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WHAT'S NEW AT GLOBAL PET EXPO 2020

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Pet Age

GROUP PUBLISHER
Ken Kiczales
kkiczales@petage.com

SENIOR ACCOUNT EXECUTIVES
Juliana Hefford
jhefford@petage.com
310-507-4605

Tara Preston
tpreston@petage.com
917-331-8904

EDITOR-IN-CHIEF
Glenn A. Polyn
gpolyn@petage.com
732-246-5734

ASSISTANT EDITORS
Megan Jander
mjander@petage.com
732-246-5739

Chris M. Junior
cjunior@petage.com
732-246-5714

GENERAL MANAGER
AnnMarie Karczmit

GRAPHIC DESIGNER
Nicole Haggard

DESIGN MANAGER
Laura Black

HOW TO REACH US

MAILING ADDRESS

Pet Age, 220 Davidson Ave., Suite 122
Somerset, NJ 08873

Phone: 732-339-3700

Fax: 732-846-0421

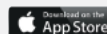
Email: info@petage.com

To subscribe visit: www.petage.com

For list rentals:

The Information Refinery, Inc: 800-529-9020

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TRANSPARENCY: WHY SEEING IS BELIEVING

Pet food manufacturers must answer the consumer demand for transparency.

BY SHAWN MESSONNIER, DVM

As a practicing veterinarian, I get questions all the time about pet diet and nutrition—a topic about which veterinarians surprisingly receive very little formal training. Pet parents are naturally concerned about what constitutes the most nutritious diet and want to be confident they're providing the very best they can afford. Yet, for consumers, the pet food industry remains shrouded in mystery about what's really inside the pet food bag and how it's created.

Impressive to me is the variety and detail of the probing questions that come my way. Out in the marketplace, pet food companies typically make claims and assertions concerning protein ingredients, their origins and proportions inside the little brown kibble nugget. For pet parents, a big leap of faith is required of them because unlike fresh human food, you can't visually verify the ingredients used, their sources, freshness or the safeness of their handling. Label language can be difficult to discern, too, so people rely mostly on the observations and opinions of friends and family they trust. Inevitably, people hope what goes in the bowl will translate into well-being and happiness for their dog or cat.

It's also safe to say that we all are becoming digital creatures, able to access information on most anything 24/7 from the palm of our hands. Also, virtually any type of misdeed, misstep or "mis-truth" is reported, helping foster an environment where people are slower to trust statements coming from food companies. Pet parents in particular have grown more and more concerned about transparency in pet food-making—and want to understand the details of how pet foods are created.

Throughout 2019, I participated in a pet industry first: the Champion Transparency Council, established by this Edmonton, Alberta-based company in an effort to credibly verify and validate for everyone what they

claim to be true and authentic about their pet food.

The Council consists of myself and another veterinary physician, plus two pet lovers who passed successfully through a public application process requiring them to weigh in on their views about the importance of transparency to pet parents. The four of us have visited Champion Petfoods' DogStar Kitchen in Auburn, Kentucky, twice.

We've witnessed every aspect of how they make food, from the intake of ingredients (and their suppliers) on one end to the packaging of food on the other. We've observed the kitchen, the cooking process, the safety steps, the fresh and raw proteins used—everything in the product creation journey.

It was a testament to Champion's openness—their transparency—that we as outside, third parties had such complete access. We met with their kitchen managers, the executives in charge of sourcing ingredients, their innovation chief, their nutrition experts, food safety scientists, even their in-house veterinary physician so we could learn and ask the questions most people would want to know the answers to like, "What do you know about animal physiology that impacts what's in the food?"

A highlight of this yearlong deep dive into Champion Petfoods were the field trip experiences. We met their ingredient suppliers—farmers, ranchers and fishers. We toured the fields and witnessed the impressive energy, knowledge, commitment and pride they take in their work. At Roundstone Native Seed & Botanicals, we met with owner John Seymour, who gave us an intimate look at the intricate and dynamic world of botanical farming that provides the unique seed stock used to enhance pet food digestibility. Then on to the Allen family's Bluegrass Bison Farm, where we observed these magnificent animals and the great care taken maintain their health

and well-being with as little interference from people as possible.

It is no surprise that what puts quality in pet food is the quality of ingredients used. When Champion talks about biologically appropriate food, intentionally designed to respect the eating anatomy and physiology of dogs and cats, it comes to life quite literally when your own hands are on the catfish in the boat, selecting "the keepers" that will end up in the bag of pet food.

We saw the relationship between farm to ingredient to food-making writ large. In that experience we're able to report on the truth of what Champion conveys about the use of fresh and raw proteins. We Council members hope the example Champion provides will be adopted through the rest of the industry. It's the kind of information pet parents and vets want and need right now—to help everyone make the best choices for pet health and well-being. This form of transparency is what's helping us all better understand what we're feeding, what we're purchasing and whom we can trust.

