



Ethical Products, Inc. Raises the Bar with New Tito's Handmade Vodka® Licensed Pet Toy Collection

Bloomfield, NJ – Ethical Products, Inc., a leader in innovative pet products for more than 75 years, is proud to announce an exciting new licensing partnership with Tito's Handmade Vodka®, introducing a spirited collection of officially licensed dog and cat toys inspired by one of America's most recognizable vodka brands.

The new Tito's Handmade Vodka pet collection combines the playful personality of the iconic brand with Ethical Products' expertise in designing engaging, high quality toys that pets and their owners will love.

The collection features a variety of dog toys and cat toys, each creatively inspired by Tito's signature bottles, cans, cocktails and branding.

Pet parents have long embraced sharing life's special moments with their four-legged family members. This new collection celebrates that bond by bringing together two things many households love: great pets and a great brand.

"Our team is thrilled to partner with Tito's Handmade Vodka on this unique licensing opportunity," said Jonathan Zelinger, President of Ethical Products, Inc. "Tito's has built an incredible brand with a loyal following and we've created a fun collection that captures its personality while delivering the quality, durability and play value consumers expect from Ethical Products."

Designed with both fun and function in mind, the collection includes toys for dogs of all sizes as well as engaging cat toys that encourage batting, chasing and interactive play. Each item features premium materials, eye catching designs and the unmistakable Tito's Handmade Vodka look that will stand out on retail shelves and spark impulse purchases.

The launch represents another exciting addition to Ethical Products' growing portfolio of licensed products, offering retailers fresh merchandising opportunities and consumers a fun new way to celebrate their favorite brand alongside their favorite pets.

The Tito's Handmade Vodka pet toy collection will be available to retailers nationwide in early 2027.

About Ethical Products, Inc.

Founded in 1951, Ethical Products, Inc. has been providing innovative, quality pet products for more than 75 years. The company markets thousands of products across the dog and cat categories under trusted brands including SPOT®, Fieldcrest Farms, Nothin' to Hide and other leading pet product lines, serving retailers throughout North America and around the world.