

From: [John Roth](#)
To: emilyjbrill@gmail.com
Cc: [Susan M. Magrino](#); [Fawn Bartok](#); [John Rice](#)
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy
Date: Friday, August 25, 2023 3:22:32 PM
Attachments: [image003.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)

Hi Emily,

Please find below the statement from the manufacturer, Perfect Pet Foods:

Perfection Pet Foods produced these formulas, each of which was reviewed by a Doctor of Veterinary Medicine, who affirmed their comparison to current Association of American Feed Control Officials published standards for compliance for the intended species and life stage. All ingredients in these formulas are defined, and a Doctor of Veterinary Medicine provided recommendations on ingredient inclusions, functionality and dietary impacts.

Thank you,
John

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.

From: John Roth <john.roth@magrinopr.com>
Date: Thursday, August 24, 2023 at 5:11 PM
To: "emilyjbrill@gmail.com" <emilyjbrill@gmail.com>
Cc: "Susan M. Magrino" <susan.magrino@magrinopr.com>, Fawn Bartok <Fawn.Bartok@magrinopr.com>, John Rice <John.Rice@magrinopr.com>
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

We are hoping to hear back with additional information from Perfection Pet Foods today or tomorrow.

Thank you,
John

On Aug 24, 2023, at 12:14 PM, emilyjbrill@gmail.com wrote:

[EXTERNAL]

Hi Susan,

Thanks for the reply. Small world! I did indeed graduate from DA with James. I was only at Penn briefly, though. I called Brown on the fourth day of freshman year for a transfer application. Sure, we have some wiggle room and can wait until 5ish today. Thanks again.

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Susan M. Magrino <susan.magrino@magrinopr.com>
Sent: Thursday, August 24, 2023 12:04 PM
To: emilyjbrill@gmail.com
Cc: Fawn Bartok <Fawn.Bartok@magrinopr.com>; John Roth <john.roth@magrinopr.com>
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

How are you and great to hear from you I believe you went to Deerfield and Penn at the same time as my stepson James Dunning. James has actually been with us all summer in Connecticut and recently moved to Florida with his family. He has four children!

At any rate yes my team has brought me up to speed on what is happening here and we are pushing hard to get the manufacturer's feedback and statement on this.

Just give us a little more time today please if you can?

Best,

Susan

Get [Outlook for iOS](#)

From: emilyjbrill@gmail.com <emilyjbrill@gmail.com>
Sent: Thursday, August 24, 2023 10:44:08 AM
To: Susan M. Magrino <susan.magrino@magrinopr.com>
Cc: Fawn Bartok <Fawn.Bartok@magrinopr.com>; John Roth <john.roth@magrinopr.com>
Subject: FW: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Dear Ms. Magrino,

Nice to meet you virtually.

I'm the executive editor and founder of The Canine Review, a news service focused on animal health and vet/pet industry topics. I also live about 500 feet from your client's driveway in Bedford (and she and my father are old friends), so I suppose there's always the option of waiting for her on 22 with my tape recorder, or I could have another reporter from the city come up for the day.

One reason we ask all pet food companies about the formulation process and for information about the veterinarians involved is because the World Small Animal Veterinary Association (WSAVA) has a Global Nutrition Committee, which takes the position that pet owners *must* have this information to make a decision on whether to feed their pet a particular food. The WSAVA Committee also notes, **"If the manufacturer cannot or will not provide any of this information, veterinarians and owners should be cautious about feeding that brand."** https://wsava.org/wp-content/uploads/2021/04/Selecting-a-pet-food-for-your-pet-updated-2021_WSAVA-Global-Nutrition-Toolkit.pdf

Would appreciate your help by end of today.

Best,

Emily Brill

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: emilybrill@gmail.com <emilybrill@gmail.com>
Sent: Tuesday, August 22, 2023 12:33 PM
To: 'John Roth' <john.roth@magrinopr.com>; 'Fawn Bartok' <Fawn.Bartok@magrinopr.com>
Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

Dear John,

Thanks for following up. Please let me know if your clients dispute any facts in this statement. I will also be reaching out to both parties directly (again).

