

NEWS RELEASE

FOR IMMEDIATE RELEASE

March 3, 2025

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Bonne et Filou Plans to Release New Weight Loss Pet Treats

Set to release new Fit Treat to help with clinically overweight pets across the world

NEW YORK – The luxury pet treat brand, Bonne et Filou is known for their all natural and french-inspired treats. They are now breaking into the cat market, bringing a new treat that includes a weight loss aid, the Fit Treat. The new line of treats is to be released in April of this year.

“Even though our treats have always been health conscious and all-natural, we wanted to go a step further to help pets that suffer from being overweight,” said Corporate Veterinarian Dr. Emile Barker who is also the company’s product developer. “This new treat is a way to make sure your pet is healthy even if you are a busy family who cannot get your dog out for a walk everyday, or to help your cat who you’d like to be a tad healthier.”

Bonne et Filou has not only created brand new treats for their Fit Line but has also made “Fit Variants” of their current treats.

Their new release will contain the following products:

- Fit Cat Mini Vegan Macarons
- Fit Cat Mini Salmon Macarons
- Fit Dog Salmon Macarons
- Fit Dog English Pea Macarons

Along with their Fit Treat line, they are releasing their long awaited “Chat et Cherie” macarons.

(more)

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“Since our founding in 2021, we always knew we wanted to do more,” said CEO Nicolas Nemeth. “When Dr. Barker along with the health and product development team came up with the idea of Fit Treats, we knew we could really start what we hoped to be a health revolution in the pet food industry.”

Since Bonne et Filou has always used healthy and all natural ingredients, they wanted to continue those values in their new products.

Dr. Barker gives us insight, “We hold our values of health and natural ingredients very close here at Bonne et Filou. Our new lines uphold those values. What the new line incorporates are natural ingredients geared toward weight loss for pets such as vegetables and lean protein sources, as well as the supplement l-carnitine, an all natural substance that already occurs in the body and in many foods, but can help aid weight loss.”

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About Bonne et Filou

Bonne et Filou is a luxury pet treat brand renowned for its French-inspired pet macarons, crafted from human-grade, all natural ingredients. The brand emphasized indulgence and quality, offering a range of treats that elevate pet pampering to an art form.