



Ethical Products inc

Ethical Products, Inc. Announces Strategic Joint Venture with DairyPet SL (Spain) to Exclusively Distribute YowUp! Pet Yogurts and Frozen Yogurt Ice Cream Treats in the United States

Bloomfield, NJ (April 20, 2026) — Ethical Products, Inc., a leading U.S. manufacturer and distributor of innovative pet toys, accessories, treats and wellness products under the SPOT brand since 1952, today announced a strategic joint venture with DairyPet SL of Spain. This partnership brings YowUp!, an award-winning line of shelf-stable, lactose-free yogurt treats and frozen yogurt ice cream for dogs and cats, exclusively to the United States market.

YowUp! products offer a 24-month shelf life with no refrigeration or mixing required. Pet parents can feed the product directly from the pouch or place it in the freezer for approximately 30 minutes to create a frozen yogurt treat.

The collaboration combines Ethical Products' extensive distribution network, retail relationships, and experience in pet wellness with DairyPet's proprietary dairy manufacturing technology. YowUp! products are shelf-stable for 24 months and require no mixing or refrigeration. They are lactose-free, low-calorie, and low-fat. The liquid formulas are designed to support digestive, skin, and joint health, while the frozen yogurts provide a fun treat with flavors like Bacon, Hot Dog & Cheese, Chicken & Apple and Salmon.

Key highlights of the partnership include:

- Exclusive U.S. distribution rights for the full YowUp! product range, including yogurt pouches, frozen yogurt, and future innovations
- Joint marketing and product development initiatives to expand YowUp! across the U.S. pet specialty channel
- Alignment with growing demand for functional, natural, and science-based pet nutrition solutions

"This partnership represents a meaningful expansion of our commitment to pet health and wellness," said Jonathan Zelinger, President of Ethical Products. "YowUp! brings a differentiated, functional product to the market that fits naturally within our portfolio. We look forward to introducing it to our retail partners and their customers across the U.S."

"We are pleased to partner with Ethical Products as we enter the United States," said Pablo Gomez, CEO of DairyPet. "Their distribution strength and long-standing retail relationships make them the right partner to establish YowUp! in this market."

The YowUp! product line is scheduled to launch in May 2026, with initial availability through Ethical Products' wholesale network and select retail partners.

About Ethical Products, Inc.

Established in 1952 and headquartered in Bloomfield, New Jersey, Ethical Products, Inc. is a privately owned company specializing in products for dogs and cats. Under the SPOT brand and others, the company offers a wide range of toys, dishes, chews, beds, and accessories. Ethical Products is known for consistent product development, strong customer relationships, and dependable distribution.

About DairyPet SL

DairyPet SL is a Spain-based company focused on functional dairy-based nutrition for pets. It's YowUp! line features lactose-free, shelf-stable yogurts and frozen yogurts. These award-winning products are designed to support digestive health and overall vitality in dogs and cats while bringing variety and flavor to everyday treating.

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For additional information, product images, or sample requests, please contact the media representative above.

