

# Beneful® Gives Dogs & Their Owners Even More To Love With New Dry Dog Food Recipes

## New Beneful Recipes Offer Real Chicken or Beef as #1 Ingredient, Eliminate Added Sugar

ST. LOUIS, Aug. 16, 2016 /[PRNewswire](#)/ -- After listening to dog owners and working with its team of pet nutritionists, [Beneful](#)® is unveiling new recipes across its dry dog food line, offering real meat as the first ingredient in the chicken and beef varieties and eliminating added sugar across the board. The changes – an evolution more than two years in the making – give dogs more of what their owners are looking for in their dog's food without compromising nutrition or sacrificing the delicious taste or variety of textures that keeps millions of Beneful dogs running back to the bowl day after day.

"Exceeding the expectations of dog owners and their furry friends will always be the top priority for the Beneful team, and we've heard loud and clear what consumers love about Beneful and how we can make it better," said Brent Gleckler, Beneful brand director and owner of Louie the Bolognese. "Our new dry food recipes are a reflection of the feedback we've gotten, and they've met the high standards of not only our nutritionists, but our own dogs who eat Beneful every day."

In addition to making real meat the number one ingredient in its beef and chicken varieties, removing added sugar, and making other changes to simplify ingredient lists and address dog owner desires, the new Beneful dry dog food recipes feature 100 percent complete and balanced nutrition for each life stage that includes:

- 22 grams or more of protein per cup;
- 23 essential vitamins and minerals to support overall health; and,
- Accents of real vegetables and fruits, like spinach, peas, carrots and apples.

The new Beneful dry dog foods will be available nationwide by the end of August at the same price point as the previous recipes, so consumers get more real meat without paying more for the food their dog will love. Most varieties are widely available in 3.5 lb., 6.3 lb., 13 lb., 15.5 lb., 31.1 lb., 40 lb., and 44 lb. bags.

Also beginning this month, Beneful is featuring real dog owners and their dogs in its national advertising campaign to talk about the new dry food formulas. To join the conversation, connect with Beneful on Facebook via [Facebook.com/Beneful](https://www.facebook.com/Beneful), or @Beneful on [Twitter](#) and [Instagram](#).

### **Transitioning To the New Dog Food Recipes**

Because dogs can be sensitive to change, especially when it comes to food, even dog owners who currently feed their dog Beneful will want to gradually transition to the new Beneful recipes over the course of 7-10 days as they would for any new type of food by gradually adding more of the new food and less of the old food into the bowl. Beneful offers some [helpful dog feeding tips and tricks](#) on Beneful.com to help dog owners make the transition smoothly.

### **The Beneful Guarantee**

Dog owners have plenty of choices for what to feed their best buddies, and the Beneful team stands behind the quality of its foods with a money-back guarantee. If for any reason a dog owner isn't completely satisfied

with the new recipes, Beneful will issue a full refund. Visit [Beneful.com/guarantee](http://Beneful.com/guarantee) for full details on the money-back guarantee.

Visit [Beneful.com](http://Beneful.com) to learn more about Beneful's variety of wet and dry dog foods and treats, and the Beneful team's commitment to improving dog-loving communities across the country through the [Beneful Dream Dog Park Project](#).

### **About Beneful Brand Dog Food**

*Manufactured by Nestlé Purina PetCare Company, Beneful brand dog food offers a full line of wet and dry formulas that offer a perfect balance of taste and nutrition. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premier global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.*

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### **SOURCE Beneful**

For further information: Media Contacts: Nicholle Lyons, Cone Communications, 617-939-8378, [nlyons@conecomm.com](mailto:nlyons@conecomm.com); Lorie Westhoff, Nestlé Purina PetCare Company, 314-982-2122, [lorie.westhoff@purina.nestle.com](mailto:lorie.westhoff@purina.nestle.com)

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