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FOR IMMEDIATE RELEASE

WHOLE FOODS LOCAL KITCHEN TRANSFORMS DINNER TIME FOR DOGS

Delivering directly to owners, protein rich, freshly-made meals by The Grateful Dog

SINGAPORE (5 June 2017) – Launching on 8 June 2017, The Grateful Dog is an online subscription service for dog food that aims to revolutionise feeding time for both dog and dog owners. The AVA-licensed kitchen creates well-balanced, wholesome and species appropriate meals that are conveniently delivered to the doorstep of dog owners. At the centre of The Grateful Dog is *The Grateful Give Back*, a donation scheme by the company that gives back 10% of its profits to local animal shelters including Causes for Animals (Singapore).

A home grown enterprise started by two dog loving individuals, Rachel Pereira and Sandee Goh were compelled to develop recipes for their own dogs after personally seeing the negative effects of a commercially processed pet food diet, often resulting in obesity and related health problems.

Made with fresh, quality ingredients and superfoods, a fully organic blend of natural supplement is also included into the creation of each Grateful Dog meal, suitable for adult dogs of all breeds. All recipes comprise of at least 40% whole lean beef, pork or chicken meat. Grain and gluten-free ingredients such as millet, oats, pumpkin and sweet potatoes allow owners to select recipes that best suit their dog's needs.

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Vacuum sealed and flash frozen to lock in the natural goodness, The Grateful Dog meal pouches remain fresh right to the point of serving. These ready-to-eat meals are gently cooked and then individually packed according to the dog's weight - down to the kilogram before being vacuum sealed in food safe, puncture proof pouches. Twice monthly, free home delivery is also included with 4-Week and 12-Week meal plan subscriptions.

The Grateful Dog meals include three recipes—Pork & Oats, Beef & Sweet Potato, and Chicken & Millet—offering a spectrum of nutrition with the option of a 2-Week Sample, 4-Week or 12-Week meal plan subscription.

As an introductory offer, all new customers will enjoy 10% off their first order applicable storewide from 8 June until 31 August 2017 with the offer code 'GRATEFUL10'. 2-Week sample orders will also receive a one time free delivery during this period.

To learn more about The Grateful Dog or to get started on a subscription, visit www.thegratefuldog.sg. For customer enquiries, email: support@thegratefuldog.sg.

Owners together with their dogs are welcome to visit The Grateful Dog kitchen:

323 Changi Road, #01-01

Singapore 419798

Operational hours (10.00 am – 7.00 pm, Monday to Friday, 10:00 am – 3:00 pm, Saturday, closed on Sunday and Public Holidays)

About The Grateful Dog

The Grateful Dog is a kitchen in Singapore that creates freshly cooked, tailor-made meals for canines, delivered to the doorstep of their owners. Dedicated to preparing only meals that they would feed their own dogs, The Grateful Dog makes a difference in the community they operate in by donating 10% of its profits to partner animal shelters locally.

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