All of this matters greatly, because pet food is key to the health and well-being of pets—and pet parents express their love and care for their furry family members through the pet food choices they make. **PA**

Dr. Shawn Messonnier is a renowned U.S. veterinary physician, expert and author of numerous books including the "Natural Health Bible for Dogs & Cats." He founded and practices at the Paws & Claws Animal Hospital in Plano, Texas.



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A WORLD OF ITS OWN



Global Pet Expo continues to grow and showcase the industry's latest.

BY CHRIS M. JUNIOR

It gets bigger every time—and it's a big deal for all entities involved. When Global Pet Expo rolls into Orlando, Florida, for three days each year, the Orlando County Convention Center teems with buyers, manufacturers and exhibiting companies from around the world as they participate in “the pet industry’s largest annual trade show featuring the newest, most innovative pet products on the market today,” according to the event’s website.

Thanks in part to attracting more registrants, no two editions of Global Pet Expo are the same. In 2019, Global featured 1,174 exhibitors and 3,604 booths, while in 2018, there were 1,164 exhibitors and 3,523 booths. But the growth is not limited to attendance: The size of the 2020 show itself will be the biggest in Global Pet Expo history, says Andrew Darmohraj, executive vice president and chief operating officer

for the American Pet Products Association, which co-presents the event with the Pet Industry Distributors Association.

“With more than 360,000 net square feet of exhibit space, we will be expanding into an additional hall on the trade show floor,” he said.

Darmohraj has been to all 15 previous Global Pet Expos, and he’s scheduled to be in Orlando with his co-workers for the 2020 edition.

“In order to maintain the positive growth Global Pet Expo has enjoyed over the past 15 years, it truly takes the entire team working year round on every detail of the show,” he said. “I oversee all of the trade show departments and overall operations and show production, [and I] am very proud of the dedicated team we have built over the years. We never stop when it comes to continuously looking for new

offerings that will enhance the Global Pet Expo experience for all attendees.”

All APPA members who attend Global Pet Expo are assigned specific tasks for the run of the event.

“In many cases, they have had the same role for many years,” said Darmohraj. “They get to know the show and build valuable relationships with attendees and exhibitors.”

Darmohraj remembers when the event was called the APPMA Show, and at his first one of those—more than 20 years ago—it featured 528 exhibitors and 1,234 booths.

“The industry has changed so much over that time, and I consider myself lucky to have seen the industry grow,” he said.

A Notable Change

Like International Women’s Day, the NCAA college basketball tournament and St. Patrick’s Day, Global Pet Expo has long been a March mainstay. However, things are different for 2020: This year, it is taking place February 26-28.

“We schedule out dates for the show many years in advance—in fact, we already have tentative dates on the books until 2030,” explained Darmohraj. “However, 10 years ago, when we were booking dates for 2020, another event was scheduled in the March dates and could not be changed.”

Although Global Pet Expo strives to maintain calendar consistency for planning purposes, presenting it the month prior to what’s been the longtime norm could turn out to have a positive effect on the industry, Darmohraj says.

“The February date can be a real advantage, particularly for buyers as they look to plan for 2020 and to see firsthand the latest innovations for the new year,” he said. “The extra few weeks can equate to a positive jump-start to the new year.”

“Global is when the industry gets together to find new products, discuss what happened last year and what suppliers and retailers see coming up in future years,” said Derek Panfil, senior vice president of merchandising and marketing for retailer Pet Supplies Plus. “[So] whether it’s in February or March, we see no real difference in

the value we get for attending Global.”

Gretchen George, founder and president of PetRageous Designs in Wilmington, Massachusetts, also doesn’t think the earlier dates for 2020 matter all that much. “We have to be ready for whenever the show is,” said George.

And they are: Her company will occupy a booth (No. 2055) at Global for the 16th consecutive year.

“This is traditionally where PetRageous Designs is able to showcase our new line of products to our customers for the first time,” George said. “It is a great way for us to reconnect and have quality face-to-face time with these fantastic people we work with throughout the year but rarely get to see.”

In addition to in-person interactions, Global provides PetRageous Designs’ customers with the opportunity “to touch our products [and] ask questions,” George said, while the manufacturer gathers feedback on its entire line and introduces the brand to new contacts.

Meetings and Relationships

Tickner’s, a family-owned farm feed and pet supply store in Hackettstown, New Jersey, has been a steady presence at Global Pet Expo. Of the company’s previous appearances covering the past 10 years, Brian Harchar has attended eight of them.

“We have never purchased a booth to

display the manufacturers we distribute,” explained Harchar, who works in sales for Tickner’s. “As a distributor, we walk the show and attend meetings with our manufacturers and customers.”

