



PRESS RELEASE

FOR FOUR-LEGGED SUSTAINABILITY PIONEERS: INSECTDOG MINI GRAINFREE FROM GREEN PETFOOD

Kleinheubach, 07.09.2021 – InsectDog from Green Petfood has been part of the climate-positive brand's fixed range for many years. In order to respond to the growing group of customers who own small, sensitive dogs, the team of nutritionists and veterinarians has developed a new product: InsectDog Mini grainfree with insect protein and animal welfare chicken. The product features a recipe and kibble size that have been specially adapted for small breeds.

Sustainability and animal health in one

Many dog lovers already swear by Green Petfood's Super Premium insect-based dog food - not just because it tastes delicious, but because it is a sustainable solution for four-legged friends. Compared to traditional sources of protein, insects generate far less CO2 during production, consume less water, require less space, and therefore have a particularly small CO2 pawprint.



Creepy-crawlies for small and young dogs: InsectDog Mini grainfree will be available from October

The unique thing about this new addition? As one of the first insect products on the market, it is also suitable for all breeds. Insects, sweet potato and red lentils are the high-quality ingredients that give InsectDog Mini grainfree its delicious taste and make it easy to tolerate. From October 2021, the new complete grain-free food will be available for small and growing dogs from 8 weeks of age in 5 x 900g and 7.5kg sizes as well as 90g samples.

www.green-petfood.com



About Green Petfood

The Green Petfood brand is part of ERBACHER the food family, a medium-sized family company based in Kleinheubach in the Bavarian Odenwald region, one of the leading manufacturers of Super Premium nutrition for pets in Europe. True to the company's philosophy of being a "visionary and pioneer for sustainable nutrition", Green Petfood focuses on innovative and sustainable food for dogs and cats. Green Petfood's aim is to rethink petfood, manufacture sustainably, and cater to all of your pet's needs. Operating under the slogan 'Greenify our future', Green Petfood has set itself the mission of making the world greener through pet food. This is why all our products are designed to be climate-positive. Green Petfood doesn't just offset all of its CO₂ emissions, from the cultivation of raw ingredients to the product that reaches your pet's bowl: through its forest conversation project in Tanzania, it actually compensates for 25% more emissions than it generates. Thanks to its pioneering work in the area of sustainability, the Green Petfood brand was one of the first in the pet industry to be recognised as an environmentally sustainable brand in the 2019/2020 Green Brands awards.

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