FOR IMMEDIATE RELEASE

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Happy Howie’s Launches New Soft Meat Roll Formula

DETROIT – Happy Howie’s is pleased to announce the launch of a new Soft Meat Roll formula!

The new formula brings a number of improvements over our original product:
- Longer shelf life: 14 months vs the original 9 months
- Consumer-friendly sizes: 7oz and 12oz rolls
- The same great taste!
- The same popular flavors! (Beef, Lamb and Turkey)
- The same non-crumbling texture!
- Still limited, all-natural ingredients!
- A colorful, compact display/merchandiser:
  - Shows a picture of how to portion the product
  - Tells how many treats each roll yields
  - Reorder indicators on each product slot
Look for them now at your favorite distributor!
Try our new and improved soft meat rolls today [www.happyhowies.com](http://www.happyhowies.com).

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