

For Immediate Release

## **40-Year Heritage and Commitment to Good Pet Nutrition Drives Solid Gold Pet's Success**

GREENVILLE, SC – Nutrient-rich natural ingredients have the power to deliver specific health benefits, not only for people but for pets too. That's what Solid Gold Pet's founder, Sissy McGill, believed when she set out on a journey for healthier options to feed her pets. That was over 40 years ago. Today, McGill's core formula is still the foundation for all of Solid Gold's extensive line of pet food formulas.

“As America's first holistic pet food, we are industry pioneers with a long established history of creating all-natural, nutrient-rich pet food,” said Michelle Higdon, CEO, Solid Gold Pet. “After 40 years of testing and experience, we've formulated a blend of ingredients that we believe provides dogs and cats of all breeds and life stages, the kind of nutrients needed to live their best life.”

As health-conscious consumers with pets become more knowledgeable about good nutrition, Solid Gold's message continues to gain traction. In 2014, the company was honored with the Natural Choice Award for Best Natural Pet Food by WholeFoods Magazine. Each year, WholeFoods Magazine Natural Choice Awards recognizes companies who have demonstrated an outstanding commitment to excellence in the natural foods industry. Solid Gold was the only winner in the pet care category.

### **GoldSource Core Nutrition – The Foundation of All of Solid Gold's Dry Formulas**

Made from the highest quality of natural ingredients, GoldSource Core Nutrition is a proprietary blend of super foods, protected probiotics and perfect proteins balanced for your pet's whole-body health. With 11 powerful ingredients, each delivering a specific health benefit, GoldSource Core Nutrition helps deliver the foundation for extraordinary health.

Ingredients include:

- Egg – Nature's perfect protein with essential amino acids critical for a pet's muscle growth and metabolism.
- Vitamins C and E - Nature's antioxidants to help support a pet's immune system and long-term health.
- Ocean White Fish - A balanced protein coupled with DHA to promote cognitive behavior, immune function and muscle growth.
- Omega Fatty Acid Blend – An optimum balance of Omega-6 and -3 fatty acids to promote skin, coat and overall health.
- Protected Probiotics and Natural Prebiotic Fiber – To support a pet's digestion.
- Taurine - For optimum heart health.
- L-Carnitine - To help burn fat and improve muscle development.
- Super Food inclusions – Ingredients like carrots, pumpkin, cranberry, lentils and more to provide fiber and aid digestion.

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***About Solid Gold Pet, LLC***

Founded in 1974 in San Diego, California by a devoted pet lover, Sissy McGill, Solid Gold Pet is America's first holistic pet food for dogs and cats. Free of chemical preservatives, Solid Gold pet food is created with the highest quality of natural ingredients and is available for pets of all sizes, life stages and diets.

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Solid Gold Pet and the Solid Gold Foundation are proud supporters of Warrior Canine Connection (WCC), a national non-profit organization that enlists recovering Warriors in a therapeutic mission of learning to train service dogs for their fellow Veterans. In this exclusive partnership, Solid Gold will provide dog food, treats, and supplements to all of the service dogs at WCC's program sites nationwide.

Solid Gold Pet is headquartered in Greenville, South Carolina. For more information, visit [www.solidgoldpet.com](http://www.solidgoldpet.com).

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