

## Paris business adds flavor to Fido's dish **Dog** food topping also gives vitamins

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MATTOON - Ketchup, mustard, mayonnaise and other condiments are staples for those who want to give their food some extra flavor. **Dog** owners now have a new option for giving extra flavor, and vitamins, to their canines' meals.

Paris-based Yotta Pet Products recently launched all-natural **Dog Lover's Choice** Extra Topping at Rural King stores in Illinois and five other states. Yotta has entered the market with a brand name of its own, **Dog Lover's Choice**, after manufacturing pet food ingredients for other companies for more than 25 years.

The **Dog Lover's Choice** liquid topping is available in 14-ounce plastic bottles and can be squeezed onto dry **dog** food.

You could equate it to putting steak sauce on your steak, said Bob Bridwell, vice president and director of retail operations for Yotta.

Bridwell said Extra Topping packs flavor that entices **dogs** to eat bland food and its bottle preserves the topping's freshness. He said dry **dog** food, which is not that fresh in the beginning, starts going stale and losing some of its nutritional value as soon as the bag is opened. Extra Topping also gives **dogs** vitamins and minerals that might be lacking in their dry food, Bridwell said. Vitamins A, D, E and choline, as well as Omega 3 and Omega 6, are listed as being part of the product's nutritional value.

Bridwell said vitamin E is a natural antioxidant that helps prevent arthritis and stiff joints, choline chloride increases metabolism and helps break down cholesterol, and Omega 3 and Omega 6 promote healthy skin and coats.

Chris Herbert, who is helping market Extra Topping, said some owners will give their **dogs** table scraps or homemade gravy to entice them to eat their dry food. She said eating human food can result in the **dogs** becoming obese.

Herbert, who is public relations director for DCC Marketing in Decatur, said Yotta has been working for four years on developing its own products. Yotta has provided ingredients over the years for Alpo, Allied Mills, Carnation, Gaines, Nabisco and Ralston-Purina.

Bridwell said Yotta put a priority on ensuring its first product line is all natural, without byproducts or added water and that all of the ingredients are grown and processed in the United States.

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