



**FOR IMMEDIATE RELEASE**  
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**Sturm Foods Introduces For Pets' Sake!**

*Nutrient-Enhanced Supplements Offer Convenient, Cost-Effective  
Way for Consumers to Care for Family Pets*

MANAWA, Wis.— Sturm Foods, a leading innovator of products for good health and great taste, is expanding their portfolio of satisfied customers to include man's best friend and feline friends with For Pets' Sake!, a nutritional supplement line designed especially for dogs and cats.

Available in a convenient, single-serving stick format, For Pets' Sake! is a no fuss, no mess way to ensure a pet receives the nutrients it needs for a long, healthy and active lifestyle. The brand features eight different blends, each developed for a distinctive dog or cat health need. While other products in the market require messy liquids or struggles with pills; simply pour For Pets' Sake! on the pet's favorite food brand once a day.

For Pets' Sake! products were specially formulated to help consumers add multivitamins to their pets' diets – or to promote overall dog or cat immune, joint, skin and coat health.

"Pet owners have spoken – their dogs and cats are loyal members of the family," says Larry Hamwey, vice president of marketing for Sturm Foods. "More than half of consumers say they take equal care of their pet's health as they would their own health, and For Pets' Sake! is more convenient and cost effective than other products in the market."

Overall spending on pets in 2007 was estimated at \$40.4 billion, up 6 percent over 2006, and has more than doubled since 1994. Pet supplements and over-the-counter medicines are a \$9.9 billion category, a 6.5 percent increase over 2006.

"What's more, consumers can be assured that Sturm's For Pets' Sake! products are made with safe and great-tasting ingredients for their pets," adds Hamwey.

Made in the USA, For Pets' Sake! consists of highly palatable flavors that tested well with dogs and cats.

For Pets' Sake! varieties include:

***Dog and Cat Antioxidant formulas***, a combination of vitamins and other nutrients, such as A, E and beta carotene, which are powerful antioxidants that neutralize free radicals, providing support to the immune systems of dogs and cats; made with chicken flavors.

***Dog and Cat Hip & Joint Health formulas***, a formula of ingredients including glucosamine and chondroitin which help to relieve joint stiffness and promote flexibility in connective tissues; dog flavor is beef liver and cat flavor is chicken.

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***Dog and Cat Skin and Coat formulas***, provide a dietary source of vitamins, minerals and Omega-3 fatty acids to promote coat sheen while improving luster and skin tone; dog formula is beef liver flavor and cat formula is chicken flavor.

***Healthy Puppy and Kitten formulas***, designed with a unique blend of nutrients for overall healthy development including Vitamin A to help maintain healthy eyes, bones, teeth and skin; Vitamin E to help heal wounds and protect the heart; and DHA, a building block for healthy brain and nervous system development; dog formula is beef liver flavor and cat formula is chicken flavor.

**About Sturm Foods:**

Sturm Foods is a global manufacturer specializing in quickly bringing to market innovative, nutritious, “good-for-you” food products that help consumers to enjoy healthier lives. Headquartered in Manawa, WI, Sturm Foods produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at [www.sturmfoods.com](http://www.sturmfoods.com).

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