



*Life just gets better...*

## ***Press Information***

### **“New Prestige – it’s our most prestigious dog food, ever” says HiLife boss**

**HiLife Managing Director Tony Parkinson claims that new HiLife Prestige, launching in October, is the most prestigious dog food the company has ever produced.**

“Each recipe is made using high proportions of tender, bite-sized pieces of top quality chicken breast, gently cooked in its own 150g pouch to retain the natural goodness, freshness and taste. There are no artificial colours, flavours or preservatives. That’s why we named it Prestige,” said Tony.

“HiLife Prestige is an ultra-premium food that uses the finest human-grade chicken breast. In fact, you would be hard pressed to tell the difference from similar dishes you might eat yourself.

Initially HiLife Prestige will consist of The Chicken Collection, an 8-pouch variety pack comprising a selection of Succulent Chicken Breast in Jelly, Chicken Breast with Vegetables, Chicken Breast with Ham and Chicken Breast with Beef. Chicken Breast with Vegetables will also be available as a single pouch.

HiLife Prestige is available at most supermarkets and pet stores. For your nearest stockist contact HiLife on 01664 563209 or visit [www.hilifepet.co.uk](http://www.hilifepet.co.uk).