



NEWS RELEASE

Contact: Catherine Hoffmann :: Bell Rock Growers
info@bellrockgrowers.com

Bell Rock Growers Showcases Pet Greens® Dog Biscuits at H.H. Backer's Christmas Show

*Bell Rock Growers adds all-natural, protein-rich Pet Greens® Dog Biscuits
to its one-of-a-kind line of pet treats and grooming products Powered with Green Nutrition®*

CHICAGO, IL (Oct. 8, 2010) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, unleashes Pet Greens® Dog Biscuits made with nutrient-rich wheat grass for the healthiest, most energetic dogs on the planet! These all-natural, protein-rich dog biscuits contain no wheat gluten, no soy or corn, no grains or fillers and no artificial colors or flavors – just simple, wholesome turkey and salmon recipes Powered with Green Nutrition®. Bell Rock Growers will showcase Pet Greens Dog Biscuits during H.H. Backer's 44th Annual Pet Industry Christmas Trade Show & Educational Conference, Oct. 8-10, 2010, at the Donald E. Stephens Convention Center in Rosemont, IL (booth 731).

Now dogs can enjoy healthy and delicious between-meal snacks that actually help control tartar and freshen breath. These oven-baked biscuits have a crunchy texture that helps dogs chip away tartar with every bite. Pet Greens Dog Biscuits are also the only dog biscuits made with wheat grass, an excellent source of antioxidant vitamins, minerals and other nutrients. Though wheat grass and dog treats may seem like an odd pairing, Bell Rock Growers Co-Founder Catherine Hoffmann says dogs and their owners are wild about the innovation.

"Most pets have a natural attraction to greens, and Pet Greens Dog Biscuits offer a convenient way to deliver green nutrition that's missing in most commercially produced pet foods," says Hoffmann. "Wheat grass also helps satisfy a dog's urge to eat chemically treated outside grasses." Hoffmann has co-authored an e-book, called 'Why Green Nutrition? Exploring the Nutritional Benefits of Wheat Grass for Pets,' available for free downloads at www.bellrockgrowers.com.

Pet Greens Dog Biscuits are available in two recipes – Hearty Seafood and Turkey & Veggie – and two sizes with a suggested retail price of \$6.99 - \$7.99 for 7 oz. packages of small breed-sized biscuits and \$11.99 - \$12.99 for 14 oz. packages of medium to large breed-sized biscuits. Retailer prices may vary. Retailers and distributors who visit Bell Rock Growers at H.H. Backer's Christmas Show in Rosemont (booth 731) 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 and Pet Greens Dog & Cat Treats - 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; Pet Greens Live Catnip; and Pet Greens premium dried Catnip Buds. For more information, visit www.bellrockgrowers.com.

###