

Omaha Steaks Salutes Man's Best Friend with the Launch of a new Dog Treat Line



(Omaha, Neb. August 24, 2018) - America's Original Butcher™, Omaha Steaks®, known nationwide for its legendary steaks, today announced the launch of a new line of dog treats carefully crafted with the same premium quality ingredients that customers expect in everything offered by this fifth generation, family-owned company. Nearly 78 million American households are homes to dogs. Demand for dog food and treats that are both nutritious and flavorful is high with Packaged Facts, a division of Market Research.com, reporting that the sale of pet treats and chews topped \$6 billion in sales in 2017.

Omaha Steaks new line of dog treats is well positioned for those who like to pamper their dogs with nutritionally sound treats. The new pet treats are made in the USA using all-natural ingredients with no additives or preservatives. The new line includes:

Smoked Jerky Dog Treats: Beef & Sweet Potato (6 oz.)

Smoked Jerky Dog Treats: Chicken & Apple (6 oz.)

Smoked Jerky Dog Treats: Turkey & Cranberry (6 oz.)

Real Beef Dog Biscuits - Original Flavor (12 oz.)

Real Dog Treats Pig Ears - Maple Smoked (12 oz.)

Real Beef Bone Chews - Smoked and Dried T-Bones (12 oz.)

"We understand that Americans love their dogs and consider them family. That is why we wanted to offer a line of premium ingredient dog treats that our customers could trust," said Senior Vice President and Family Owner, Todd Simon. "For generations, Omaha Steaks has been bringing families together around the dinner table and we are sure that many dogs have enjoyed bites of Filet Mignon slipped to them under the table. Now we are offering something made exclusively for the family dogs we know and love."