In the five days since announcing and unveiling the launch of Martha Stewart's pet food line with Chewy, no individual at Chewy nor at Ms. Stewart's shop has apparently been able or willing to speak to any aspect of how the food was formulated, let alone name even one veterinarian who supposedly "reviewed" the food per the "veterinarian reviewed" branding. Similarly, no individual at either entity was able or willing to address the fact that the World Small Animal Veterinary Association takes the position that the information we are seeking in our inquiry must be available to pet owners --- how a pet food is formulated and by whom, does a manufacturer employ a full-time DVM, etc. --in order for a pet owner to determine whether to feed that food.

I will note in the story what you said about the OOO.

Thanks,
Emily

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: John Roth <john.roth@magrinopr.com>
Sent: Tuesday, August 22, 2023 11:06 AM
To: Fawn Bartok <Fawn.Bartok@magrinopr.com>; 'Emily Brill' <emilybrill@gmail.com>
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

Apologies for the delay and thank you for your patience.

In the meantime of us receiving the information on the veterinarians and nutritionists, I wanted to flag the below on the manufacturer and correct link from the link you shared earlier. The delay is that Perfection has been ooo but back online later this week and we would like to share that information with you but we want to share the most accurate from their team and are hoping to receive by Thursday.

Thank you,

John

What is the name of the manufacturer? The packaging says Perfection Pet Brands is the manufacturer, but we were unable to find the new product on PPB's website <https://perfectionpetbrands.com/our-brands>
Confirming Perfection Pet Foods is the manufacturer.
This is their correct website: <https://perfectionpetfoods.com/>

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Date: Tuesday, August 22, 2023 at 10:43 AM
To: 'Emily Brill' <emilyjbrill@gmail.com>, John Roth <john.roth@magrinopr.com>
Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

I have noted your deadline and am looping in my colleague, John who can further assist.

Thank you,
Fawn

Fawn Bartok
Account Executive
MAGRINO
352 Park Avenue South, 6th Floor
New York, NY 10010
212.584-6464
fawn.bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)

Magrino named to the Observer's *The 50 Best PR Firms in America 2022* for the 8th year in a row.



NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.

From: Emily Brill <emilyjbrill@gmail.com>
Sent: Monday, August 21, 2023 10:43 PM
To: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Thank you. We do need it by tomorrow 12 noon EDT because our mail blast goes out tomorrow afternoon. Obviously, we can update the footer of the article if/when anything does come in. I appreciate your update at this hour and can see that you're trying.

I hope your clients take your advice because there's literally no reason not to answer these questions. We would love to report that someone is doing something good in pet food! It would be a much bigger story, frankly.

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

On Aug 21, 2023, at 10:19 PM, Fawn Bartok <Fawn.Bartok@magrinopr.com> wrote:

Hi Emily,

I am aiming to have these responses to you tomorrow! Thank you again for your patience.

Best,
Fawn

Get [Outlook for iOS](#)

From: emilyjbrill@gmail.com <emilyjbrill@gmail.com>
Sent: Monday, August 21, 2023 1:32:38 PM
To: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Wonderful. Thank you!!

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Sent: Monday, August 21, 2023 1:13 PM
To: emilyjbrill@gmail.com
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

I am working on getting responses to you ASAP! Thank you for your patience.

Best,
Fawn

Fawn Bartok
Account Executive
MAGRINO
352 Park Avenue South, 6th Floor
New York, NY 10010
212.584-6464
fawn.bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)

Magrino named to the Observer' s *The 50 Best PR Firms in America 2022* for the 8th year in a row.



NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company

From: emilyjbrill@gmail.com <emilyjbrill@gmail.com>
Sent: Monday, August 21, 2023 12:32 PM
To: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Fawn,

Forgot to point out the key reason we insist on these questions, which is because the World Small Animal Veterinary Association (WSAVA) has a Global Nutrition Committee which takes the position that pet owners *must* have this information to make a decision on whether to feed their pet a particular food. The WSAVA Committee also notes, **"If the manufacturer cannot or will not provide any of this information, veterinarians and owners should be cautious about feeding that brand."**

https://wsava.org/wp-content/uploads/2021/04/Selecting-a-pet-food-for-your-pet-updated-2021_WSAVA-Global-Nutrition-Toolkit.pdf



Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: emilybrill@gmail.com <emilybrill@gmail.com>
Sent: Monday, August 21, 2023 11:16 AM
To: 'Fawn Bartok' <Fawn.Bartok@magrinopr.com>
Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

Fawn,
Let's try to work together. Can you please make it clear to your client that we're trying to get their input. Nobody is suggesting anything nefarious is occurring here. However, these are questions any legitimate reporter would ask *because* the two entities are deservedly prominent, respected, highly regarded brands.

Otherwise, we would need to report that neither Martha Stewart Pet Food nor Chewy would speak when asked about how the food was formulated, or about any aspect of the research and development process and that, moreover, neither entity would name any single veterinarian involved despite noting "veterinarian reviewed" on the packaging.

Can you try persuade the point person you're working with to escalate this? I would appreciate it and, frankly, would love to write some GOOD news about someone doing something good in the pet food space!

Very sincerely,
Emily

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Sent: Monday, August 21, 2023 9:21 AM
To: emilybrill@gmail.com
Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

Apologies! Please find the image attached.

Fawn Bartok
Account Executive
MAGRINO
352 Park Avenue South, 6th Floor
New York, NY 10010

212.584-6464
fawn.bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)

Magrino named to the Observer's *The 50 Best PR Firms in America 2022* for the 8th year in a row.

[<image001.jpg>](#)

[<image002.jpg>](#)

[<image003.png>](#)

[<image004.jpg>](#)

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.

From: emilyjbrill@gmail.com <emilyjbrill@gmail.com>

Sent: Friday, August 18, 2023 8:26 PM

To: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Dear Fawn,

There is no content in the image you sent me. See screen shot.

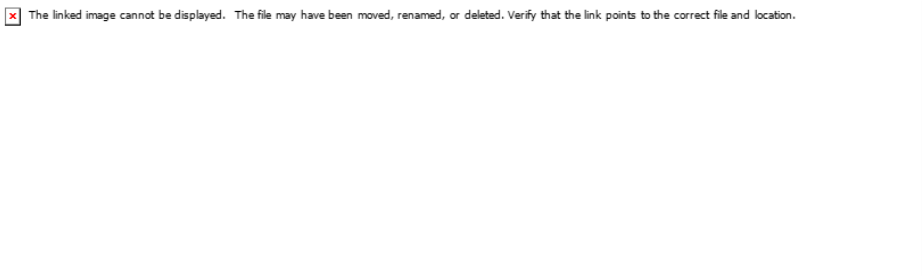
Re: Martha Stewart Launches Pet Food Exclusively with Chewy

○ Fawn Bartok <Fawn.Bartok@magrinopr.com>

To ○ emilyjbrill@gmail.com

Hi Emily,

Below, please find ingredients and nutritional information which can also be found under "Nutritional Informat

 The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Sent: Friday, August 18, 2023 2:53 PM

