



**FOR IMMEDIATE RELEASE**

July 25, 2017

**Media contact:**

Wendy Huston

[wendyh@jdpr.com](mailto:wendyh@jdpr.com)

864.233-3776 x17

**Jones Naturals unveils long-term strategy as company expands  
portfolio of dog chews and treats**

*Since 1850s, Jones family has pioneered 100% American meat products*

**ROCKFORD, Ill.** – Jones Naturals LLC, manufacturers of premium, natural dog treats and chews, today announced a new multi-channel brand strategy that includes expansion of the Jones Natural Chews and The Country Butcher product lines. The new strategy is built on the company’s 160-year-old commitment to using *only* American-sourced natural products and an unmatched track record of 99.9% on-time delivery. In addition, Retailers and consumers, alike, will appreciate the fun, new brand ‘look’ for the flagship brand, Jones Natural Chews.

“The new Jones Naturals strategic plan establishes a clear focus on accelerated growth by, first, staying true to our heritage and, simultaneously, by diversifying our key product lines,” Michelle Higdon, CEO of Jones Naturals, said. “With support from our investment partners, we are injecting new growth into the company by continuing our tradition of providing the highest quality natural dog treats and chews, which are sourced and processed exclusively in the United States. No exceptions: we are – and always will be – 100% American-made,” Higdon emphasized.

“In addition, we are introducing a suite of new products to complement our commitment to on-time service to our Retail partners. Taken together, these strategies add up to a clear category advantage: great products, plus quality service and, now, more choices than ever for pet-parents and their pups.”

**Jones Natural Chews unveils new brand platform**

In addition to the company’s extensive product expansion, it is unveiling a new brand platform for its flagship line, Jones Natural Chews, showcasing a new ‘look’ for its iconic ‘Rocky’ mascot. The new Rocky, a playfully salivating pup, embodies the fresh, fun characteristics of the Jones Natural Chews brand and underscores the company’s commitment to provide pure, nurturing treats for dogs.

Since the 1850s, the family-owned Jones Naturals has emerged from six generations of butchers and a hometown meat market to the leader in natural, 100% American-made dog treats and chews. That heritage continues today from America's heartland, with more than 85 meat cuts, chews and snacks for dogs of all sizes.

###

### **About Jones Naturals**

Jones Naturals, LLC, is a leading manufacturer of premium, natural dog treats and chews sold through independent, regional and national retailers in the U.S. and Canada, and is the parent company of Jones Natural Chews and The Country Butcher brand natural dog chews and treats. All of the company's products are both 100% natural and 100% 'Made in the USA,' a distinction held exclusively by Jones Naturals and one of the company's core competitive advantages. Jones Naturals follows the highest industry quality and safety standards in the industry. In addition, Jones Naturals boasts a 99% fill rate due to its diverse certified supplier base.

The Jones family has six generations of meat manufacturing expertise dating back to the 1850s and now employs more than 130 employees. All manufacturing, packaging and shipping for Jones Naturals products is completed at the company's three facilities in Rockford, Ill.