



## News Release: Peterra Kitchen Exhibits at Their First National Expo, Super Zoo—North America’s Premier Pet Retail Event

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**Peterra Kitchen, a plant-forward pet treat company, introduces their products in newly-designed packaging at SuperZoo in Las Vegas, August 16<sup>th</sup>-18<sup>th</sup>**

*Peterra Kitchen will be exhibiting for the first time at SuperZoo (booth #6475) with its chef-crafted, 100% plant-based, USDA organic certified baking mixes for dogs and cats.*

(Brooklyn, NY, July 28, 2023) [Peterra Kitchen](#) is a plant-forward pet treat company. We offer organic, 100% plant-based treats featuring yummy, superfood ingredients and gut-friendly fiber to help keep pets healthy and promote a healthy weight. While bringing a wholesome, culinary experience to pet treats, our nutritious products are enjoyed by both meat-loving and vegan pets—and are kind to the planet.

“We’re very excited to be part of [SuperZoo](#) and introduce its attendees to our baking mixes,” says chef Jackie Newgent, RDN, CDN, co-founder of Peterra Kitchen. The products are offered in new 100% home compostable packaging that’s produced in a facility using 100% renewable electricity. Newgent adds, “SuperZoo is also the perfect opportunity for us to reveal our plans to expand into the ready-to-eat treat market.”



### **Peterra Kitchen's Vegan Products**

The baking mix for dogs easily transforms into thumbprint cookies (just add water, shape, and bake) Puppies love them served as is for treats—whole or broken up into small bites. Pet parents can fill the thumbprint indentation with their pup's favorites, like peanut butter. They come packaged in a 6-ounce compostable pouch that makes 30 generously sized homemade cookies, or 60 pinky-print cookies. (SRP \$19.95)

The baking mix for cats transforms into botanical bark (again, just simply add water, shape, and bake). Kitties ideally enjoy the bark as a meal mix-in—crumbled or broken up and stirred into their meals. They come packaged in a 4-ounce compostable pouch that makes 72 pieces of bark. (SRP \$17.95)

All ingredients are The Association of American Feed Control Officials (AAFCO) approved and USDA Organic certified. Both mixes are offered at [peterrakitchen.com](https://peterrakitchen.com). For wholesale pricing, email [info@peterrakitchen.com](mailto:info@peterrakitchen.com).

### **About SuperZoo**

SuperZoo is the most-attended pet industry trade show in North America, established by World Pet Association in 1950, with over 900 product debuts, 1,100 exhibitors, and over 20,000 pet professionals in attendance.

### **More About Peterra Kitchen**

Peterra Kitchen, LLC, is a women-owned, plant-forward pet food company based in Brooklyn, New York, and the brainchild of two registered dietitian nutritionists (RDNs). The company specializes in nourishment, sustainability, and fun. Their chef-crafted products help furry "kids" thrive while shrinking their climate paw print. Peterra Kitchen's mission is to create products that are loved by pets and kind to the planet, while giving back to organizations that support healthy animals and a healthy planet. For more, visit [peterrakitchen.com](https://peterrakitchen.com), Instagram [@peterrakitchen](https://www.instagram.com/peterrakitchen), Facebook [@peterrakitchen](https://www.facebook.com/peterrakitchen), and TikTok [@peterrakitchen](https://www.tiktok.com/@peterrakitchen).