For Working Dogs Only: Vital Farms Releases One-Time Only ‘Cheesy Over Easy’ Breakfast-Flavored Dog Treats in a New Campaign Starring Comedian Heather McMahan and Her Dogs

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The leading pasture-raised egg brand in the US celebrates working dogs on the farm and in your home in new campaign

AUSTIN, Texas--(BUSINESS WIRE)-- In celebration of National Dog Day, **Vital Farms** (Nasdaq: VITL) has released limited-edition Cheesy Over Easy Dog Treats, breakfast-flavored treats made with ingredients that include Vital Farms pasture-raised eggs. The exclusive item is a focal point of the brand’s new campaign **“For Working Dogs Only”** that celebrates working dogs of all types. From the hard-working guardian dogs on the farms that produce Vital Farms eggs, to the hard—or hardly—working dogs in your home, all dogs deserve good treats, made with **Good Eggs, No Shortcuts**.

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Most family farms in Vital Farms’ growing network have loyal dogs who provide unconditional love and companionship for the families and their hens. Many of these farmers also have special types of pups called guardian dogs who help guard the pasture, protect the hens from predators, and gently guide and herd flocks.

Vital Farms tapped comedian and brand friend Heather McMahan to juxtapose the hard work dogs do every day on its over 500 family farms, with the “hard work” Heather’s French bulldogs, Rigatoni and Macaroni, do in the comfort of their home. The promotional video showcases a real Vital Farms Farmer, Jake, and his guardian dog, Peaches, working hard with hens in the pasture when Heather playfully interjects that her dogs “work hard” too—as expert couch warmers, trained singers howling for treats, and as part-time taste testers as they scarf up Vital Farms scrambled eggs she’s accidentally dropped on the floor.

“We love dogs and our farmers do too. So, we decided to celebrate some of the other important animals on our

farms—the good boys and girls who help take care of the hens every day—in an unexpected way," said Kathryn McKeon, Vital Farms Chief Marketing Officer & General Manager, Butter. "Our hilarious friend Heather and her dogs, of course, had to get in on it when she heard we were making treats. At Vital Farms, we take our care for animals very seriously, and we seriously have fun while doing it. This special batch of treats and campaign represents that spirit."

"My family and I love Vital Farms! Collaborating with them was an absolute yes. I mean, my mom was an unpaid brand ambassador traveling the world wearing their iconic egg hat, so we had to make it official," said Heather McMahan. "Helping release these specialty dog treats with my favorite furry babies was a no-brainer, they love them! They were so excited to enter the workforce with Vital Farms, and honestly, it was time these pups started pulling their weight."

The small batch Cheesy Over Easy recipe is made with just 5 simple, high-quality ingredients people can trust to feed to their furry friends. The treats are produced in collaboration with **Ava's Pet Palace**, an emerging specialty pet food company founded by a young entrepreneur that shares Vital Farms' commitment to animal welfare and is on a mission to create a healthier, happier world for pets, people, and the planet.

Developed in collaboration with **GUT Miami** and **dentsu X**, the promotional video can be viewed on **@VitalFarms** and @**HeatherKMcMahan** Instagram pages and on Vital Farms' website. Consumers can enter for a chance to win a bag of treats for the top dogs in their life for a limited time beginning today through September 12th, 2025 by visiting: **http://www.vitalfarms.com/forworkingdogsonly**. NO PURCHASE NECESSARY. Void where prohibited. Open to 50 US/DC 18+. Rules at the same website.

Can't get your paws on them? Head to the Vital Farms blog to download a DIY version of the recipe to bake dog treats at home using Vital Farms pasture-raised eggs: **https://vitalfarms.com/dog-treats/**

NOTICE FOR INVESTORS: Vital Farms Cheesy Over Easy Dog Treats are not available for purchase at retail and are not a new category for Vital Farms.

ABOUT VITAL FARMS:

Vital Farms (Nasdaq: VITL), a Certified B Corporation, offers a range of ethically produced foods nationwide. Started on a single farm in Austin, Texas, in 2007, Vital Farms is now a national consumer brand that works with over 500 family farms and is the leading U.S. brand of pasture-raised eggs by retail dollar sales. Vital Farms' ethics are exemplified by its focus on the humane treatment of farm animals and sustainable farming practices. In addition, as a Delaware public benefit corporation, Vital Farms prioritizes the long-term benefits of each of its stakeholders, including farmers and suppliers, customers and consumers, communities and the environment, and crew members and stockholders. Vital Farms' products, including shell eggs, butter, hard-boiled eggs, and liquid whole eggs, are sold in approximately 23,000 stores nationwide. Vital Farms pasture-raised eggs can also be found on menus at hundreds of foodservice operators across the country. For more information, visit **https://vitalfarms.com/**.

Media:
Rob Discher
Rob.Discher@vitalfarms.com

Investors:
John Mills
John.Mills@icrinc.com

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