



## FOR IMMEDIATE RELEASE

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## Experienced Pet Professional Ellie Kohler Joins Carnivore Meat Company

**GREEN BAY WI (NOVEMBER 25, 2020)** – Natural pet food manufacturer Carnivore Meat Company is pleased to announce that experienced pet professional Ellie Kohler has joined the Sales & Marketing Team. Kohler is the new Account Specialist for Alaska, Washington, Oregon, Utah, Idaho, Montana and Wyoming.



Kohler has a background in dog training, rescue and foster work. As a professional dog handler, she has competed in agility, obedience, rally and weight pull. She shares her life with a 7-year-old pomeranian named Glitch.

“There’s no other way to say it – Ellie is a dynamo,” says Joey Weichmann, National Sales Manager for Carnivore Meat Company.

“She grew up showing dogs at the highest level, has a wicked passion for animal nutrition, and even spent a few years working in pet retail.

This level of experience, combined with her love for animals, will be an incredible asset not only to our team, but to every retailer and

distributor fortunate enough to cross her path. I can’t wait to watch her progress with our company in her new role, managing independent and franchise retailers in the Pacific Northwest.”

Kohler has a bachelor’s degree from Kent State University. Her senior thesis was focused on the implementation of dogs used by the British military during World War I. Her past career experience includes account management, sales, project management, finance, marketing and retail, with a strong focus on nutrition and well being.

“As an Account Specialist, I am focused on cultivating and growing relationships with retailers,” Kohler commented. “My core responsibilities include being a support system and a resource.”

Green Bay, WI based Carnivore Meat Company makes premium frozen and freeze-dried raw pet food, treats and snacks under the award-winning brands Vital Essentials® and Vital Cat®.



“I am honored to join a company whose mission statement and core values align with my personal passion of pet health and wellbeing,” Kohler says. “The team I have joined is unparalleled in their drive and commitment to support one another. Every day I am inspired by working with my colleagues, distributors and retailers.”

### **About Carnivore Meat Company**

Carnivore Meat Company is an award-winning manufacturer of premium raw frozen and freeze-dried pet food and treats. Located in Green Bay, Wisconsin, the company’s rapidly growing brands include [Nature's Advantage®](#), [Vital Essentials®](#), [VE RAW BAR](#) and [Vital Cat®](#), 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](http://www.carnivoremeat.com)

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