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Carnivore Meat Company Expands Partnership with Animal Supply Company

Partnership will support 7,000 retailers throughout the United States and the Caribbean

GREEN BAY WI (October 22, 2020) – Leading ultra-premium raw frozen and freeze-dried pet food manufacturer Carnivore Meat Company has announced an expanding partnership with national leader in pet food and supplies distribution Animal Supply Company.

**Animal
Supply Co.**

As part of the expansion [Animal Supply Company](#) will market, sell and support [Carnivore Meat Company](#) brands [Vital Essentials](#)[®] and [Vital Cat](#)[®] out of their Bartlett, IL distribution center to more than 7,000 independent retailers who operate 15,000 retail outlets throughout the United States and the Caribbean.

“The ASC leadership team has collective pet industry experience of 80+ years,” Animal Supply Company President and COO Tim Batterson said in a press release. “ASC has the capabilities and determination to deliver the exceptional service and high-quality brands our customers expect and deserve.”

Headquartered in Green Bay, WI, Carnivore Meat Company makes innovative and unique raw frozen and freeze-dried food, treats and snacks for pets worldwide including the award-winning [VE RAW BAR](#) which is available only through independent retailers. Furthermore, VE RAW BAR is a sustainable choice for retailers and pet parents.

“Our growing partnership with Animal Supply Company will ensure dog and cat owners across the country have access to the highest quality raw pet food and treats available,” says Carnivore Meat Company National Sales Manager, Joey Weichmann.

Animal Supply Company will be offering independent pet retailers the full line of Vital Essentials and Vital Cat freeze-dried treats, toppers, food as well as the VE RAW BAR. The partnership will expand the reach to even more pets that will love the taste and nutrition that Vital Essentials has to offer.



“As more and more people begin feeding their animals the way they are meant to be fed—with their long term health in mind—the demands in the raw pet food category will continue to rise,” stated Weichmann. “We look forward to working with Animal Supply Company to continue serving future generations of pet parents who want to provide the very best diet for their pets.”

About Carnivore Meat Company

Carnivore Meat Company is an award-winning manufacturer of premium raw frozen and freeze-dried pet food and treats. The Green Bay, Wisconsin company’s rapidly growing brands include [Nature’s Advantage](#)®, [Vital Essentials](#)®, [VE RAW BAR](#) and [Vital Cal](#)®, which are distributed to over 6,000 retailers nationwide, in 14 international markets and online to Chewy.com, Amazon, PetFlow.com and others. Long considered a raw pet food pioneer, the company’s freeze-dried products division supplies private label, co-packing and ingredients to customers globally. Carnivore Meat Company is family owned and has been recognized for its growth accomplishments and manufacturing excellence with a number of awards in recent years, including Greater Green Bay Chamber Growth Award, Wisconsin Manufacturer of the Year Award, Governor’s Export Achievement Award, Greater Green Bay Chamber Manufacturing Award of Distinction and Inc 5000 Fastest Growing Private Companies. www.carnivoremeat.com

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