



FOR IMMEDIATE RELEASE

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PRODUCT ANNOUNCEMENT

Dogs Have Had Their Day—Now It's Time for Cats to Claim Their Share of Holiday Joy too

Make your cat's Christmas special with Breeder's Choice Tasty Treats: the festive delight they deserve.

December 2024: It's Christmas morning. The tree is twinkling, the stockings are full and your cat is... giving you *that* look. You know the one: the "where's *my* present?" glare. This year, it's time to give them something they will never forget with Breeder's Choice Tasty Treats, the healthy yet delicious reward your feline friend has been dreaming of.

As a cat of refined taste, Ginger, the Breeder's Choice's Chief Feline Officer, can confirm these new Tasty Treats will be the highlight of the holiday season for cats across Australia. Every flavour is a masterpiece and there's something for every cat's taste.

Breeder's Choice believes in treats for all, and these aren't just any old snacks. They're crafted with care right here in Australia, combining high-quality, locally sourced meats with surprisingly fancy flavours. There's beef with herb and catnip for the culinary connoisseur, chicken and blueberries for a fruity twist, or duck with rosemary for a festive flair, just to name a few. Each bite is packed with protein and with no added artificial nasties. If cats wrote wish lists, these treats would be at the top of them.

But it's not just about the taste—it's the thought that counts. Breeder's Choice wraps these goodies in canisters made from 70% recycled materials, so you can tick off both the "spoil the cat" and "be kind to the planet" boxes this holiday season. And while your cat may not fully grasp the environmental kudos, they'll certainly appreciate the satisfying taste of their new favourite snack. Bonus points: the empty canisters double as a makeshift toy, because who doesn't love a bit of DIY entertainment?

This festive season, join the movement for treat equality. Dogs have had their day when it comes to treats; now it's time for cats to claim their share of holiday joy. From the first rattle of the canister to the delighted purrs of approval, these treats are guaranteed to make Christmas morning unforgettable.

Breeder's Choice Tasty Treats are available in 120g packs at leading retailers across Australia, making them the perfect stocking stuffer for the feline in your life. So, as you prepare to deck the halls, don't forget the most important family member. After all, Christmas is for everyone—and what do we want? Treats. For. All.





It's a cat's duty to hold their humans accountable for their festive responsibilities and this Christmas, that means demanding plenty of Breeder's Choice Treats. Trust me, your cat will thank you later—probably with a slow blink and an extra snuggle.

The new Breeder's Choice Tasty Treat range brings a menu of six irresistible flavours:

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**

Breeder's Choice Tasty Treats are available now at select retailers across Australia for an RRP of **\$7.00**. You can find them at Woolworths, IGA, Petstock and leading online retailers. Please note that selected flavours are available at various retailers.

To learn more about Breeder's Choice Tasty Treats, visit breederschoicecats.com.au.

Samples are available upon request via our media contact.

Media Kit is available for download from

https://drive.google.com/drive/folders/1WSco-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.