMA) Pet Population Report 2014 (Sample 6000/TNS)

**Pets at Home VIP club membership survey, July 2014; Pets at Home survey of 5,000 pet owners

Notes to Editors:

For samples, images and further product details, please contact the Publicity team at wellness@publiccity.co.uk or Tel: +44 (0)20 3757 6800

About Wellness®

Wellness is the No. 1, independent, family-owned natural pet food brand in the US. We do whatever it takes to create the healthiest foods for the pets that depend on us. We believe food feeds their souls, sustains their lives and protects their bodies. For each of our recipes we never compromise - selecting nature's finest ingredients and combining them with unique super nutrients to help support whole body health and wellbeing. Like you, we know that our pets provide us unconditional love, and providing uncompromising nutrition is one way we can do the same for them.

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 400 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.