

# Pass the Pawsecco Please

Submitted by: WOOF&BREW

Thursday, 23 November 2017

---

WOOF&BREW's award-winning Pawsecco hits new heights!

Good friends bring happiness, but best friends bring 'Pawsecco'. WOOF&BREW's 'Pawsecco', a still 'wine' for cats & dogs, has been flying off the shelves since its launch in March of this year, and is now firmly establishing itself as one of the top products on pets Christmas wish lists.

The product scooped Gold at PATS Sandown, one of the UK's largest trade shows, winning best new product in gifting, and now has several TV appearances under its belt including being tasted live on Channel 4 with Clare Balding and Alan Carr at Crufts, and more recently one of the key products featured in BBC's The Apprentice.

Trade interest has also gone from strength to strength in recent months and, coupled with sales of WOOF&BREW's doggy beer, 'Bottom Sniffer', the company has seen over ½ million bottles on their way to fill the shelves in time for Christmas. The products will be available in over 500 independent stores as well as major retail chains.

Providing the purrfect treat for those on four feet, 'Pawsecco' allows owners to now share the experience in 'raising a glass' with their pets.

Pawsecco, which is non-alcoholic, non-carbonated and contains no grapes, is available in both 'Pet-House White' and 'Pet-House Rose', Created with the advice of veterinary experts and taste-tested by dogs and cats, these specialized healthy, herbal infusions are made with 100% natural herbs, using Elderflower, Ginseng & Linden Blossom.

This still 'wine' offers an elaborate, stylish treat, but one that also has real substance. Designed to pour over food, making the perfect 'au jus', or serve as a drink, our feline friends and dearest doggies have already given Pawsecco the palatability paws up.

So let's all raise a glass to Santa Paws this Christmas!

Why not check out WOOF&BREW's Christmas videos...

Videos (<https://www.woofandbrew.com/christmas-videos.html>)

Additional Notes:

The co-founders of WOOF&BREW are Steve Bennett, who also founded Dogfriendly & Lisa Morton a brand designer & consultant, The Duo brought their expertise and love of dogs together to launch the initial herbal teabag range for dogs and introduced dogs up and down the country (and beyond) to the benefits of a nice herbal cuppa. The range created a new category in the pet sector, and they have since added a ready-made tonic version of the teas, 'Drinkies' (Infused, ready-to-drink doggy water for when owners and dogs are out and about) and 'Bottom Sniffer' (an iconic doggy 'beer' that gives dog's real tail-swagger). Although all previous blends are safe for cats, this is the first product that directly

targets our feline friends. WOOF&BREW products are still receiving great exposure and feedback and Jan 2016 saw the company surpass sales of 1 million drinks for dogs, with expectations to double this in 2017.

Press information is available from [bark@woofandbrew.com](mailto:bark@woofandbrew.com)

Website: [website \(http://www.woofandbrew.com\)](http://www.woofandbrew.com)

Contact: Please e-mail [lisa@woofandbrew.com](mailto:lisa@woofandbrew.com)

Telephone: 01480 570008