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Leader in fresh pet food launches 'Veterinary Nutrition™' at IVECCS

Freshpet's post-op recovery diet specifically formulated for inappetant and convalescing dogs and cats – nutrient dense and highly palatable

Secaucus, N.J., Sept. 8, 2009 – After Freshpet introduced its fresh, refrigerated dog food to the grocery and retail market in 2006, the company and veterinarians alike kept hearing similar feedback from consumers: When their dogs were sick or injured, they wouldn't eat anything but Freshpet. With input from surgeons, veterinarians and board-certified nutritionists, Freshpet created three new and unique fresh formulas specifically for these post-op and critical care applications – Canine Intensive Support, Canine Maintenance and Foundation and Feline Intensive Support.

The new Veterinary Nutrition™ line will be introduced at the International Veterinary Emergency and Critical Care Symposium this September 9 through 13 in Chicago – and will be sold and dispensed exclusively through veterinary practices. Additionally, the new products will be distributed through MWI Veterinary Supply beginning Nov. 2.

Made from a blend of fresh meats, fish and eggs, it offers enhanced palatability to deliver an energy- and nutrient-dense product that supports optimal health and healing in dogs and cats.

According to internationally noted author, speaker, and surgeon Dr. Joseph Bojrab, DVM, MS, PhD, during the various stages of healing and wound care, animals need protein to form collagen. If protein is not present, muscle wasting occurs. This is a result of the body using protein from any available source to heal the wound or recover from illness.

“Protein is the most important part of any post-operative recovery,” said Bojrab.

“Veterinary Nutrition will completely change the outcome of an animal’s recovery because of its protein content, nutrient availability and high palatability.”

If recovery is compromised through inadequate nutrition or low food consumption, a surgery or treatment plan could be viewed as unsuccessful in a client’s eye. “The last thing a veterinarian wants to get is the call from a concerned client after surgery that the pet is not eating,” said Bud Hanson, director of veterinary marketing for Freshpet. “It can be the most important, but often overlooked, part of a recovery plan.”

Veterinary Nutrition maximizes caloric intake even when total food intake is low. The higher levels of quality protein sources provide an ideal amino acid profile to support tissue re-generation and repair, while an optimal Omega 6:3 ratio supports a healthy immune system, reduces inflammation and promotes healing. Additionally, it has a preferred palatability over competitive products.

Veterinary Nutrition:

- **High levels of quality protein sources** - Provides an ideal amino acid profile to support tissue regeneration and repair.
- **Energy and nutrient dense** - For critical care patients it’s important to maximize calorie and nutrient intake, especially when patients’ food consumption is reduced due to illness or treatment.
- **Made from fresh ingredients** - To enhance palatability Veterinary Nutrition uses only fresh chicken and chicken liver, turkey, salmon, beef, and eggs in its formulas.
- **Minimal processing to retain nutrients** - Veterinary Nutrition is gently cooked through pasteurization and undergoes 1/3 of the processing that dry and canned products do. Minimal processing retains essential vitamins and nutrients and increases palatability and digestibility.
- **Refrigeration is our only preservative** - No other preservatives are used or added. From the time it’s manufactured, Veterinary Nutrition is kept cold through distribution all the way to the veterinary practice. Once it’s opened, the product should be kept refrigerated and will remain fresh for approximately seven days.

“With Freshpet, we are revolutionizing the way pet owners feed their animals,” said Scott Morris, co-founder and vice president of Freshpet. “Now, our Veterinary Nutrition products will assure clients that their pets recovering from surgery or illness are receiving enough energy to support healing.”

Canine Intensive Support and Feline Intensive Support is appropriate for: post-surgical recovery; cancer therapy; heart disease; malnutrition and weight loss; trauma recovery or any condition associated with decreased food intake. Additionally, Feline Intensive support can be used to treat hepatic lipidosis in cats.

Visit www.freshpet.com for more information. To contact MWI Veterinary Supply, call 800.824.3703.

About Freshpet®

Freshpet is a group of pet experts, nutritionists, and dog lovers dedicated to feeding pets the goodness of real, fresh food. Headquartered in Secaucus, New Jersey, Freshpet is the only U.S. manufacturer and marketer of fresh, refrigerated food for pets. **Freshpet** brands include **Freshpet® Select** available at select grocery and mass market retailers and **Deli Fresh®** available at select pet specialty stores, and now Veterinary Nutrition™ available exclusively through veterinary practices. Visit www.freshpet.com for more information.