



Petco Expands Nutrition Assortment by Introducing WholeHearted Plus, Adding True Meals™ Dog Food and New Veterinary Diet Offerings

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SAN DIEGO, June 22, 2021 /PRNewswire/ -- Petco Health and Wellness Company, Inc. (NASDAQ: WOOF), a complete partner in pet health and wellness, today announced the expansion of its curated nutrition assortment to include: [WholeHearted Plus](#), an extension of Petco's WholeHearted private label brand; [True Meals™ Dog Food](#) in partnership with Tyson Pet Products, Inc.; and new [veterinary diet](#) offerings.



WholeHearted Plus, which is now available at Petco, includes affordable, high-quality dog and puppy dry and wet food. The dry food contains tender protein shreds along with crunchy kibble, while the wet food includes delicious veggies and rice along with broth and meat to help support lean muscles and provide energy. Additionally, True Meals™ Dog Food, which can be found exclusively at Petco, features nutrient-dense, minimally processed recipes for adult dogs and puppies. The line of complete and balanced dog foods bridges the gap between kibble and fresh dog food, providing an elevated meal experience for dogs.

Petco's expanded veterinary diet solutions, which are formulated to treat a variety of common issues such as digestive problems, obesity and allergies, can help optimize pets' overall health and wellbeing. At Petco's full-service vet hospitals and vaccination clinics, licensed veterinarians can partner with pet parents to find the right diet for their pets. Petco aids pet parents in the veterinary approval process for vet diet formulas, enabling seamless prescription refills and sharing deals that help make these tailored nutrition options affordable.

Comprehensive product offerings across WholeHearted Plus, True Meals™ Dog Food and veterinary diets include:

- **WholeHearted Plus:** The line's dry food is available in several varieties like [WholeHearted Plus Beef & Brown Rice Recipe with Whole Grains Plus Dry Dog Food](#), and the wet food, such as [WholeHearted Plus Lamb & Vegetables & Brown Rice Recipe Stew with Whole Grains Wet Dog Food](#), features various textures to increase palatability. Dry food recipes start at \$10.99 and are available in 5-pound, 30-pound and 45-pound bags. Wet food recipes start at \$1.89 and are available in 12.5-ounce cans.
- **True Meals™ Dog Food** Developed by a team of pet nutritionists and culinary experts, [True Meals™ Dog Food](#) features baked recipes of U.S.-sourced protein such as chicken, fish, beef and vegetables, resulting in a signature texture comprised of crunchy and chewy bits and formulated with added vitamins, minerals and amino acids for an optimal balance of nutrients. Available in two varieties with specially formulated recipes for puppy, adult and small dogs, the food starts at \$22.99 and is available in 4-pound, 10-pound and 20-pound convenient, resealable bags.
- **Veterinary Diets:** Hill's Prescription Diet, Royal Canin Veterinary Diet, JustFoodForDogs Vet Support, Purina Pro Plan Veterinary Diets and Blue Natural Veterinary Diets help cater to pets with specific dietary needs. Options include: new [Hill's Derm Complete](#), designed for dogs with food and environmental allergies; [Royal Canin Veterinary Diet Canine Hydrolyzed Protein Dry Dog Food](#), formulated to help support digestive and skin health; [JustFoodForDogs Vet Support Diets Hepatic Support](#), which can help manage liver or kidney disease in dogs; [Purina Pro Plan Veterinary Diets EN Gastroenteric Canine Formula Dry Dog Food](#), made to help promote digestive health; and [Blue Buffalo Natural Veterinary Diet KM Kidney + Mobility Support Dry Cat Food](#), which helps support healthy kidney function and overall mobility in cats.

Nutrition is the foundation of physical health, one of the pillars of Petco's Whole Health philosophy, an industry-leading framework created with the focus to improve pets' overall wellbeing. Petco has been committed to leading pet nutrition standards since the company became the first and only national retailer to no longer sell food and treats containing artificial colors, flavors and preservatives* for dogs and cats, and continues to reinvent the category with new, affordable and convenient options to support overall pet health and wellness. Additionally, Petco committed to the complete removal of artificial colors, preservatives and flavors from food for aquatic life and small animals, such as rabbits, guinea pigs and reptiles, by the end of 2021.

With Pals Rewards, pet parents earn 5% back every day, a free eighth bag of dry dog or cat food, a free eighth groom, a birthday gift for their pet and 35% off their first repeat delivery order with free shipping.** For more information about Petco's new nutrition offerings, visit petco.com. The company offers a variety of safe, convenient ways to shop, including in Petco pet care centers, online and in the [Petco app](#), as well as via curbside pick-up, same-day delivery and repeat delivery.

*See how Petco defines artificial ingredients at [Petco.com/nutritionstandards](https://petco.com/nutritionstandards).

**See Pals Rewards [terms and conditions](#) for full details.

About Petco, The Health + Wellness Co.

Petco is a category-defining health and wellness company focused on improving the lives of pets, pet parents and our own Petco partners. Since our founding in 1965, we've been striving to set new standards in pet care, delivering comprehensive wellness solutions through our products and services, and creating communities that deepen the pet-pet parent bond. We operate more than 1,500 Petco locations across the U.S., Mexico and Puerto Rico, including a growing network of more than 100 in-store veterinary hospitals, and offer a complete online resource for pet health and wellness at petco.com and on the [Petco app](#). In tandem with [Petco Love](#) (formerly the Petco Foundation), an independent nonprofit organization, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, we've helped find homes for more than 6.5 million animals.

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