

Purina® Brings New Natural Dog and Cat Food Options to the Pet Food Aisle with Purina® Beyond®

Nutritionist-Crafted Recipes Use Simple and Nutrient-Rich Ingredients to Give Pets Everything They Need and Nothing They Don't

ST. LOUIS, MO (July 30, 2014) – Nestlé Purina® PetCare Company (Purina) is giving pet owners a new natural pet food option for their four-legged friends called **Purina® Beyond®**. Purina Beyond uses real, recognizable, natural ingredients you know and trust, plus essential nutrients. All Beyond dry recipes are made with real meat, poultry or fish as the number one ingredient. All Beyond recipes contain no corn, wheat, soy, poultry by-product meal or added artificial colors, flavors or preservatives.

Created by a team of in-house pet nutritionists, Purina Beyond offers limited ingredient recipes, superfood blend recipes containing nutrient dense ingredients like salmon, sweet potato, pumpkin or cranberries, and grain-free, protein-rich recipes to give pet owners a variety of high-quality natural food options for their dogs and cats.

“Deciding which foods to feed ourselves and our pets is one of the most important decisions that we make every single day,” said Jan Dempsey, Purina Senior Pet Nutritionist. “Each Beyond recipe is formulated to optimize the way our real natural ingredients plus essential nutrients come together to deliver excellent nutrition to help pets live long, healthy lives.”

Purina Beyond is available in a variety of recipes for dogs and cats, including:

- **Purina Beyond Simply 9 Dry Dog Food**

Ranch-Raised Lamb & Whole Barley Recipe or White Meat Chicken & Whole Barley Recipe

- **Purina Beyond Superfood Blend Dry Dog Food**

Salmon, Egg & Pumpkin Recipe or Barley, Egg, Sweet Potato & Cranberry Recipe

- **Purina Beyond Adventure Dry Dog Food**

Grain-Free Tuna & Egg Recipe

- **Purina Beyond Dry Cat Food**

White Meat Chicken & Whole Oat Meal Recipe or Salmon & Whole Brown Rice Recipe

- **Purina Beyond Superfood Blend Dry Cat Food**

Herring, Egg & Sweet Potato Recipe or Barley, Egg & Cranberry Recipe

- **Purina Beyond Grain-Free Dry Cat Food**

Ocean Whitefish & Egg Recipe

- **Purina Beyond Pate Wet Cat Food**

Chicken & Brown Rice Recipe, Salmon & Brown Rice Recipe, Grain-Free Trout & Catfish Recipe, Grain-

Free Wild Salmon Recipe, Grain-Free Chicken & Sweet Potato Recipe or Grain-Free Ocean Whitefish & Spinach Recipe

- **Purina Beyond Gravy Wet Cat Food** Tuna, Herring & Sweet Potato Recipe, Grain-Free Chicken, Beef & Carrot Recipe, Grain-Free Salmon & Sweet Potato Recipe, Grain-Free Tuna, Mackerel & Carrot Recipe or Grain-Free Turkey, Spinach & Sweet Potato Recipe

Going Beyond the Label

Purina Beyond doesn't end with high quality, natural ingredients, it starts with them. All Beyond food must meet stringent quality standards that are among the strictest in the pet food industry. In-house pet nutritionists formulate each recipe, and Beyond tracks every raw ingredient that goes into the food from the time of receipt through its inclusion in the finished recipe. To monitor every step in the preparation of Beyond food and ensure ultimate quality and safety, all Purina Beyond dry foods are made in Purina-owned facilities throughout the United States.

"What makes Purina Beyond different from other natural pet foods on the market is the expertise and care that goes into each bag of food," said Amanda Culbertson-Kraemer, Purina Beyond brand director. "From our in-house nutritionists and strict ingredient sourcing standards to where we make our food and the high quality and safety standards used at all stages of the manufacturing process, we take pride in maintaining control of our foods from farm to food bowl."

Purina Beyond is available nationwide in the pet food aisle of mass and grocery retailers and at pet specialty stores. Beyond foods are priced in line with other natural pet foods. To find out more about Purina Beyond, visit www.BeyondPetFood.com.

About Nestlé Purina PetCare

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness. For more, visit www.purina.com.

For further information: Stephanie Cavataro Catalyst, an IMG Consulting Company 212.774.4459 stephanie.cavataro@catalystimg.com Lorie Westhoff Nestlé Purina PetCare 314.982.2122 lorie.westhoff@purina.nestle.com
