



FOR IMMEDIATE RELEASE

Contact: Nicole Valdes
nicole@carlosbakery.com
201-448-8402

BUDDY VALASTRO LAUNCHING BUDDY VALASTRO PET TREATS

Canines Will Enjoy Healthy Recipes
Inspired By Signature Items From Carlo's Bakery

Hoboken, NJ (release date) - Buddy Valastro Pets, in collaboration with Hugs Pet Products, is a pet product line from the mind of celebrity chef, *New York Times* bestselling author, and television personality Buddy Valastro coming to retail locations this fall. Hitting the shelves of Bed, Bath & Beyond in October 2016, the 100% natural dog treat collection void of corn or soy will feature hand-baked signature bakery treats such as biscotti, pastry, cannoli, mini brownies, and biscuits (available in peanut butter and chicken). Eager to share the Valastro family's traditional recipes and provide a sweet treat to canines in households throughout the United States, the new culinary initiative Buddy Valastro Foods and its subsidiary Buddy Valastro Pets will supply carefully crafted and truly delicious treats only Buddy Valastro would personally feed his own dog.

"Bringing a dog into my home, instantly feeling like he was a part of the famiglia, and seeing just how excited he was when I was in the kitchen, I knew I wanted to find a way to share our traditional recipes with him," says Buddy Valastro. "I wanted to make sure Buddy Valastro Pets were all natural, healthy interpretations of our signature Carlo's Bakery goodies and of the highest quality, so partnering with Hugs Pet Products for Buddy Valastro treats was a no brainer for me. I'm so happy to share these treats with my furry fella and I'm just as happy to know other dog lovers will get to do the same!"

Made in the USA, Buddy Valastro Pets will provide dog lovers with the opportunity to provide the ultimate reward to their four-legged friends in a truly unique way: in the form of Buddy Valastro's most celebrated goodies. All the while featuring the look and feel of these indulgent goodies, the pet products have been reinvented to contain ingredients safe for dogs sure to make them begging for more. For more information on Buddy Valastro Pets, please visit www.buddyvpets.com, and for Buddy Valastro Foods, visit www.buddyvfoods.com.

###

Buddy Valastro Foods LLC.

With the successes and celebrations of Buddy Valastro's existing endeavors, the notable celebrity chef has partnered with Premier Manufacturers to unveil and introduce a line of consumer products designed to share the flavors of Valastro's own kitchen with the public. Slated to be available throughout various retail platforms, Buddy Valastro Foods will offer a

wide variety of goods developed by Valastro, as well as a pet line, Buddy Valastro Pets. For more information, please visit www.buddyvfoods.com.

Hugs Pet Products

The Hugs Pet Products story is quite simple...We Love Animals. That powerful love for their pets inspired Katie Brewer, Barbara Davison and Deb Whitlock together in 2009. These women came together through a shared desire to give something back to the furry family members who bestow such unwavering loyalty and companionship. From that, Hugs Pet Products was born and operates today out of Montreal, MO. The women-owned and family-operated Hugs Pet Products is committed to making the best, most unique products on the market for four-legged family members and their owners.