That plan remains the same for Tickner’s this year, as does its specific goals, among them to “keep our relationships with the manufacturers strong, attend to the needs of our customers and identify what the newest industry trends may be,” Harchar said.

“Tickner’s is always looking to expand our portfolio of products,” he added. “I feel that we benefit from attending [Global] by being on the forefront of the industry’s new products.”

Free Seminars

In addition to learning about the latest pet products, Global registrants can expand their industry knowledge and overall business skill set by attending one of 40-plus free seminars, presented by the Global Pet Expo Academy.

Amy Castro, a business expert, Pet Age columnist and the president of the non-profit Starlight Outreach and Rescue in Houston, Texas, attended her first Global in 2019, meeting with retailers and exhibitors and getting to know their issues. This year, she will present three seminars: the mini session “Customer Service Survival Skills” on February 26, and the longer



programs “Coaching Your Employees to Greatness” and “The Customer Experience Edge” on February 27.

Most of the Global Pet Expo seminars run for about 75 minutes. That amount of time is just a drop in the bucket in terms of what Castro invests to get ready for her sessions.

“It takes me about 16 hours minimum

to create a one-hour program, then additional time to develop the visuals that go with the presentation,” she said. “Since all of my workshops are customized to the audience, I spend a lot of time researching each topic, interviewing retailers and other pet professionals. I also draw from my personal experience in the



industry.”

Between her seminars, Castro expects to sit in on one or two of the other sessions, as well as visit with retailers and exhibitors, just like she did last year: “It’s a great chance for me to learn more about the challenges they’re facing for future articles, webinars and seminars.”

Trends and Social Media

Global Pet Expo provides attendees with a prime opportunity to experience what’s new on the market along with what’s on the horizon. APPA’s Darmohraj sees the trend of pet humanization continuing to influence product offerings.

“Owners no longer consider their pets an animal, but rather equate them to a child or another family member,” he said. “Because we view our pets in more human terms, our demand for higher quality and design have grown to be more in line with our preferences for products for the rest of the family.”

There is more to Darmohraj’s pet industry forecast: “Natural, organic and even CBD products are on the rise not only for humans but in the pet space as well. And high-tech products certainly seem to be garnering a lot of attention from consumers who continue to seek the very best in products that help care for their treasured pets.”

In its recap of Global Pet Expo 2019, APPA reported significant social media usage related to the event. Twitter was a

popular tool for some, the #GlobalPetExpo hashtag was used at least 15,000 times on Instagram, and the Global Pet Expo Instagram account saw a 31 percent increase in followers since the 2018 show.



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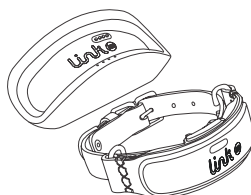
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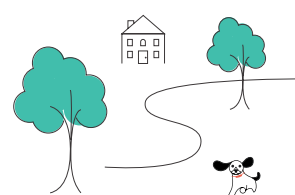
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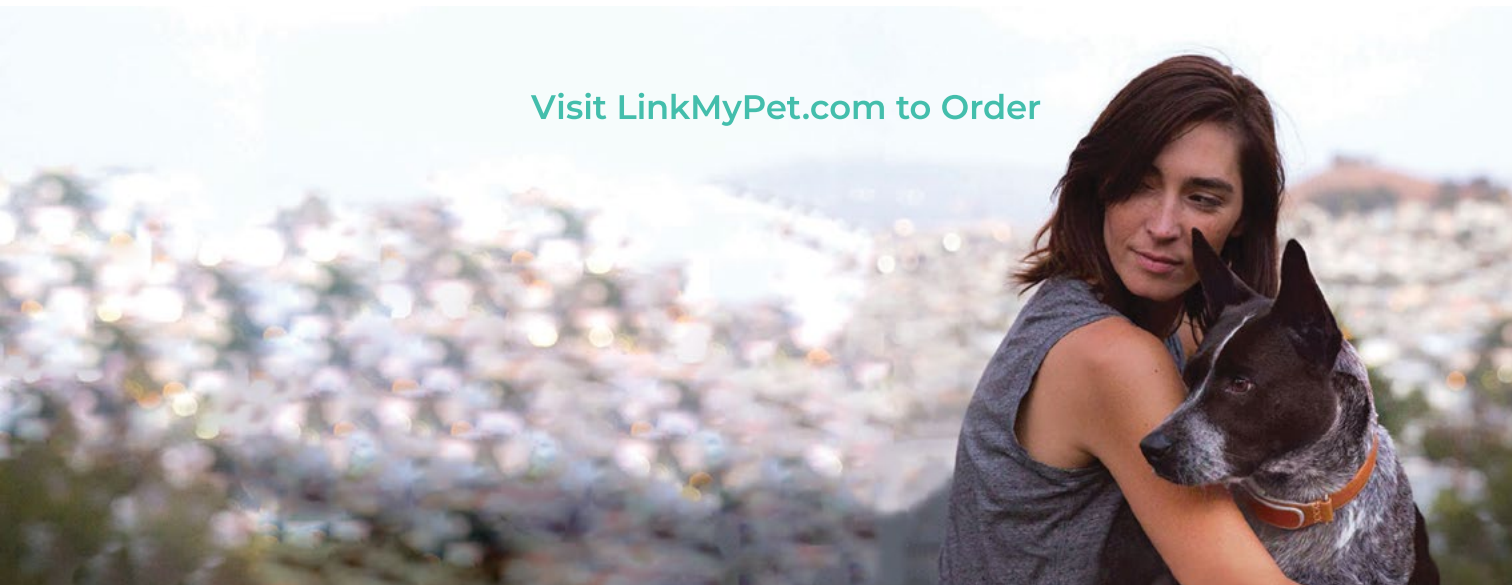
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PetRageous Designs started using Instagram after last year's Global Pet Expo to promote its products, and after finding it to be an effective tool during SuperZoo at the Mandalay Bay Convention Center in Las Vegas, the company will utilize Instagram this month at Global 2020.

