



BELLROCK GROWERS

NEWS RELEASE

Contact: Kirk Surry :: Bell Rock Growers
619.955.6172 :: ksurry@bellrockgrowers.com

Bell Rock Growers Wins Pet Business Magazine's 2009 Industry Recognition Award

*Pet Greens® Product Line, Powered with Green Nutrition®,
Honored as the Industry's Most Outstanding Pet Health/Supplement Products*

SAN DIEGO, Calif. (Dec. 14, 2009) – Bell Rock Growers' Pet Greens® product line has received Pet Business magazine's 2009 Industry Recognition Award in the Health/Supplements category. The award, featured in the magazine's December 2009 issue, highlights Pet Business editors' picks for the most exciting and functional pet products on the market today.

While the award recognizes Bell Rock Growers' entire line of Pet Greens products, Powered with Green Nutrition®, editors make special mention of the company's Pet Grass® and Pet Greens Garden products for making it easy to provide pets with live, certified-organic wheat grass. Wheat grass is known to be one of the finest sources of antioxidant vitamins, minerals and other nutrients for cats, dogs, birds, reptiles and other small animals.

"We are thrilled to receive recognition from pet industry experts who understand the value of carrying high quality, nutritious products at pet specialty stores. Retailers who carry our products are also seeing great returns. Pet Grass is a top selling cat SKU, and our variety of green nutrition options keeps customers coming back for more." says Martin Walls, co-founder of Bell Rock Growers.

Bell Rock Growers stocks pet store shelves nationwide with live, ready-to-use containers of fresh certified organic wheat grass, called Pet Greens Pet Grass. The company also offers self-grow kits, called Pet Greens Garden, that make it easy to grow high-quality certified organic greens right out of the bag. For green nutrition on the go, Bell Rock Growers incorporates wheat grass into five varieties of Pet Greens Treats for dogs and cats. Walls and co-founder Catherine Hoffmann have authored an e-book on benefits of wheat grass and pet consumer trends around green nutrition. Free downloads are available at www.bellrockgrowers.com.

Now in its eighth year, Pet Business magazine's Industry Recognition Awards honors innovative pet products that help specialty pet retailers set themselves apart from the competition. Editors search through press releases, industry trade shows, pet store shelves and online retailer websites for the most outstanding products in 36 different categories.

:: About Bell Rock Growers

Based in San Marcos, Calif., Bell Rock Growers is a certified organic grower of live wheat grass and the pioneer supplier of green nutrition products for pets. The company's complete line of products Powered with Green Nutrition® include: certified organic Pet Grass, Pet Greens Treats for dogs and cats, self-grow Pet Grass kits, live catnip, premium catnip buds, and an earth-friendly grooming line made with wheat grass. For more information, visit www.bellrockgrowers.com.

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