



## Kmart Launches New Dog Food Brand

**Varieties of wet and dry dog foods will be sold along with several kinds of dog treats and biscuits.**

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Kmart says it is launching a new line of private label pet products for dogs and cats called Champion Breed.

The line, which includes food, treats, toys and litter, is already in the process of being rolled out.

The new line includes fourteen varieties and sizes of dry dog food including Puppy, Adult, Senior, Large and Small Breed; and six types of wet dog food. The line also includes thirteen varieties of dog treats and biscuits, including jerky strips, bacon and cheese treats and peanut butter biscuits.

The products are being introduced March through May at Kmart stores across the United States, with the exception of the wet pet food, which is not yet available.

Also, to commemorate National Pet Month in May, participating Kmart stores nationwide will partner with local shelters to host pet adoption drives on May 19.

Then, the following week, on May 26, local veterinarians will be available at participating stores to offer free checkups and advice on the care and health of pets.