

## Kmart Launches New Pet Food Brand

**Varieties of wet and dry dog and cat foods will be sold under the Champion Breed label.**

Posted: March 20, 2007, 5 a.m. EST

Kmart says it is launching a new line of private label pet products for dogs and cats called Champion Breed.

The line, which includes food, treats, toys and litter, is already in the roll-out process.

The new line includes nine varieties of dry cat food including Senior, Kitten and Indoor, and eight types of wet cat food.

The products will be introduced March through May at Kmart stores across the United States, with the exception of the wet pet food that is not yet available.

Also, to commemorate National Pet Month in May, participating Kmart stores nationwide will partner with local shelters to host pet adoption drives Sat., May 19.

Then, Sat., May 26, local veterinarians will be at participating stores to offer free check-ups and advice on pet health and care.