

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release



FOR IMMEDIATE RELEASE

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Product Photos Available

Dr. Susan Dalton, CEO and Founder
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Finally a 100% meat treat that is clean, nutritious, and affordable for your dog

Dr. Dalton's Premium Treats offers high quality treats at NEW lower prices

SANTA BARBARA, CA (April 26, 2018) – Pet treats have climbed in the pet food category as pet owners invest more in preventative, healthier foods for their pets.¹ When looking at health food trends, conscious shopping extends into pet treats for cleaner, premium treats, paying more for preventative care that promises longer and happier life of their pets. At 35% of adult population, millennial shoppers pay more for high quality ingredients, made in the USA, and supports small boutique stores, yet they are price conscious.² Dog trainer Dr. Susan Dalton started making her premium 100% all-meat dog treats in 2012 as a high-incentive reward for positive reinforcement working with rescue dogs and behavioral issues. Dr. Dalton's treats were made to be a healthy, high value reward that dogs love from a single ingredient, high quality 100% meat.

For premium dog treats, Dr. Dalton is excited to announce that she is lowering pricing without changing the quality in any way. Dr. Dalton's Premium Treats are priced at \$11.99 for 3oz size and \$19.99 for 6oz size with choices of either single ingredient of 100% trimmed cow hearts, 100% skinless chicken breast, or meat medley of beef, chicken and pork. Dr. Dalton offers loyal customers an additional savings of \$2 a bag, providing both savings and convenience to keep these nutritious treats on hand and in stock. Dr. Dalton's Premium Treats are 100% human grade meat and made with zero additives, preservatives, or fillers. Dr. Dalton's are the perfect choice for pet owners looking to eliminate unhealthy ingredients from their pet's diets, such as sugar, grains, dyes and preservatives.

The availability of healthy, nutritious dog treats into wider distribution channels supports the increased demands of health-conscious pet owners for premium treats.³ Dr. Dalton's Premium Treats are made from choice cuts of US farmed, sourced, made and packaged dog treats with no additives, providing dogs with a meat-based protein source for essential amino acids their diets require. Protein is an essential building block for muscles, organs, bones and connective tissue, and dogs require adequate amounts to remain healthy at every age.⁴ Dr. Dalton created the high quality clean treats with the love of animals in mind. Dogs require a well-balanced diet essential for healthy growth and healthy living. Providing meat-only dog treats is a perfect way to meet that need.

¹ Pet Product News Staff. (2017, December 27). 5 Pet Food Trends to Watch in 2018. *Pet Product News*. Retrieved from <http://www.petproductnews.com/News/5-Pet-Food-Trends-to-Watch-in-2018/>

² Birnstengel, Grace. (2017, March 31). The Truth About Millennial Pet Owners. *Pet Business*. Retrieved from <http://www.petbusiness.com/April-2017/The-Truth-About-Millennial-Pet-Owners/>

³ Technavio Research. (2017, July 6). Global Pet Treats Market – Key Drivers and Forecasts from Technavio. Retrieved from: <https://www.businesswire.com/news/home/20170706005990/en/Global-Pet-Treats-Market---Key-Drivers>

⁴ Yastremska/Bigstock. (2017, February 10). Why is Protein Essential in a Dog's Diet? *PetGuide.com* Retrieved from <http://www.petguide.com/health/dog/why-is-protein-essential-in-a-dogs-diet/>



Part of our care for dogs is shown by giving dogs treats as a reward, to show love, and just because. With Dr. Dalton's you are giving your pet 100% pure single ingredient of safe, high-quality choice meat for additional protein that dogs need for a balanced diet. Dr. Dalton recommends using her treats any time, whether in dog training, during play or while exercising. The treats are perfect to carry in pockets, as they are neither greasy nor crumbly. With the new lower prices, dog owners can lovingly give their dogs and feel they are positively supplementing their dog's health with good nutrition.

About Dr. Susan Dalton and Dr. Dalton's Premium Treats

Dr. Susan Dalton grew up surrounded by animals of all kinds - dogs, cats, chickens, snakes, and even salt water fish. After receiving her Ph.D., she worked with troubled adolescents and served as both a university professor and researcher.

Dr. Dalton began training dogs after adopting Cassie, a 10-week old border collie who had been rescued from under a car. Cassie was traumatized; fearful and aggressive. When Dr. Dalton consulted various experts on how to best rehabilitate Cassie, all of the trainers she spoke with labeled the pup unworkable - a hopeless case.

Susan began reading everything she could about dog training, and personally developed a highly effective program based on positive reinforcement. Using this philosophy, she founded the California School for Dogs Inc. in 2009. Since then, Dr. Dalton has trained hundreds of dogs - specializing in frightened, aggressive and traumatized animals.

With healthy treats a cornerstone of her training program, Dr. Dalton wasn't satisfied with the dog treat options available to her. She started making her own treats in 2012, using clean and simple ingredients like chicken, beef, and pork. It was her clients who convinced her to make her treats available for purchase. Since then, Dr. Dalton has mastered the creation of a dog treat that is both healthy and *doggy delicious*.

All of Dr. Dalton's Premium Pet treats are sourced, produced, and packaged in the USA. They can be purchased at Amazon.com and at www.DrDaltons.com, and are available both as a single purchase and on a monthly subscription basis. These wonderful treats come in three flavors – Simply Beef, Simply Chicken and Meat Medley (made from beef, chicken, and pork).

For more information about [Dr. Dalton's Premium Treats](#), or to interview Dr. Susan Dalton, please contact Bryn Crutchfield at bryn@christieand.co or call 805-969-3744. Visit www.DrDaltons.com.

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