Beyond® Joins Amazon Dash Button Lineup

Amazon Prime members can use Amazon Dash Button for Beyond for convenient ordering of its natural pet food products

St. Louis – March 31, 2016 – Purina® Beyond® announced today it is teaming up with Amazon to release a new Amazon Dash Button for Beyond, allowing Amazon Prime members the ability to easily restock their favorite Beyond products with simply the press of a button. Beyond is joining an impressive lineup of household brands offered via the Amazon Dash Button on the program's one-year anniversary.

"We're excited to be working with Amazon to offer this simple and convenient option to our consumers, especially on the one-year anniversary of the Dash Button program," said Kristen Aldenderfer, Beyond brand manager. "Beyond stands apart from other natural pet products in the expertise and care that goes into each product, and we're thrilled to be able to offer pet parents a simple and effortless way to order high-quality, natural pet food."

Amazon Dash Button is a programmable Wi-Fi connected device that syncs to users' Amazon app. Through the app, users can program their Amazon Dash Buttons to reorder their pet's favorite Beyond items by simply pressing the button. The Amazon Dash Button for Beyond is available starting today on Amazon.com for Amazon Prime members.

Owners of the Amazon Dash Button for Beyond will be able to order a variety of Beyond products, including wet and dry food for dogs and cats, as well as dog snacks and purées. Beyond® Purées products were recognized as the 2016 Product of the Year in the Pet Food category, an award celebrating innovation and consumer confidence determined from a survey of 40,000 people by TNS.

For more information about Beyond, visit beyondpetfood.com or follow us on Instagram, Facebook or Twitter.

About Beyond:

Beyond is a line of natural dog and cat foods that uses real, recognizable, natural ingredients you know and trust, plus essential nutrients. Beyond knows that what we put in the food is as important as what we leave out, which is why real meat, poultry or fish is the number one ingredient in dry and pate and we leave out corn, wheat, soy, poultry by-product meal and added artificial colors, flavors or preservatives. In addition, Beyond is committed to raising the safety and quality standards for natural pet food, from ingredient sourcing to recipes backed by pet nutritionists. The brand is distributed by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

For further information: Sara Schaecher Nestle Purina PetCare 314-982-5460 Sara.Schaecher@purina.nestle.com

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