



For Immediate Release

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Chicken Soup for the Soul Pet Food Participates in the 2021 Digital Global Pet Expo – March 24th – March 26th, 2021

Premium Pet Food Company Highlights New Dry and Wet, Dog & Cat Products

Cos Cob, CT, March 23, 2021- [Chicken Soup for the Soul Pet Food](#), a leading super premium pet food company, is participating in this year's [2021 Digital Global Pet Expo](#). Presented by [American Pet Products Association](#) (APPA) and the [Pet Industry Distributors Association](#) (PIDA), Global Pet Expo Digital Access will take place March 24–26, 2021 - bridging the 2020 and 2022 live events.

Chicken Soup for the Soul Pet Food plans to give attendees a “sneak peek” into their new Small Bites Mature dry dog entrée designed for smaller breeds or dogs with dental concerns as well as their Tuna & Brown Rice dry indoor cat recipe. These recipes will be ready to ship Q2 2021.

Three new “Cuts in Gravy” wet dog recipes: Turkey & Sweet Potato, Beef with Vegetables and Chicken, Brown Rice & Vegetables and a dry cat recipe Salmon & Brown Rice will also be highlighted.

Chicken Soup for the Soul Pet Food will provide attendees insight into their premium Classic and Grain Free dog and cat product lines through their intro video and online retailer communications. As always, their products are made with real meat as first ingredient, no by-product meals, no wheat, corn or soy, and no artificial colors, flavors or preservatives. All ingredients are responsibly sourced and made in the USA.

ABOUT CHICKEN SOUP FOR THE SOUL PET FOOD

Chicken Soup for the Soul has been providing super-premium pet food for over 16 years. The company makes dry and wet dog and cat food as well as treats that are available at independent pet specialty stores nationwide and select products are available online. The company's mission is to help all pets

eat well through its affordable pricing and its work with shelters and pets in need. A portion of all proceeds from the sale of Chicken Soup for the Soul pet food goes to Chicken Soup for the Soul's Fill-a-Bowl... Feed-a-Soul™ program. The program has provided over 3 million meals to pets in need. Visit www.chickensouppets.com for more information.

Like Chicken Soup for the Soul Pet Food on Facebook: www.facebook.com/ChickenSoupPets/

See Chicken Soup for the Soul Pet Food on Instagram: www.instagram.com/ChickenSoupPets/

ABOUT GLOBAL PET EXPO

Global Pet Expo, the pet industry's premier event, is presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA). The 2020 Show featured 1,066 exhibitors, 3,541 booths and more than 3,000 new product launches. Additionally, 6,041 pet product buyers from 78 countries attended. In 2021, the event will take place in a fully digital format. Global Pet Expo Digital Access is open to independent retailers, distributors, mass-market buyers, and other qualified professionals. Global Pet Expo Digital Access will take place March 24-26. For more information, visit www.globalpetexpo.org.

ABOUT AMERICAN PET PRODUCTS ASSOCIATION

The American Pet Products Association (APPA) is the leading trade association serving the interests of the pet products industry since 1958. -APPA membership includes more than 1,100 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. -APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following [initiatives](#): Pets Add Life (PAL), Tony La Russa's Animal Rescue Foundation (ARF) Pets and Vets Program, the Human Animal Bond Research Institute (HABRI), the Pet Industry Joint Advisory Council (PIJAC), Bird Enjoyment and Advantage Koalition (BEAK), and the Pet Care Trust. -Visit www.americanpetproducts.org for more information.

ABOUT PET INDUSTRY DISTRIBUTORS ASSOCIATION

Pet Industry Distributors Association (PIDA) is the premier trade association representing the interests of pet product distributors since 1968. The mission of PIDA is to enhance the well-being of the wholesaler-

distributor, to promote partnerships with their suppliers and customers and to work cooperatively with other organizations in fostering the human-companion animal bond. PIDA is also proud to grow and support the industry through the following initiatives: the Human Animal Bond Research Institute (HABRI), the Pet Industry Joint Advisory Council (PIJAC), and the Pet Care Trust. Visit www.pida.org for more information.
