



Canine canapés, anyone?

Jollie Gourmet Dog Treats is the story of a golden girl, Acacia Crosbie, and her golden retriever, the beloved Jarrah. Two Sydney girls, loving the good life: days by the beach, shopping and cafes. Lots of cafes.

So, was it love at first bite? Hardly.

When it came to sharing la dolce vita with Jarrah, Acacia found the existing choice of dog treats sadly lacking. What's more, Acacia had 10 years experience in the commercial food industry that she could put to work to raise the bar on quality in dog snacks and produce Jollie Gourmet Dog Treats.

Fussy? You bet.

No mystery meat, no freaky chemicals, no thanks. Ingredients listed on the packaging should be just that – real ingredients. As Acacia says, "it's gourmet or the highway". And Jarrah agrees.

So, necessity was the mother of this invention? Absolutely.

A little culinary magic followed and Jarrah leapt into action as chief taste tester – a dirty job but somebody had to do it.

Who knows what dogs like? We do actually, just ask them.

Jollie Gourmet Dog Treats is a delectable snack range for dogs who enjoy quality, and come in flavours already at home in your own kitchen:

chicken, mushroom & thyme morsels
lamb, mushy pea & mint cookies
chicken, almond & cashew biscotti
beef, cashew & rosemary morsels
dolce vita carob & chicken bars

Oh, did we mention the baking consultant? Truly, in chef's whites and everything.

If Jollie Gourmet Dog Treats sound good enough to eat, that's because they are. All Jollie products are proudly baked in Australia from high-quality, human-grade, natural ingredients. Go on, have a nibble, we won't tell.

But they don't look like dog food!

We like to think of them as canine canapés: so moorish and delicious one is never enough. Perfect with a cocktail, too (for Acacia that is, Jarrah prefers a fresh bowl of water).

Jollie Gourmet Dog Treats are available in a refillable counter-top silver tin (\$19.95 for 280g) and handbag-size Taster Box (\$12.95 for 150g). Also look for Jollie Gourmet Dog Treats at your favourite cafe. From November 2009 they will be available in David Jones stores nationally.

For stockists around Australia, visit www.jollie.com.au or phone 02 8001 6440.

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Jollie is a member of Pet Industry Association of Australia (PIAA), People for the Ethical Treatment of Animals (PETA) and Barking Mad: Equity for Pet Owners.