

Grimsby Pet Treat Manufacturer Launches Another World 1st MSC Certified Sustainable Fishcake Bite Dog Treat – It’s a Whopper!



Sea Treats, the award-winning brand of Tower Pet Products, are pleased to announce its achievement in attaining Marine Stewardship Council (MSC) certification for their 100% natural Fishcake Bites dog treats.

Fresh fish sourced in Grimsby is the key ingredient, but not just any fish, **it’s sustainable and traceable carrying the MSC blue fish label.** Every day fish or fish skins from seafood (which are also suitable for human consumption) arrive daily at Tower Pet’s factory.

Gentle air drying techniques are used to turn the fish and fish skins into natural, nutritious healthy treats. Fish is high in essential fatty acids and omega oils and really good for the animal as a treat - dogs love fish! It’s great for dogs with allergies as it’s hypo-allergenic, wheat, gluten, soya grain free!

Well known as a brand you can trust, this latest achievement builds on the company’s previous success with MSC certified Whitefish dog jerky treat and its Aquaculture Stewardship Council (ASC) certification for its Salmon Jerky dog treat. The crunchy Fishcake Bites are made using sustainably sourced, pure fish with no meal and offer a lower-fat treat which dogs love. The popular Fishcake Bites are ideal for any size dog and are packed with natural goodness associated with fish.

Mike Dillon, Managing Director of Tower Pet Products, comments: “We are immensely proud to land another big fish! This time it’s a whopper for the pet sector and Great Grimsby! Our Sea Treats brand is built on quality and trust and we run our factory the same as any other seafood approved factory. They are high quality products you can trust.”

Toby Middleton, MSC Programme Director, is delighted that the Sea Treat brand now includes MSC certified fish in their pet products. “Tower Pets have made fantastic efforts to ensure their customers can ensure the sustainability and traceability of the fish in its dog treats. Not only is fish a healthy choice for dogs, now it carries the blue fish label which means it can be given to pets by owners with a good conscience. This is a great start to any range!”

Tower Pet products have been voted UK's Best Pet Treat Manufacturer by GHP Animal Health & Wellness awards 2017 and are Finalists Pet Treat Manufacturer in the Pet Industry Federation Awards 2017. As a group of seafood experts and championship show dog exhibitors, breeders and judges, there are no better people to trust in delivering fantastic health benefits for pets.

About Sea Treats

Sea Treats produce premium quality, highly nutritious fish-based treats for your much loved pets, using fish ingredients sourced and manufactured exclusively in the UK, and with traceability and sustainability at the top of our priorities.

To find out more about Sea Treats, Join our Trade community or require further information about Own label opportunities visit www.seatreats.co.uk or email info@seatreats.co.uk.

To find out more about the Pet Industry Federation visit : www.petcare.org.uk

Check out our sister company www.challengepetfood.co.uk

GHP

Animal Health & Wellness
Awards 2017



About Marine Stewardship Council

About the Marine Stewardship Council (MSC)



The Marine Stewardship Council (MSC) is an international non-profit organisation. Our vision is for the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations. Our ecolabel and certification program recognises and rewards sustainable fishing practices and is helping create a more sustainable seafood market.

The MSC ecolabel on a seafood product means that:

- It comes from a wild-catch fishery which has been independently certified to the MSC's science-based standard for environmentally sustainable fishing.
- It's fully traceable to a sustainable source.

For more information on the work of the MSC, please visit www.msc.org or contact PR Manager Katie Roche on 0207 246 8913 or email katie.roche@msc.org