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TRU® PROTEIN INTRODUCED TO THE PET FOOD AND TREAT MARKETS

BALATON, MN – The tru® Shrimp Companies, Inc. announced today that its tru® Protein branded line of pet food and treat ingredients is now available. tru Protein is a high protein, low fat pet food and treat ingredient with a one-word ingredient statement: shrimp. It delivers superior, nutritional values for companion animals, and offers a desirable and authentic taste of shrimp.

“tru Protein has always been part of our business plan,” stated Michael Ziebell, President & CEO of The tru Shrimp Companies, Inc. “It joins our consumer tru® Shrimp and medical application tru® Chitosan for a complete and sustainable utilization of every single part of our shrimp. tru Protein is a product of the United States and we not only provide a Certificate of Analysis, but a Certificate of Origin detailing the chain of custody.”

“tru Protein is an ingredient I and the industry have been seeking for years,” stated Charlie Bachkora, President of JAC Pet Nutrition. “The owners of pets are just as conscious of what they are feeding their pets as what they are eating themselves. High protein and extremely low fat, in combination with authentic shrimp flavor, opens the opportunity of shrimp flavored dog and cat food toppers and treats. I am excited to be one of the first companies to include it in our new Superfood Crumbles line of Dog and Cat Food Toppers.”

Ben Swanson, Scientist of Food & Nutrition with The Agricultural Utilization Research Institute (AURI), said “tru Shrimp’s pet ingredient line offers pet food and treat manufacturers an excellent source of protein that can be implemented into new and existing products. Having worked with the ingredient firsthand while assisting tru Shrimp’s efforts, I can say that their ground shrimp ingredient will be a great addition to any pet food or treat company looking to satisfy their customers need for high quality protein for their pets.”

“tru Protein will afford many branded pet food groups with an additional novel protein source to include into their dog and/or cat food as well as snacks and treats,” said Brad Allen, CEO of Blue Indie Innovations. “Shrimp is the number one consumed seafood by pet parents and there is no reason why it shouldn’t be the number one seafood protein used in pet food and treats.”

tru Protein is a member of the Pet Sustainability Coalition (PSC), an organization dedicated to creating a more sustainable pet industry. “One of the major points of difference with tru Protein is their affiliation with PSC. tru Protein follows a very rigid process enabling it to achieve high levels of sustainability and traceability that are second to none,” Allen added.

To learn more about tru Protein, please visit www.trushrimp.com/tru-protein.



About The trū® Shrimp Companies, Inc.

The trū Shrimp Companies, Inc. is a seafood and biopolymer company that produces premium consumer shrimp of varying sizes, chitosan for medical applications made from its shrimp shell tissue, and a high protein, low-fat pet food ingredient. From its inception in 2014, the Company has pioneered the development and commercialization of a breakthrough, scalable, and shallow-water indoor aquaculture platform that enables controlled and predictable production of shrimp and shrimp shell tissue. The trū Shrimp Companies patented and proprietary Tidal Basin Technology was engineered to ensure industry-leading food safety, supply chain traceability, and measured and documented sustainability. Learn more at www.trushrimp.com.

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