



FOR IMMEDIATE RELEASE

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The Bear & The Rat Partners with Yelloh™ to Offer Frozen Yogurt Treats for Dogs through Delivery

Addition of frozen dog treats marks new product offering for Yelloh™ as part of the company's Partner Picks program

KEYPORT, N.J. & BLOOMINGTON, Minn. – Frozen snack brand for dogs The Bear & The Rat: Cool Treats for Dogs announced today that Bacon & Peanut Butter Frozen Yogurt Dog Treats will now be available through Yelloh™ (formerly known as Schwan's Home Delivery), a leading direct-to-consumer frozen food delivery company in the United States. Customers are now able to order these frozen treats on Yelloh's newly launched website or through its mobile app as of October 1.

The Bear & The Rat manufactures human-grade frozen treats for dogs but has not sold direct to consumer themselves because of the high cost to ship frozen product. "We are thrilled to partner with Yelloh™, as they are the longtime leader in direct-to-consumer frozen foods. Pups will be excited to see our prebiotic frozen yogurt dog treats delivered along with their human's high-quality frozen meals and ice cream!" **said Meg Meyer, President and Co-founder of The Bear & The Rat.**

Since childhood, The Bear & The Rat co-founder Matt Meyer wondered why there wasn't a "good-for-them" dog ice cream product available for purchase – and more than two decades later, Matt Meyer, along with his wife Meg, decided to make one themselves with simple, real ingredients such as yogurt, peanut butter, and bacon. The Bear & The Rat's goal is to make gut health for dogs both effective and fun.



Yelloh's new partnership with The Bear & The Rat is part of Yelloh's Partner Picks program, teaming up with other companies to grow its frozen food selections. Through this partnership, Yelloh will be offering for the first time in its history frozen yogurt for dogs, contributing to the brand's transformation to meet the needs of customers – and now their furry family members – in new and innovative ways.

"The Bear & The Rat's fresh, entrepreneurial brand combined with Yelloh's pioneering legacy makes this moment an exciting opportunity

as we seek to expand our offering of high-quality frozen foods and treats and continue our reinvention journey,” **said Bernardo Santana, Chief Customer Officer at Yelloh.** “We look forward to expanding the reach of this fun and cool treat to canine customers across the U.S.!”

The Bear & The Rat pitched their frozen yogurt dog treats on the popular ABC show, *Shark Tank*. Aside from the Yelloh direct-to-consumer partnership, the company sells its frozen dog treats, cupcake mixes, and dog food toppers to independent pet stores and grocery stores across the United States.

About The Bear & The Rat

The Bear & The Rat was founded in 2010 by husband-wife team, Matt and Meg Meyer. “The Bear” is a Lhasa Apso who growls like a bear. His brother-from-another-mother is a Rat Terrier. The company believes in making high-quality frozen yogurt treats and food toppers that are fun to eat and make gut health uncomplicated. All of the products are made in a real ice cream facility with human-grade ingredients you can pronounce. They contain no soy, gluten, xylitol, artificial flavors, preservatives, or colors. Join the pawty on [Instagram.com/thebearandtherat](https://www.instagram.com/thebearandtherat), [Tiktok.com/thebearandtherat](https://www.tiktok.com/thebearandtherat) or [Facebook.com/thebearandtherat](https://www.facebook.com/thebearandtherat)

About Yelloh

Yelloh, formerly known as Schwan’s Home Delivery, has a renewed passion for bringing frozen convenience to neighborhoods across America. With quality service and hundreds of appetizing eats, there are options fit for every taste and occasion including premium meats, meals, snacks, and treats. From Marvin Schwan’s first yellow truck to our modern-day fleet of Yelloh freezers-on-wheels, we’ve been pioneering frozen food delivery for over 70 years. Based in Minnesota, the company employs about 3,000 dedicated workers in more than 250 local hubs, delivering nationwide to its dedicated customers in iconic yellow trucks and via direct ship. To learn more or start shopping and fill your Freezer Full of Happy, visit [Yelloh.com](https://www.yelloh.com).

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