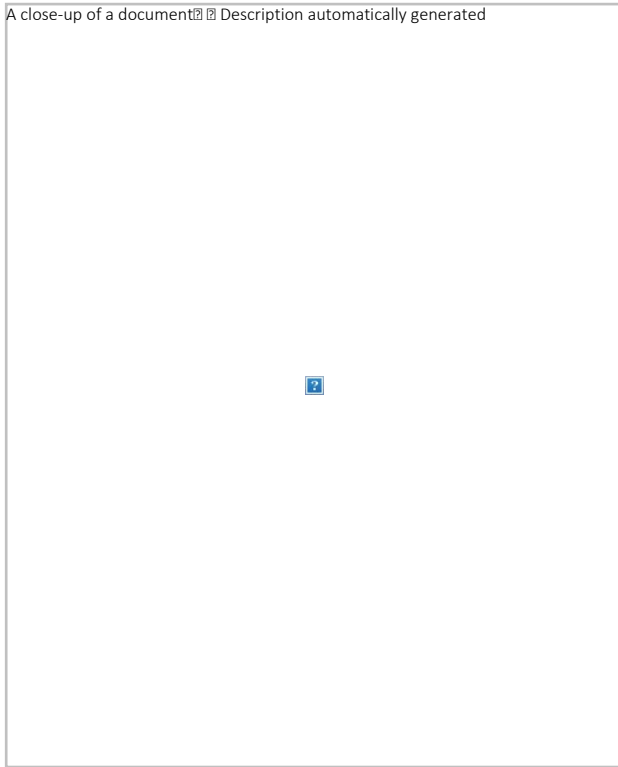
To: emilyjbrill@gmail.com

Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

Below, please find ingredients and nutritional information which can also be found under "Nutritional Information" on each page on the site.

A close-up of a document? ? Description automatically generated



Fawn Bartok
Account Executive
MAGRINO
352 Park Avenue South, 6th Floor
New York, NY 10010
212.584-6464
fawn.bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)

Magrino named to the Observer's *The 50 Best PR Firms in America 2022* for the 8th year in a row.

[<image001.jpg>](#)

[<image002.jpg>](#)

[<image003.png>](#)

[<image004.jpg>](#)

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.

From: emilyjbrill@gmail.com <emilyjbrill@gmail.com>

Sent: Friday, August 18, 2023 10:10 AM

To: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Wonderful. Thank you! Will do.

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Sent: Friday, August 18, 2023 10:03 AM

To: emilyjbrill@gmail.com

Subject: Re: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

Yes, I am working on sourcing answers for you and will try to have them to you by eod. Stay tuned!

Best,

Fawn

Fawn Bartok
Account Executive
MAGRINO
352 Park Avenue South, 6th Floor
New York, NY 10010
212.584-6464
fawn.bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)

Magrino named to the Observer's *The 50 Best PR Firms in America 2022* for the 8th year in a row.

[<image001.jpg>](#)

[<image002.jpg>](#)

[<image003.png>](#)

[<image004.jpg>](#)

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.

From: emilybrill@gmail.com <emilybrill@gmail.com>

Sent: Friday, August 18, 2023 9:59 AM

To: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Good Morning,

I just wanted to make sure you received this. If it's possible to respond by end of today, that would be great. Thank you again, Emily

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: emilybrill@gmail.com <emilybrill@gmail.com>

Sent: Thursday, August 17, 2023 2:22 PM

To: 'Fawn Bartok' <Fawn.Bartok@magrinopr.com>

Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

Dear Ms. Bartok,

I was able to get the images for the packaging. I do have a few questions and would welcome the opportunity to speak by phone if you have a minute.

1. Can you say anything about how the food was developed or talk at all about your process as far as who formulated these diets?
2. Can you provide names of nutritionists?
3. What is the name of the manufacturer? The packaging says Perfection Pet Brands is the manufacturer, but we were unable to find the new product on PPB's website <https://perfectionpetbrands.com/our-brands>.
4. Is a veterinarian employed by the manufacturer? Consulted?
5. The description says the foods are "veterinarian reviewed." Kindly provide us with the name or names of the vet(s) who conducted reviews so we can verify this independently.

We ask every pet food company these questions per the WSAVA guidance on selecting a pet food. Would welcome the opportunity to speak by phone and get these answered in a conversation if you have time, or email answers are fine.

Look forward to hearing from you. Best regards,

Emily Brill

Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>

Sent: Thursday, August 17, 2023 2:06 PM
To: 'emilyjbrill@gmail.com' <emilyjbrill@gmail.com>
Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,
I am working on sourcing imagery of the packaging (front and back) and will circle back!
Best,
Fawn

Fawn Bartok
Account Executive
MAGRINO
352 Park Avenue South, 6th Floor
New York, NY 10010
212.584-6464
fawn_bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)
Magrino named to the Observer's *The 50 Best PR Firms in America 2022* for the 8th year in a row.

