



## **Biscuits by Lambchop Launches Gluten-Free Dog Biscuits in Japan**

*With pet food recalls expanding to other countries, pet owners across the globe are becoming more proactive with what they feed their pets. Japan is no exception.*

New York, NY, May 22, 2007 --(PR.com)-- When Mr. Yasunori Tanaka, Pet Products Director, Senko Corporation Japan, was looking for a natural, low phosphorus dog treat, he found New York City based Biscuits by Lambchop™ (BBL) met all his needs. But in this time of mounting pet food recalls due to tainted wheat gluten, rice protein and now questionable corn and soy proteins, finding a treat that is also free of these ingredients can be a challenge. That's why when Mr. Tanaka found BBL he knew he had found a perfect match for PetWalk, his specialty pet store. BBL has seen a large increase in sales since the recalls and found it is filling a greater need than ever imagined, being able to provide such a treat.

Biscuits by Lambchop™ owner, Annette Frey developed these treats in 2004 when her own dog, Lambchop was diagnosed with kidney failure. At that time, there were no treats on the market that Lambchop could eat due to his kidney and pancreas problems, as well as his food allergies. Fueled with determination, Ms. Frey spent that year perfecting her own treat recipe that was low in salt and phosphorus (for his kidney disease), low in fat (for his pancreas issues), while remaining free of gluten, wheat, rice, corn, soy, dairy, eggs, nuts, animal protein and preservatives (for his allergies). While omitting all these ingredients in baking was challenging, the end result was a delicious and wholesome treat. BBL is handmade using a unique blend of bean, tapioca and sorghum flours, fresh banana, potato starch, coconut oil (a healthier oil choice that is better utilized by the body and important for dogs who have problems digesting fats), coconut, gluten-free vanilla extract and calcium carbonate as a no-sodium substitute for baking soda.

“Consumers have to be very careful these days. They practically have to become ingredients experts to decipher the often confusing ingredient lists in pet foods and some treats. For example, most people don't even know that most vanilla extracts are not gluten-free but you would never know it by just reading the label. If your dog has an intolerance to gluten, this makes it very difficult to be sure what you purchase for them is really gluten-free,” says Annette Frey, owner of Biscuits by Lambchop™.

Biscuits by Lambchop™ is registered by the NYS Dept. of Agriculture & Markets and has been lab tested for shelf life and guaranteed analysis.

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