

Vital Essentials Announces New Partnership with Yelloh to Offer Frozen Pet Food Delivery Service to Pet Owners Across the Country

Vital Essentials is the first pet food brand to be available via a frozen food delivery service

Green Bay, WI and Bloomington, MN (Oct. 16, 2023)—Vital Essentials, the flagship brand of the Carnivore Meat Company, today announced a partnership with Yelloh (formerly known as Schwan's Home Delivery). Yelloh, a U.S.-wide, direct-to-consumer company, offers high-quality frozen foods that are convenient for consumers. Both Yelloh and Vital Essentials share the same commitment to superior food quality and safety standards, and through this partnership, both companies will tap into new market opportunities while providing optimal pet wellness to more customers.

Vital Essentials has been a leader in providing all pet owners with an avenue to purchase high-quality, premium butcher-cut protein for their pets. This partnership provides Vital Essentials with the opportunity to provide pet consumers, who may not have visibility to the brand today, a premium product offering in the frozen and freeze-dried dog food business.

“Through a partnership with Yelloh, Vital Essentials is firmly positioned to push forward its commitment to providing butcher-cut, premium proteins to all pet owners looking to provide their pets with the highest quality in frozen and freeze-dried food,” said Nick Ebert, Chief Commercial Officer at Vital Essentials. “We are on a mission to build a future of VITALity for pets and their humans, and this is a great way for Vital Essentials to broaden our offering scope,” said Ebert.

As a pioneer in frozen food delivery, Yelloh is consistently leading the meal delivery market in innovation and transformation, positioning them favorably to capture new market opportunities. In addition to working with the first pet food brand to offer frozen food delivery service, Yelloh will now acquire a new market segment of pet owners looking to provide their pets with the highest quality, butcher-cut protein.

Bernardo Santana, Chief Customer Officer at Yelloh, said, “We are excited to partner with Vital Essentials through our Partner Pick program and strengthen our offerings with the highest quality of whole-animal protein for our customers’ pets. Through this program, we look to curate unique and exciting culinary delights from favorite, pioneering brands who share the same entrepreneurial spirit rooted in our company’s history. As we continue on our reinvention journey, we look forward to expanding this new channel and bringing Vital Essentials high-quality pet products to households across America.”

Select Vital Essentials frozen and freeze-dried products will be available for purchase and shipment through the Yelloh website on October 15. For more information about Vital Essentials, please visit www.vitalessentialsraw.com.

About Carnivore Meat Company

Carnivore Meat Company is an award-winning manufacturer of premium raw frozen and freeze-dried pet food and treats. Long considered a raw pet food pioneer, the company's freeze-dried products division

supplies private label, co-packing and ingredients to customers globally. The company's rapidly growing brands in Green Bay, Wisconsin, include [Vital Essentials®](#) and [VE RAW BAR](#), distributed to more than 7,000 retailers nationwide, in 14 international markets and online. Carnivore Meat Company has been recognized for its growth accomplishments and manufacturing excellence with several awards in recent years, including the 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. Visit the Carnivore Meat Company website at carnivoremeat.com.

About Yelloh

Yelloh, formerly known as Schwan's Home Delivery, has a renewed passion for bringing frozen convenience to neighborhoods across America. With quality service and hundreds of appetizing eats, there are options fit for every taste and occasion including premium meats, meals, snacks, and treats. From Marvin Schwan's first yellow truck to our modern-day fleet of Yelloh freezers- on-wheels, we've been pioneering frozen food delivery for over 70 years. Based in Minnesota, the company employs about 3,000 dedicated workers in more than 250 local hubs, delivering nationwide to its dedicated customers in iconic yellow trucks and via direct ship. To learn more or start shopping and fill your Freezer Full of Happy, visit Yelloh.com.

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