

FOR IMMEDIATE RELEASE

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PRODUCT ANNOUNCEMENT



Introducing Breeder's Choice New Cat Treats - Crafted for Happy, Healthy Felines.

Australian-Made Treats with Natural Goodness and a Taste Cats Crave

November 2024: Breeder's Choice has officially expanded its feline-friendly range with the launch of [Breeder's Choice Tasty Treats](#), a delightful new addition designed to keep your cat purring with joy. Known for their eco-friendly cat litter, Breeder's Choice is now making treat time just as sustainable and adding a focus on nutrition.

These new treats are proudly made in regional Australia, using locally sourced meat and wholesome ingredients. With no added artificial flavours, colours, or preservatives, they offer a natural way to reward your cat. Plus, the treats are rich in high-quality protein, supporting your feline's lifestyle from playful leaps to cosy naps.

"These treats align perfectly with what we stand for at Breeder's Choice, caring for pets, people and the planet", comments Zarqa Ali, Marketing Manager Breeder's Choice. "By offering all-natural, protein-rich ingredients in sustainable packaging, we've created a product that not only supports the wellbeing of pets but also reflects our commitment to sustainability. We know cats will love the taste and owners will feel at ease



knowing they are feeding their cat a healthy treat. These treats have been created with your cat's health and happiness at the forefront"

The new Breeder's Choice Tasty Treat range offers enticing flavours that are sure to please even the pickiest of cats:

1. Beef with Herb and Catnip
2. Chicken & Blueberries with Catnip
3. Chicken & Tuna with Egg
4. Duck with Rosemary and Catnip
5. Salmon & Tuna with Catnip
6. Beef & Tuna with Seaweed



"Cats deserve treats that complement their lifestyle while giving their owners peace of mind. Whether your cat is a morning sprinter or an afternoon snoozer, these treats provide the perfect balance of taste and nutrition," continues Zarqa.

Each 120g pack is housed in sustainable canisters crafted from 70% recycled materials, underscoring Breeder's Choice's commitment to both pets and the planet. Designed with a playful edge, these treats also make it fun for owners, featuring an interactive "taste shaker" tool on their website to help choose the perfect flavour for every cat. They are also aesthetically designed in a cat shape adding a nice feline themed touch.

"Treating your cat shouldn't just be about indulgence; it's an essential part of their wellbeing," continues Zarqa. "Our new treats blend flavour with nutrition, ensuring every bit contributes to their happiness and health."

Breeder's Choice Tasty Treats are available now at select retailers across Australia. RRP\$7.00. Available at Woolworth, IGA, leading online retailers, and coming soon to Petstock. Selected flavours available at various retailers. To learn more about Breeder's Choice Tasty Treats, visit <https://www.breederschoicecats.com.au/>.

Samples are available via media contact.

Media Kit is available for download from

https://drive.google.com/drive/folders/1WSc0-xwg9gdQ5u2uLLEyKhx8Ss64ezY0?usp=drive_link

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About Breeder's Choice:

For over 30 years, Breeder's Choice has been at the heart of sustainable pet care, trusted by Australian cat owners who value both performance and environmental responsibility. Made from 99% recycled paper, their cat litter offers superior odour control without chemicals, ensuring a safe and clean environment for pets, people, and the planet. Lightweight, biodegradable, and highly absorbent, Breeder's Choice litter provides a sustainable solution without compromising on quality.

The Breeder's Choice family now includes tailored products for every stage of feline care:

- **Breeder's Choice PLUS Probiotic:** Advanced odour control with natural probiotic action.
- **Breeder's Choice PLUS Kitten:** Gentle pellets designed for kittens' sensitive paws.
- **Breeder's Choice Treats:** A protein-rich, all-natural snack range made to satisfy even the fussiest feline friends.

Integral to the brand is **Ginger**, the charismatic Cat Morale Officer (CMO). Featured proudly on product packaging, Ginger embodies the playful and spirited nature of the brand. Known for boosting office morale and delighting in naps, Ginger reminds us that pets make life better—and Breeder's Choice makes caring for them easier.

Part of FibreCycle's portfolio, Breeder's Choice reflects a commitment to doing good—providing eco-conscious pet care solutions that align with sustainable living. Whether welcoming a playful kitten or caring for a lifelong companion, Breeder's Choice ensures every paw print leaves a positive mark on the planet.

Choose better for your pet and the environment. Choose Breeder's Choice—and let Ginger be your guide to cleaner, greener pet care.

