



**Paws Gourmet Bakery, LLC**

FOR IMMEDIATE RELEASE

**Paws Gourmet Bakery launches compostable packaging at SuperZoo 2023**

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Paws Gourmet Bakery has two simple goals, to be the healthiest pet bakery in the United States and to constantly reduce our carbon pawprint. To further our goal of being responsible environmental stewards, we are proud to unveil our new compostable packages on August 16<sup>th</sup>, 2023, at SuperZoo in Las Vegas. These packages are printed with soy ink and made with 100% home compostable materials - even the clear window is biodegradable.

We have nine uniquely artisanal recipes that create eighteen different products. Our packages were designed with three end goals ~ Healthy Products, Beautiful Packaging, *and* Eco-Friendly!

Another noticeable change to our packaged treats is that all varieties now come in a six-ounce package size. This allows us to provide a lower price point, to increase merchandising flexibility, and to package orders more efficiently, resulting in reduced shipping costs.

Our focus on the environment doesn't stop there. Our five-pound bulk boxes are made from recycled materials and can be recycled again. When shipping orders, only biodegradable packing peanuts are utilized, and all shipping boxes are made from recycled cardboard.

Our products are exclusive to the independent pet channel. With a retail-focused perspective, Paws Gourmet Bakery provides continually evolving products as well as custom and private label options, with point-of-sale tools to help educate consumers on the benefits of healthy, nutritious treats that are also fun, whimsical, and hand made in the U.S.A.

To learn more about the products and future of Paws Gourmet Bakery, please visit our website or contact us at [sales@pawsgourmetbakery.com](mailto:sales@pawsgourmetbakery.com).