<[image001.jpg](#)>
<[image002.jpg](#)>
<[image003.png](#)>
<[image004.jpg](#)>

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company

From: emilyjbrill@gmail.com <emilyjbrill@gmail.com>
Sent: Thursday, August 17, 2023 1:42 PM
To: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Subject: RE: Martha Stewart Launches Pet Food Exclusively with Chewy

[EXTERNAL]

Dear Ms. Bartok,

Thank you. I am interested in writing a story on this. Could you please send me high resolution of the packaging front and back? I just visited Chewy and the images are not allowing me to zoom in. Looks like there are three varieties of the dog food. Could you send me the labeling for each? Thanks in advance for your help and thanks for reaching out! Emily



Emily Brill
Executive Editor and Founder
The Canine Review
<https://www.thecaninereview.com>
917-297-3537 | emily@thecaninereview.com

From: Fawn Bartok <Fawn.Bartok@magrinopr.com>
Sent: Thursday, August 17, 2023 1:00 PM
To: Emily Brill <emily@thecaninereview.com>
Subject: Martha Stewart Launches Pet Food Exclusively with Chewy

Hi Emily,

Hope you are well! I'm touching base to let you know about the launch of **Martha Stewart Pet Food, available exclusively at Chewy**, a trusted destination for pet parents and partners everywhere.

Just in time for **National Pet Day on August 26th**, this partnership combines Martha's culinary expertise and deep love for pets to create a pet food line made with premium, high-quality ingredients while embodying the same level of care expertise that Martha brings to everything she does. This collaboration celebrates the bond between pets and their owners and aims to elevate the dining experience of our beloved furry friends.

Additional information about the launch can be found in the full press release below and hi-res images can be downloaded [here](#). Please let us know if you are working on any stories where this announcement may be a fit.

Best,
Fawn

Fawn Bartok

Account Executive
MAGRINO

352 Park Avenue South, 6th Floor
New York, NY 10010
212.584-6464
fawn.bartok@magrinopr.com
magrinopr.com

Nationally Certified Women-Owned Small Business (WOSB)

Magrino named to the Observer's 25 Best PR firms in America 2023, for the 9th year in a row

NOTICE: The information contained in this communication is confidential and is only for the use of the intended recipient named in the email body above, and may be legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please resend it to the sender and delete the original message and any copy of it from your computer system. Opinions, conclusions and other information in this message that do not relate to our official business should be understood as neither given nor endorsed by this company.



MARQUEE BRANDS

MARTHA STEWART AND MARQUEE BRANDS LAUNCH MARTHA STEWART PET FOOD EXCLUSIVELY WITH CHEWY

Recipes include precise formulas thoughtfully developed to meet the specific dietary needs of pets

NEW YORK, August 17, 2023 – Martha Stewart and Marquee Brands announced today a new product launch to introduce Martha Stewart Pet Food for dogs, puppies, and cats, now available at Chewy (NYSE: CHWY), a trusted destination for pet parents and partners everywhere.

Martha's six new dog, puppy, and cat food formulas are thoughtfully developed to meet the specific dietary needs of pet parents' cherished family members. Wholesome recipes are prepared in the United States and feature premium air-dried animal protein-first inclusions, prebiotic fiber, and essential vitamins and minerals that deliver genuine support where it's needed.

As a lifelong animal lover and caregiver, Martha Stewart has worked with numerous veterinary experts and acquired decades of practical experience raising happy, healthy pets. Her passion for home cooking and good nutrition goes beyond what she prepares for her own table to what she feeds her pets.

"My pets mean the world to me, which is why I insist on feeding them delicious whole ingredients like real chicken, fish, cage-free eggs, and nutrient-dense grains and vegetables," said Martha Stewart. "Proper nourishment should always be a priority and with my new line of pet food available at Chewy you can ensure your own beloved pets' dietary needs are being met."

