

Champ's Pet Kitchen Expands Grocery Distribution with Ingles Markets and Lowes Foods

Fast-growing dog treat brand surpasses 1,200 grocery locations nationwide as retailers respond to growing demand for high-protein, functional pet nutrition

DANVILLE, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Champ's Pet Kitchen, the California-based company bringing high-protein, functional nutrition to the pet aisle, today announced expanded retail distribution through Ingles Markets and Lowes Foods, bringing its dog treats to nearly 300 grocery stores across the Southeastern United States and adding to the brand's rapidly growing national footprint of more than 1,200 retail locations. Lowes Foods is supplied through MDI, a distributor that also services more than 600 retail grocery locations across the Southeast.

"From day one, our goal has been simple: prove that pet parents shouldn't have to choose between quality and affordability," said Mike Wickman, founder and president of Champ's Pet Kitchen. "We're proud to grow alongside retailers who share that same commitment, giving even more shoppers access to treats that deliver on both cleaner ingredients and



Champ's Pet Kitchen's high protein, better-for-you dog treats now available at Ingles Markets and Lowes Foods across the Southeast.



Ingles Markets shoppers can now find Champ's Pet Kitchen dog treats in the pet aisle.

higher-protein nutrition."

Champ's dog treats are made in the USA with real animal protein, contain a minimum of 26% protein and less than 3% fat, and do not include corn, wheat, soy, or meat by-products. Each soft-chew recipe is formulated with targeted functional ingredients that support whole-body wellness, including digestive health, joint mobility, skin and coat health, heart health, and immune support.



Champ's Pet Kitchen dog treats with functional benefits are now available at Lowes Foods.

The expansion comes as more pet owners take a proactive approach to their dogs' health. According to the 2025 APPA Dog & Cat Report, vitamin and supplement use among dog owners grew 6% in 2024, with joint health leading the category, reflecting a broader shift toward functional, wellness-focused choices for pets.

“

We're proud to grow alongside retailers who share that same commitment, giving even more shoppers access to treats that deliver on both cleaner ingredients and higher-protein nutrition.”

Mike Wickman, founder and president of Champ's Pet Kitchen

The company also distinguishes itself as one of the first dog treat brands to feature a human-style Nutrition Facts panel on the back of the package, giving pet parents an easier, more transparent way to understand exactly what they're feeding their dogs.

Founded in 2025, Champ's Pet Kitchen has quickly gained momentum with grocery retailers looking to offer pet parents healthier, affordable alternatives to traditional dog treats. The brand is also available at Safeway, Save Mart, Lucky, Raley's, Longs Drugs, Times Market, Tamura's Market, Don Quijote, Don Don Donki, Holiday Market, Sav Mor, and other regional grocery retailers across the

western United States and Hawai'i.

Valerie Carlson
Champ's Pet Kitchen
+1 206-200-3219
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938486094>
EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.