



Brooklyn Entrepreneurs Stand Behind Their Human-grade Dog Food, One Bite at a Time

The owners of Evermore Pet Food, Inc. embark on a culinary adventure, subsisting for one month exclusively on their products and recipes made from their ingredients.

Brooklyn, NY ([PRWEB](#)) January 27, 2011 -- On March 1st, Hanna Mandelbaum and Alison Wiener, owners of Evermore Pet Food, Inc., will put their mouths where their money is... their dog food. Dubbing the campaign Evermore Me—a tongue-in-cheek reference to the 2004 hit film Super Size Me—the two will subsist exclusively for one month on their human-grade, gently cooked dog formulas and recipes made only from the whole-food ingredients in their food. They will extensively document the process and its results on their company website.

“This is not about the shock value of eating dog food,” says Wiener. “We want to stand behind our claims by demonstrating the integrity of our products.” Evermore sources only high-quality ingredients, including USDA-certified antibiotic- and hormone-free meats, fresh produce (local in season), and organic grains. While even the pickiest dogs love the taste, there are also noticeable health benefits. Says Mandelbaum, “Hopefully we will have shinier coats, more energy, and lose excess weight—just like our four-legged customers!”

Since Evermore is specifically formulated to meet the nutritional requirements for dogs, the two will consult with renowned nutritionist Ashley Koff RD to ensure they are eating a balanced diet. Koff notes, “While they (Alison and Hanna) don’t need as much meat as our furry friends, Evermore uses such a great array of healthy ingredients like yams, carrots, kale, dandelion greens, parsley, blueberries, apples, oats, barley, eggs, pumpkin seeds, and kelp, that frankly, this makes a great 'qualitarian' diet for anyone!”

Evermore Me is timed to coincide with the company's regional launch into the Northeast. The food is currently sold throughout New York City and the mid-Hudson Valley.

To learn more about Evermore, visit <http://evermorepetfood.com>.

About Evermore Pet Food, Inc. - Evermore is an independent, Brooklyn-based company that makes hearty food for dogs. Evermore’s two founders, Alison and Hanna, believe that we should feed our pets the way we should feed ourselves. Since 2009, they have been dedicated to providing dogs with healthy and delicious meals that use fresh, human-grade, whole-food ingredients cooked in a USDA kitchen. Learn more about Evermore on the [company website](#) or call (718) 596-6788.

About Ashley Koff RD - Ashley Koff RD, founder of [Ashley Koff Approved \(AKA\)](#), the stamp of optimal nutrition, is your go-to source for any questions about food, dietary supplements, and why and how to be a qualitarian. Seen regularly in such media outlets such as The Huffington Post, Good Morning America Health, E! News, O! The Oprah Magazine, Redbook, and Glamour, Koff is the resident nutritionist for the upcoming CW’s “Shedding for the Wedding.”

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