



JUSTFOODFORDOGS NAMED #1 RECOMMENDED FRESH PET FOOD BY VETERINARIANS

***JustFoodForDogs Beats the Pack as the Most Recommended Fresh
Pet Food in a National Survey by The National Research Business Institute***

JustFoodForDogs®, the first pet food brand to create fresh, human-grade food for pets in open-to-the-public kitchens, and the only brand on the market proven healthy by multiple independent university studies, has been named the number one recommended fresh pet food in the nation. In a survey of nearly 16,000 veterinarians across the country, JustFoodForDogs came out ahead of the pack as the brand recommended most over all other human-grade pet food brands, combined. The survey was conducted by The National Research Business Institute, one of the world's leading business research and consulting firms. The Survey has a 95% confidence interval and 5% margin of error.

The survey found that the two most important factors veterinarians consider when recommending a dog food brand are patient success on a brand of food and a company that conducts ongoing research into pet nutrition. With ten staff veterinarians nutritionally balancing meals and using real, unprocessed human-grade ingredients in recipes that have undergone humane feeding trials, JustFoodForDogs was overwhelmingly selected by survey respondents as the top offering.

“The poll results confirm what our team of veterinarians experience when we talk to thousands of vets nationwide and at conferences, which is that more forward thinking, progressive veterinarians are recognizing that a whole, nutritionally balanced diet made with real food is the highest standard in nutrition today,” said Dr Oscar Chavez, Chief Medical Officer of JustFoodForDogs.

Veterinary medicine was the last of the healthcare professions still advocating primarily for processed food and poor-quality ingredients. With recipes crafted from ingredients USDA-certified for human consumption and optimized for the nutritional needs of pets, JustFoodForDogs is proud to pave the way for scientifically-driven, fresh food both vets and pet parents can feel good about serving.

JustFoodForDogs was the first brand to bring whole, nutritionally balanced, human-grade food for pets to market back in 2010. The company now has 10 open-to-the-public kitchens and more than 150 pantries across the nation, with plans to open hundreds more in the next several years.



Meals, snacks, and supplements from JustFoodForDogs are available at JustFoodForDogs.com, Petco, and Pet Food Express as well as in select veterinary clinics.

About JustFoodForDogs

JustFoodForDogs (JFFD) launched the fresh, whole food movement for pets when they opened the first open to the public kitchen cooking food for dogs in 2010. JFFD offers the only food on the market proven healthy by two independent universities. A team of ten in-house veterinarians formulates the meals utilizing only fresh, whole food ingredients USDA certified for human consumption, in recipes nutritionally balanced for dogs as well as cats. JFFD offerings, including daily meals, veterinary support diets, snacks and supplements are available at stand-alone kitchens in California and Seattle, with additional kitchens opening in new geographic markets this year. In May 2019, the company opened a kitchen inside Petco's flagship store in New York City's Union Square. The company also has pantries and store-in-store formats within Petco and Pet Food Express locations across the country, with commitments to open hundreds of additional units over the next several years. To learn more about JustFoodForDogs, visit [JustFoodForDogs](http://JustFoodForDogs.com).

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