

Purina Launches A Personalized Dog Food To Help Support Individual Dog's Unique Nutritional Needs

At JustRightPetFood.com, Dog Owners Combine Information They Know About Their Dogs With Purina's Nutritional Expertise to Create A Personalized Blend That Is Shipped to Owner's Door

ST. LOUIS, (Oct. 28, 2014) – Nestlé Purina announced today a personalized approach to dog food with the recent launch of Just Right by Purina.

This approach combines a dog owner's first-hand knowledge of their pet with Purina's proven nutritional expertise to create a personalized feeding experience for individual dogs. This marks the first time a major pet food manufacturer is producing a personalized dog food in the United States.

"Every dog is unique and that's why we believe the best solutions are personalized," said Brian Lester, director of marketing, Just Right by Purina. "No one knows a dog as well as its owner. By combining a dog owner's firsthand knowledge of their pet with Purina's expertise, we can work together to help keep dogs happy and healthy throughout their lives."

Purina's research found that nearly 70 percent of dog owners want a food to help support their dog's unique needs and preferences. Combined with recent advances in technology that allow for greater personalization when purchasing consumer goods, Purina believes dog owners are ready for Just Right by Purina.

How Just Right by Purina Works

At JustRightPetfood.com, dog owners start by answering specific questions about their dog, including age, activity level, breed and body condition. Also taken into account are a dog's nutritional needs such as weight management, and supporting a dog's skin and coat health. During the process, pet owners can select chicken, lamb or salmon as the first ingredient for their dog's food, as well as whether or not grains and soy should be included in the food.

"Dog owners are looking for ways to provide the best solutions for their dogs," Lester said. "By inviting dog owners to tell us the things only they can know about their dogs, we are able to provide a personalized blend optimized to that dog's individual nutritional needs."

The team of Just Right experts is available 24 hours a day via online chat, email and phone to help guide individuals through the process. Based on the information collected and a proprietary algorithm generated by Purina experts and nutritionists, owners will receive a recommendation for a high-quality, highly nutritious formula personalized to help support their dog's health. All Just Right by Purina formulas meet or exceed the Association of American Feed Control Officials (AAFCO) complete and balanced standards.

Furthermore, owners have the option of personalizing the packaging by including a photo of their dog and adding his or her name on the bag. In addition, the package will include feeding instructions tailored specifically for each dog.

About Nestlé Purina PetCare

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

Media Contacts

Bill Etling

Nestlé Purina

314.982.4825

William.Etling@purina.nestle.com

Brooke Boudart

Burson-Marsteller

312.596.3630

Brooke.Boudart@bm.com