The Martha Stewart Pet Food line was developed exclusively for Chewy to provide customers with a high-quality kibble that features air-dry inclusions. Each delicious, veterinarian-reviewed recipe is inspired by Martha's passion for home cooking, sourcing the finest ingredients, and eating well to promote good health. Whatever their size, life stage, or taste preferences, Martha's formulas offer just the nourishment pets need for leading their best life. Formulated to Martha's highest standard and informed by her years of cooking and caring for her own pets, each recipe was created with the following at its core:

1. **Air-Dried Inclusions:** Soft textured air-dried pieces are included in adult formulas to provide a tasty addition to your pet's meal and a boost of protein.
2. **Premium Proteins:** Real chicken, beef, or fish is always the first ingredient.
3. **Whole Ingredients:** Nutrient-rich fruits, veggies, and grains support brain, eye, skin, and digestive health — plus a shiny coat.
4. **No Unnecessary Extras:** Formulated without corn, wheat, soy, artificial preservatives, or artificial colors — ideal for pets prone to food sensitivities.

At launch, the line includes the following six products and recipes available in 4lb and 10lb bags for cats and 4lb, 10lb, and 20lb bags for dogs and puppies:

1. **Chicken & Brown Rice Recipe with Vegetables Dog Food**
 1. 4lb bag: \$ 24.99
 2. 10lb bag: \$ 46.99
 3. 20lb bag: \$ 74.99
1. **Salmon & Quinoa Recipe with Vegetables Dog Food**

1. 4lb bag: \$ 26.99
2. 10lb bag: \$ 50.99
3. 20lb bag: \$ 79.99

1. Beef & Chickpea Recipe with Vegetables Dog Food

1. 4lb bag: \$ 26.99
2. 10lb bag: \$ 50.99
3. 20lb bag: \$ 79.99

1. Chicken & Whitefish Recipe with Vegetables Puppy and Dog Food

1. 4lb bag: \$ 24.99
2. 10lb bag: \$ 46.99
3. 20lb bag: \$ 74.99

1. Chicken & Brown Rice Recipe Cat Food

1. 4lb bag: \$ 21.99
2. 10lb bag: \$ 42.99

1. Salmon & Oatmeal Recipe Cat Food

1. 4lb bag: \$ 22.99
2. 10lb bag: \$ 44.99

Learn more about Martha Stewart Pet Food products at [Chewy.com](https://www.chewy.com).

About Martha Stewart

Martha Stewart is the Founder of the first multi-channel lifestyle company, Martha Stewart Living Omnimedia, an entrepreneur, bestselling author of 99 to date lifestyle books, and Emmy Award-winning television show host. Reaching more than 100 million devoted fans on a monthly basis through her magazines, television shows, books, and products for the home, sold at multiple retail and online outlets, Martha is the “go-to” source for the homemaker. She and her talented staff provide trusted, timely, and useful information on all aspects of everyday living: cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, healthy living, holidays, weddings, and pet care.

About Marquee Brands

Marquee Brands is a leading global brand owner, marketer, and media company. Owned by investor funds managed by Neuberger Berman, one of the world’s leading employee-owned investment managers, Marquee Brands targets high-quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channels, geography, and product category while preserving the brand heritage and enhancing the ultimate consumer experience. The portfolio includes Martha Stewart, The BCBG Group, Ben Sherman, Dakine, Sur La Table, Body Glove, Emeril Lagasse, Motherhood Maternity, A Pea in a Pod, and Bruno Magli. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees, and manufacturers through engaging, impactful strategic planning, marketing, and e-commerce. www.marqueebrands.com

About Chewy

Our mission is to be the most trusted and convenient destination for pet parents and partners everywhere. We believe that we are the preeminent online source for pet products, supplies and prescriptions as a result of our broad selection of high-quality products and services, which we offer at competitive prices and deliver with an exceptional level of care and a personal touch to build brand loyalty and drive repeat purchasing. We seek to continually develop innovative ways for our customers to engage with us, as our website and mobile app allow our pet parents to manage their pets’ health, wellness, and merchandise needs, while enabling them to conveniently shop for our products. We partner with more than 3,500 of the best and most trusted brands in the pet industry offering more than 110,000 products and services offerings, to bring what we believe is a high-bar, customer-centric experience to our customers.

###