

For Immediate Release

**Solid Gold Pet Expands Its Heritage Line  
with New Protein Options for Dogs and Cats**

*New formulas provide more variety and flavor profiles  
to meet the changing diets of pets*

**Visit us at Global Pet Expo, Booth #1107**

GREENVILLE, SC (March 4, 2015) – Solid Gold Pet, America’s first holistic pet food, is expanding its heritage pet food line to include new exotic and novel proteins for both dogs and cats. The new holistic products will be featured during Global Pet Expo, March 4-6, in Orlando, Florida.

Created for dogs and cats of all life stages and breeds, Solid Gold Pet’s heritage product line is the foundation for all of Solid Gold Pet’s holistic pet food products and is inspired by the company’s legacy formulas.

“Health conscious consumers are looking for more variety with leaner protein and flavor options,” said Michelle Higdon, CEO, Solid Gold Pet. “We are excited by the availability and nutritional benefits that these exotic ingredients provide.”

Higdon says that 7 new holistic dog and cat food formulas will be added to Solid Gold Pet’s heritage line and will include new exotic and novel proteins, like duck, quail and rabbit.

Consistent with Solid Gold Pet’s entire line of holistic pet food formulas, the new products do not contain corn, wheat, soy, artificial flavors or artificial preservatives.

All of Solid Gold’s dry formulas are crafted with GoldSource Core Nutrition, a proprietary blend of 11 powerful nutrients, each delivering a specific health benefit.

Solid Gold’s complete line of dry pet food is packaged in a best-in-class, four-ply, foil barrier bag which provides protection and stability to Solid Gold’s naturally preserved formulas.

The new holistic heritage products are expected to start hitting shelves in May at independent pet food retailers and specialty pet retailers where Solid Gold products are sold. New products are detailed below.

**Solid Gold Pet’s New Heritage Line of Holistic Dry Dog Foods:**

***Wide-Eyed Dreamer With Duck, Potato & Peas***

Created for medium and large adult dogs, this formula features iron rich, high density protein found in duck meat, sourced from France, and is combined with potatoes, a highly digestible energy source, and pearled barley, to support digestive health. Available in 4-lb, 12-lb and 24-lb bags.

***Star Chaser With Chicken, Brown Rice & Vegetables***

Created for adult dogs of all sizes, this natural formula features lean and dense premium protein from chickens raised in the U.S. Protected probiotics along with healthy whole grains, like brown rice and pearled barley, and vegetables are included to support a healthy digestive system. Available in 4-lb, 15-lb and 28.5-lb bags.

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***Fit and Fabulous With Fresh Caught Alaskan Pollock—Weight Control Recipe***

This low-fat, low-calorie weight management recipe was created for adult dogs of all sizes and is made with fresh Alaskan Pollock, sourced from the cold, pristine waters of the Bering Sea. Alaskan Pollock is a significant source of Omega-3 fatty acids which supports the immune system and skin and coat health. Vegetables are added to support a healthy digestive system. Available in 4-lb, 12-lb and 24-lb bags.

***Dream Catcher With Rabbit, Pearled Barley & Brown Rice***

Formulated for medium and adult dogs, Dream Catcher features rabbit, an easy to digest novel protein and one of the least common food allergens for pets. Healthy whole grains like pearled barley and brown rice are added to support digestive health. Available in 4-lb and 24-lb bags.

**Solid Gold's Pet's New Heritage Line of Holistic Dry Cat Foods:**

***Touch of Heaven With Chicken & Brown Rice***

This holistic formula is created to support the nutritional needs of growing kittens. A nutritious balance of high-density protein from lean, American-raised chicken is combined with fiber-rich brown rice to support a healthy digestive system. Available in 4-lb and 8-lb bags.

***Moonlight Prowl With Duck, Pearled Barley & Pumpkin***

Formulated for cats and kittens, Moonlight Prowl features nutritious duck, sourced from France. High in lean protein and iron and low in saturated fat, duck is also a natural source of necessary amino acids, B vitamins and selenium. Pearled barley and pumpkin are included to support digestive health. Available in 4-lb and 12-lb bags.

***Furrever Young With Turkey, Brown Rice & Cranberry***

Designed for less active and more mature adult cats, this holistic formula features just the right amount of lean turkey for easy digestion and is balanced with a blend of healthy whole grain brown rice and cranberry, which is rich in antioxidants. Available in 4-lb and 15-lb bags.

**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.

In 2014, the company was honored with the 2014 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.

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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