



Fact Sheet

Overview: The Honest Kitchen is a one-of-a-kind line of holistic dehydrated pet food, all-natural gourmet treats and herbal supplements. All products are made with wholesome, human-grade food ingredients and aim to promote nutritional awareness, environmental responsibility and a sustainable community. Made from 100 percent all-natural ingredients without any chemicals, fillers or by-products, The Honest Kitchen uses only certified organic grains, hormone and antibiotic-free meats, non-GMO fruits and vegetables and certified fair-trade quinoa. It's pet food with passion and principles!

History: The Honest Kitchen founders Lucy and Charlie Postins have always believed that their pets deserve the same high-quality, healthy food that they would choose for themselves. In 2001, after experimenting in her San Diego kitchen making home-cooked and raw pet foods for her Rhodesian Ridgeback, Mosi, Lucy began formulating recipes. It was then that she began to search for a human food manufacturer who would agree to produce her concept for gourmet, human-grade quality dehydrated raw pet food.

In 2002, The Honest Kitchen began offering products that combine the health benefits of a raw diet with the ease and convenience of dry food. Since its beginning, the company has remained committed to providing superior nutrition for pets by using 100 percent human-grade ingredients that you would recognize from your own kitchen – honest!

The Pantry: The Honest Kitchen offers a comprehensive line of nourishing pet products, each carefully blended to help four-legged friends achieve and maintain optimum health with a diet rich in amino-acids, phyto-nutrients, minerals, vitamins and enzymes.

Dehydrated Raw Dog Food – healthy and delicious recipes that offer something for even the most discerning palates

- *Verve* - The original dehydrated raw dog food made with beef and organic grains for adult maintenance.
- *Forve* - A grain-free recipe made with chicken for dogs with sensitive stomachs and chronic ailments related to the consumption of gluten-containing grains. Wheat and gluten-free.
- *Embark* – A grain-free and low-carb recipe with turkey for all stages of life including active adults, puppies, pregnant and nursing dogs. Gluten-free.
- *Preference* - An easy and convenient grain-free base for any dog food recipe! Simply add any meat to create a custom home-made dog food.

- *Thrive* - A gluten-free, low-carb dog food made with chicken and designed for dogs of all life stages including adults, puppies, pregnant and nursing. Contains no fruits, potatoes or flax.

Dehydrated Raw Cat Food - D electable, grain-free diet perfect for a feline's delicate system

- *Prowl* - The first dehydrated raw cat food option. Made with 60 percent pure chicken meat. A high protein, grain-free cat food, this formula can stand alone or act as a base for a homemade cat food diet.

Supplements - Offers support for the skin, coat, immune system and digestive tract, with proprietary combinations of natural, wild crafted herbs and botanicals

- *Sparkle* – A natural herbal supplement. Made with a careful selection of natural herbs to support healthy skin and a shiny coat.
- *Invigor* – A natural antioxidant supplement to help improve a dog or cat's overall wellbeing. Made from herbs that help combat free radicals and support proper immune function while helping to cleanse and revitalize for overall health and vitality.
- *Perfect Form* – Created to support normal and healthy functioning of a pet's digestive tract. Combats gas, facilitates regularity, firms up loose stools, soothes and protects the GI Tract; ideal for pets with Irritable Bowel (IBD) and Colitis.

Treats - Scrumptious treats are made without wheat, corn, soy, beet-pulp or rice

- *Smooches* – Hand-made heart-shaped gourmet dog cookies made in a local bakery with all human-grade ingredients.
- *Nuzzles* – Cookies made for fussy pups with duck and cherries for a luxurious, rich and irresistible flavor.
- *Pecks* - Hand-made, bite-sized buffalo and blueberry cookies for pups of all sizes. Perfect for training; ideal for toy and small breed dogs.
- *Ice Pups* - A unique make-at-home frozen snack or beverage for pooches. Refreshing and cooling; great for sunny days, puppy parties and post-hike hydration. Grain-free.

The Pack: Lucy and Charlie Postins: co-founders and “top dogs”
Mosi, Willow, Charlie, Makai, Kylie, Stitch, Coco, Chance, Texi, Roxi and Harry: quality control; canine and feline advisors

Where to Buy: The Honest Kitchen is sold in more than 1000 resellers - including veterinary offices and specialty pet stores - nationwide and in Canada, Japan, Singapore and Hong Kong.

Address: The Honest Kitchen, Inc.
145, 14th Street
San Diego, CA 92101

Web site: www.thehonestkitchen.com

Contact: Rachel Kay
Rachel Kay Public Relations
619.867.7353
rachel@rkpr.net