

Legendary Pitmasters Face Off in BBQ-Inspired Battle of the Beggin' to Select the Next Flavor of Beggin' Dog Treats

Dog owners nationwide can vote for their pup's favorite flavor in summer showdown

NEW YORK, June 5, 2025 /PRNewswire/ -- The highly anticipated [Battle of the Beggin'](#) returns for the fourth year in a row this summer, inviting dog owners nationwide to vote for their furry friends' favorite limited-edition Beggin' dog treat flavor. This year's competition features legendary pitmasters Myron Mixon and Rodney Scott, each championing a mouthwatering BBQ-inspired dog treat that will have tails wagging.

Five-time world barbecue champion and BBQ Hall of Famer Myron Mixon is representing Team Bacon & Beef Brisket, featuring rich beef brisket flavor paired with smoky bacon goodness. Meanwhile, BBQ Hall of Famer Rodney Scott leads Team Bacon & Pork Spare Ribs, showcasing the savory taste of pork spare ribs with a classic hickory-smoked aroma. Both limited-edition flavors are designed to bring the bold, savory BBQ profiles humans love to our four-legged friends.

"There is nothing quite like the joy of barbecuing. I take great pride in crafting deep, smoky flavors that unite people. With Bacon & Beef Brisket Beggin' treats, you can extend that same delight to your dog," said Mixon. "I'm thrilled to partner with Beggin' for Battle of the Beggin' because it combines my love of bold flavors with a fun way to celebrate dogs, including my dog Roxie."

Starting today, dog owners can cast their votes at battleofthebeggin.com until September 30, 2025. The winning flavor will join Beggin's permanent lineup next year, available at retailers nationwide.

"Battle of the Beggin' is unlike any competition I've ever done, and I'm looking forward to bringing my passion for BBQ to a fun battle that lets dogs be the ultimate judge," said Scott. "I know dogs are going to love the rich, smoky flavors of Bacon & Pork Spare Ribs Beggin' treats."

Make your dog's voice heard in this summer's most exciting flavor showdown by visiting battleofthebeggin.com and voting by September 30, 2025.

About Purina

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or [subscribe here](#) to get the latest Purina news.

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