

Purina Beggin' Adds New Tricks to Its Treat Lineup for Halloween

Three new limited-edition dog treats bring ghosts, bats and pumpkins to the treat jar

ST. LOUIS, Sept. 18, 2026 /[PRNewswire](#)/ -- Beggin' brand dog treats are going all in on Halloween with three, new, limited-edition, bacon-y treats. Joining the lineup: [Ghoulish Ghosts](#), [Pumpkin Bites with Bacon and Pumpkin](#), and [Bat Bites](#).

All three dog treats are made with real bacon, the same irresistible flavor behind Beggin's full lineup. Ghost, bat, and pumpkin shapes let dogs join in on the Halloween spirit.

AT A GLANCE

- Beggin' has three new limited-edition Halloween dog treats: [Ghoulish Ghosts](#), [Pumpkin Bites with Bacon and Pumpkin](#), and [Bat Bites](#).
- All are made with real bacon, with real meat as the first ingredient, and contain no artificial flavors or FD&C colors.
- All are available now while supplies last.
- Beggin' Bat Bites are sold exclusively at Target and on target.com.

Beggin' Ghoulish Ghosts dog treats are soft, chewy, ghost-shaped treats made with real bacon. Bat-shaped and bite-sized, Beggin' Bat Bites dog treats are made with real bacon. Stock up for your own pup and the four-legged trick-or-treaters who come to your door.

Beggin' Pupkin Bites with Bacon and Pumpkin dog treats are pumpkin-shaped treats made with real bacon and real pumpkin. They are great for treating and training your dogs, whether in year one or in year seven.

"Dogs are incredibly motivated by taste and smell, so the quality of a treat really matters," said Purina animal behaviorist Annie Valuska. "Seasonal treats are a fun way to include dogs in Halloween festivities while giving them something new and exciting to enjoy. Whether you're training a new puppy, rewarding good behavior, or simply showing your dog some love, a reward they're genuinely excited about can help keep them engaged, focused and eager to learn year-round."

All three new dog treats sit alongside Beggin's year-round lineup made with real bacon. Those include:

- Beggin' Dog Treats Original with Bacon
- Beggin' with Bacon & Beef Flavor Dog Treats
- Beggin' Bacon & Peanut Butter Flavor Dog Treats
- Beggin' Dog Treats Bacon & Cheddar Jack
- Beggin' Bacon-Wrapped Ribeye Flavor Dog Treats
- Beggin' Bratwurst & Bacon Flavor Dog Treats
- Beggin' Thick Cut Hickory Smoke Flavor Dog Treats
- Beggin' Dog Treats Loaded Bacon Cheese Fries

FREQUENTLY ASKED QUESTIONS

Are Beggin' Ghoulish Ghosts, Pupkin Bites, and Bat Bites limited-edition?

Yes. All three are limited-edition, Halloween-themed additions to the Beggin' dog treat lineup.

Are Beggin' Bat Bites available everywhere?'

No. Beggin' Bat Bites dog treats are a Target-exclusive treat, available while supplies last.

Do Beggin' treats contain artificial flavors or colors?

No. Beggin' brand dog treats are made without artificial flavors or FD&C colors.

Where are Beggin' treats made?

Beggin' brand dog treats are produced in Purina-owned facilities in the USA.

About Purina

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](https://www.purina.com) or [subscribe here](#) to get the latest Purina news.

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