

# Award-winning WOOF&BREW, The Pet Drinks Company, are taking pampered pets to a whole new level with the launch of CHAM:PAWS!

Submitted by: WOOF&BREW

Monday, 29 July 2019

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Award-winning WOOF&BREW, The Pet Drinks Company, are taking pampered pets to a whole new level with the launch of CHAM:PAWS!

Our pets deserve to be spoilt. They deserve the best of everything – and now they can have it!

Light, bright and crisp, with fruity and floral notes, this exquisite, tail-pleasing pet refreshment is made with 100% natural herbs including Limeflower, Rose petals and Rooibos. It's been developed with veterinary experts and is perfectly balanced to suit the heightened sense of smell our pets possess.

It goes without saying this decadent, elegant infusion is non-alcoholic and non-carbonated to make it a pet-friendly. Whether served as a drink or poured over food as the perfect 'au jus', CHAM:PAWS brings a touch of class and luxury, providing cats and dogs with real substance and style.

The creators of CHAM:PAWS, WOOF&BREW, are certainly not new to creating something 'different' for pets. In 2013 they launched the world's first herbal doggy teabags, creating a completely new category within the pet sector, and have since launched 'Pawsecco' and 'Bottom Sniffer beer for dogs'

Steve Bennett, Managing Director, commented "Consumers are always looking for products that show their pets just how much they mean to them. This is also coupled with a demand for natural treats that offer real benefits." He added "Since we launched WOOF&BREW, has always been our mission to provide our pets with the same little luxuries in life that we enjoy. The bond we share with our pets is like no other and as dog and cat owners ourselves, we want to do all we can to enhance this further through shared experiences. We pride ourselves on producing human-grade products and live by our company ethos of helping pets to live well, be happy and feel loved."

So, whether you're toasting a celebration, or you're just wanting a special tippie as you dine, 'your four-legged besties can now put their paws up and be a part of the party too!

CHAM:PAWS comes with an RRP of £3.99 and is available now in all good pet stores and online. There are also limited-edition gifts available including a 'Bubbles & Squeak' gift for dogs.

## Notes to the Editor

The co-founders of WOOF&BREW are Steve Bennett, who also founded DogFriendly and Lisa Morton, a brand designer & consultant, who has worked with many famous fmcg & luxury food & drink brands. Both are dog lovers and they brought their expertise together to bring a totally unique product range that created a new category in the pet sector.

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