

SquarePet® Showcases Advanced Animal Nutrition at 2026 Pet Valu Annual Conference and Trade Show

AUSTIN, TX, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [SquarePet](#), a leading U.S. manufacturer of premium [pet nutrition](#) products, today announced its participation in the 2026 Pet Valu Annual Conference and Trade Show, taking place from August 17 to August 21 at the Metro Toronto Convention Centre.

As pet parents increasingly seek functional, high-quality, and science-backed solutions for food sensitivities and preventative health, SquarePet is a trusted leader in the premium pet specialty market. The company's product portfolio, including its VFS® (Veterinary Formulated Solutions) line, is designed by veterinary professionals to bridge the gap between clinical nutrition and everyday retail convenience.



"Attending the Pet Valu Annual Conference allows us to connect directly with Pet Valu franchise owners and partners," said Tyler Atkins, Chief Sales and Marketing Officer of SquarePet. "Our continued expansion into pet specialty throughout North America is driven by an incredible demand for high-integrity, functional pet nutrition. Partnering with retailers who share our passion for animal health is essential, and we are excited to engage with the Pet Valu network."

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Tyler Atkins, Chief Sales and Marketing Officer

Throughout the five-day trade event, the SquarePet team will connect with retail owners, franchise partners, and industry experts to discuss the unique nutritional science

behind their formulations. Attendees can visit the SquarePet booth to explore the brand's diverse product offerings, learn about upcoming product innovations, and discover retail support programs designed to drive mutual growth in the premium pet space.

For more information about SquarePet, its veterinary-formulated pet nutrition lines, and/or retail partnership opportunities, please visit [MySquarePet.com](#).

About SquarePet

SquarePet is a 100% family-owned company dedicated to advancing pet health through premium, veterinarian-formulated nutrition. The company brings together [pet industry](#) professionals, veterinarians, nutritionists, and manufacturing experts to develop innovative diets designed to support the long-term health and well-being of dogs and cats of all breeds and life stages. Learn more at <https://www.mysquarepet.com>.



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