



NEWS RELEASE

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Pet Greens® Li'l Treats for Training and Small Dogs **Unleashed at SuperZoo**

Bell Rock Growers packs the power of green nutrition into three savory bite-sized recipes: Roasted Chicken, Healthy Salmon and Tasty Lamb

LAS VEGAS, NV (Sept. 8, 2011) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, debuts new Pet Greens® Li'l Treats, perfect for snack time with small dogs and puppies, training dogs of any size, or as a low-calorie treat for dogs on a diet. Retailers and distributors can get their paws on Li'l Treats at the SuperZoo pet industry trade show Sept. 13-15, 2011, at the Mandalay Bay Convention Center in Las Vegas, Nevada (booth 1761).

Available in three savory bite-sized recipes – Roasted Chicken, Healthy Salmon and Tasty Lamb – Li'l Treats are semi-moist treats Powered with Green Nutrition® for 100 percent guilt-free snacking with only two calories per treat and no wheat gluten. “Pet Greens are a modern take on dog treats, blending organic wheat grass with real-meat recipes. Our new Li'l Treats are tiny, mighty rewards ideal for training and reinforcing good behavior,” says Martin Walls, Co-founder of Bell Rock Growers.

Pet Greens are the first and only dog treats made with organic wheat grass – a delicious source of green nutrition for pets. Wheat grass is loaded with 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. “A pound of wheat grass is nutritionally equivalent to 23 pounds of garden vegetables. Wheat grass also helps curb a dog’s urge to eat chemically treated lawn grass.” She and co-founder Marty 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.

Pet Greens Li'l Treats have a suggested retail price of \$5.99 for 6 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.