



## NEWS RELEASE

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### **Bell Rock Growers Introduces Pet Greens® Dog Treats Lamb & Chicken Recipe at SuperZoo**

*Pet Greens Dog Treats are now available in three irresistible jerky-style recipes:  
Roasted Chicken, Savory Beef and new Lamb & Chicken*

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**LAS VEGAS, NV** (Sept. 8, 2011) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, showcases new Lamb & Chicken Pet Greens® jerky-style Dog Treats at the SuperZoo pet industry trade show Sept. 13-15, 2011, at the Mandalay Bay Convention Center in Las Vegas, Nevada (booth 1761). Pet Greens are the first and only dog treats made with organic wheat grass – a delicious source of green nutrition for pets.

Now Pet Greens Dog Treats are available in Roasted Chicken, Savory Beef and new Lamb & Chicken. Three irresistible, real-meat recipes are all-natural, with no wheat gluten, no grains or fillers and no artificial colors or flavors.

“These healthy bites deliver a delicious reward for sitting up, rolling over or just being lovable,” says Bell Rock Growers President Mark Teixeira, and the healthy recipes have Bell Rock Growers customers begging for more. “Pet Greens Dog Treats are packed with high quality protein and green nutrition, so you can give into those puppy-dog eyes guilt free,” he says.

Wheat grass is an excellent source of antioxidants, vitamins, minerals and other nutrients for dogs, cats, birds, reptiles and small animals. According to Bell Rock Growers Co-founder Catherine Hoffmann, most pets are naturally attracted to greens. “Pet Greens offer a convenient way to deliver green nutrition that’s missing in most commercially produced pet foods,” says Hoffmann. “Wheat grass also helps curb a dog’s urge to eat chemically treated lawn grass.” She and co-founder Martin Walls have researched and published an e-book on the topic, ‘Why Green Nutrition? Exploring the Nutritional Benefits of Wheat Grass for Pets,’ available for free downloads at [www.bellrockgrowers.com](http://www.bellrockgrowers.com).

Pet Greens Dog Treats have a suggested retail price of \$6.29 for 4 oz. packages. Retailer prices may vary. Retailers and distributors who visit Bell Rock Growers at SuperZoo in Las Vegas (booth 1761) will receive Pet Greens samples and exclusive show offers.

#### **:: About Bell Rock Growers**

Based in San Marcos, Calif., Bell Rock Growers is a certified organic grower of live wheat grass and the pioneer supplier of green nutrition products for pets. The company’s complete line of products Powered with Green Nutrition® include: certified organic Pet Greens® Live Pet Grass®; Pet Greens Dog Biscuits, Pet Greens Dog & Cat Treats, and Pet Greens Li’l Treats for small dogs and training - all made with nutrient-rich wheat grass; certified organic Pet Greens Garden self-grow wheat grass kits; earth-friendly, therapeutic Pet Greens Grooming Line made with wheat grass and oatmeal; and Pet Greens Live Catnip. For more information, visit [www.bellrockgrowers.com](http://www.bellrockgrowers.com).