

Beneful® Introduces New Grain Free Recipe Made with Simple, Wholesome Ingredients Dogs Love

Free of grains and fillers, the new dry dog food recipe features real farm-raised chicken as the #1 ingredient

ST. LOUIS, Oct. 10, 2017 /[PRNewswire](#)/ -- As dog owners across the country express growing interest in grain free food choices for their four-legged friends, [Beneful](#) has created a new line of Grain Free dry dog food. The tasty new recipe is made with simple, wholesome ingredients, including real farm-raised chicken as the number one ingredient and accents of blueberries, pumpkin, and spinach. Free of corn, wheat and gluten, the new recipe offers 100 percent complete and balanced quality nutrition coupled with the great taste that dogs love and expect from Beneful.

"At Beneful, we are constantly innovating to offer dog owners a variety of wholesome, healthy food options for their dogs," said Kristen Edler, Beneful Brand Director. "The new Beneful Grain Free recipe combines nutritious, quality ingredients with unexpected great taste to keep dogs healthy and happy. We want to ensure that every time you fill your dog's bowl with Beneful, you're giving him the food he loves and the nutrition he needs."

Beneful Grain Free is available nationwide in 4.5 and 12.5 pound bags and is proudly crafted in U.S. facilities.

To learn more about the new Beneful Grain Free dry dog food recipe, visit [Beneful.com/Products](#). To join the conversation, connect with Beneful on Facebook via [Facebook.com/Beneful](#), or @Beneful on [Twitter](#) and [Instagram](#).

Transitioning To the New Dog Food Recipe

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 Grain Free recipe 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

Beneful is so confident dogs will love this new Grain Free recipe that it comes with a money-back guarantee to ensure satisfaction from dogs and owners. If for any reason a dog owner isn't completely satisfied with the new recipe, Beneful will issue a full refund. Visit [Beneful.com/guarantee](#) for full details on the money-back guarantee.

About Beneful Brand Dog Food

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

SOURCE Beneful

For further information: Irma Koopersmith, Cone Communications 508-358-2695, ikoopersmith@conecomm.com Niky Roberts, Purina 314-982-3058, nicole.roberts@purina.nestle.com
