

For Immediate Release

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A Family Like No Other.

**NUTRISOURCE LAUNCHES SUPERSTARS TRAINING REWARDS TREATS
TO SUPPORT KIDS, FAMILIES AND PETS EXPERIENCING DIFFICULT
TIMES**

100% of profits will support NutriSource SuperStars Giving Program

PERHAM, MN (January 31, 2022) – [NutriSource®](#), one of America’s most beloved and trusted pet brands, today announced the launch of the NutriSource SuperStars Giving program, a new philanthropic initiative that expands the company’s longstanding commitment to use its resources to positively impact families, children and pets. As part of the initiative, [NutriSource](#) is dedicating **100% of profits** from the company’s new line of NutriSource SuperStars Training Reward Treats to organizations across the country that create meaningful changes in our communities.

“A core belief of our companies is that we have an obligation to make a difference,” said Charlie Nelson, CEO of KLN Family Brands, the parent company of NutriSource. “The NutriSource SuperStars Giving Program formalizes our enduring commitment to do our part towards creating a better world. We are proud to give every cent of profit from NutriSource SuperStars Training Rewards Treats to organizations that lift up, support and inspire us in times of need.”

NutriSource SuperStars Training Rewards Treats are pocket-friendly, nutritious and low-calorie (less than 3 calories each). Available in chicken, beef, bacon and cheddar flavors, the star-shaped treats feature meat-rich, protein dense recipes that have no corn, wheat, soy or potato. They are offered in 4oz, 6oz and 16oz bags that include a special SuperStar Spotlight on Rocket, the first NutriSource Facility Dog.

Giving back has always been a priority for NutriSource and parent company KLN Family Brands, with more than \$3M committed and contributed since 2018. The company donates to many life-changing organizations including Pinky Swear Foundation, M Health Fairview Masonic Children’s Hospital, Soldier’s 6, and many pet rescues, animal shelters, humane societies and non-profit veterinary care organizations across the country. The launch of [NutriSource SuperStars Training Rewards Treats](#) is part of the company’s expanding giving initiative that includes plans to increase support to facility dog programs at children’s hospitals across the country and train service dogs that provide a vital role in the lives of those needing a canine companion.



In 2019, NutriSource provided a \$250,000 gift to M Health Fairview University of Minnesota Masonic Children’s Hospital to fund the medical facility’s first-ever full-time facility dog. “Rocket” visits patient rooms to provide a comforting presence that helps children and families cope during particularly stressful moments. The overwhelming success and positive effect of the program has fueled NutriSource’s ongoing drive to make a difference and reinforced their desire to launch SuperStars Training Rewards Treats to help fund facility dog programs at other children’s hospitals across the country.

NutriSource also understands the value of canine companions when it comes to the needs of veterans and first responders with physical disabilities, post-traumatic stress disorders and related conditions. The company is in the early stages of developing a new service dog training program that will provide companion animals to those who have answered the nation’s call to duty. NutriSource anticipates announcing additional details regarding the program later in 2022.

A complete product listing including ingredients in NutriSource SuperStars Training Reward Treats can be found at <https://nutrisourcepetfoods.com/category/our-food/treats/>

More information regarding the NutriSource SuperStars Giving Program is at <https://nutrisourcepetfoods.com/giving-back/>

About NutriSource Pet Foods

NutriSource Pet Foods® is a third-generation family-owned company based in Perham, MN. All NutriSource kibble is made by Tuffy's Pet Foods, Inc. who has specialized in the manufacturing of dry dog and cat food since 1964. NutriSource® has a long history of investing in the health and well-being of pets throughout the world. Today, NutriSource® offers over 110 different dog and cat food products across their four lines of NutriSource®, NutriSource PureVita®, NutriSource Element Series and NutriSource Choice. Their product offerings include kibble, cans, treats, and toppers. For more information, visit <https://nutrisourcepetfoods.com/>. Follow on [Facebook](#) and [Instagram](#).

About KLN Enterprises, Inc. dba KLN Family Brands

A third-generation family-owned company, KLN Family Brands is headquartered in Perham, MN and is comprised of Tuffy's Pet Foods and Tuffy's Treat Company, manufacturers of NutriSource® and Kenny's Candy & Confections. Tuffy's has been proudly producing quality pet foods since 1964. Kenny's Candy & Confections, established in 2015, produces great snack brands that include Wiley Wallaby® and Sweet Chaos®. For more information on KLN Family Brands please visit www.klnfamilybrands.com.

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