"We will be using Instagram to showcase our presence and the new products

we are showcasing," said George, pointing out that stainless-steel bowls and cat scratchers will be among the company's featured items in Orlando. "Together with our licensing partners, this is a great way to get buzz going for not just those attending but retailers that couldn't attend and [for] consumers to know what to look for at their favorite



retailers. It's an opportunity in real time to show how we merchandise our products."

Expo Guidance

Plan ahead, download the Global Pet Expo app and be sure to bring comfortable footwear and plenty of business cards.

Global veterans are not shy when it comes to offering tips to other pet industry professionals on how they can make the most out of their three days at the Orlando County Convention Center.

"Bring something to hold samples and information, as well as something—an iPad or notepad—to take notes," said Panfil. "Most importantly, have fun and take your time, ask questions about the products and learn as much as you can."

"We suggest surveying the floor layout and creating a list of exhibitors you need to see in each section to give yourself ample time to review all the new offerings and place orders that aren't rushed," said George. "Separate these sections into days, and allow some time to browse at the end if you have the time and energy at the end of the day."

"I always pack well-worn shoes because when you walk the show the first day, my pedometer always reads between six to eight miles," said Harchar.

Have no fear: Not all movement around the convention center has to be done on foot.

"There's a trolley that runs a loop throughout the exhibit hall—this can make all the difference when you need to get from the 400 aisle to the 4,600 aisle quickly," noted Darmohraj. "Also, this past year we created a dashboard system that all of our exhibitors can use. Simply log in to your account, and you'll have a convenient snapshot of everything that's in process or still needs to be done."

Darmohraj recommends that exhibitors and buyers use the Global app to connect and schedule appointments, and for good reason: "Preparation is key to having a successful show experience."

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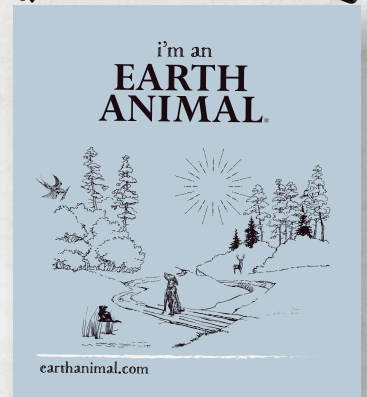
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FIVE QUESTIONS



MICHAEL LANDA
CEO, NULO

dient should be taken into consideration when formulating—otherwise we're simply selling expensive water to consumers. That's why Nulo provides the perfect balance of fresh inclusion for palatability along with high levels of dehydrated meats to deliver the most elevated levels of dry matter protein to the bowl where it's needed most.

Second, carbohydrates—as the pendulum swings back and forth between grain-free and grain-inclusive, our conviction is that the actual conversation that needs to be occurring is about how much carbohydrates are being used in our pet's diets. By formulating low carb, and using only low-glycemic ingredients like sweet potatoes, barley, oats and lentils, Nulo's diets help to reduce the risk of obesity and other weight-related issues—a driving force behind why Nulo launched the brand over 10 years ago.

Q How have your Frontrunner and Challenger lines performed since they were launched last year?

A We launched these two new grain-inclusive lines at SuperZoo and felt strongly that they would resonate given the ongoing conversations surrounding DCM. We were not wrong. Frontrunner is our value-premium grain-inclusive offering that stays true to our nutritional platform (delivers 77 percent animal-based protein), and Challenger sets a new standard for an ultra-high meat, organic-grain based diet with up to 90 percent animal-based protein. Both of these solutions complement our FreeStyle grain-free line nicely and offer different and unique solutions at different price points.

Frontrunner shipped first, starting in October, and has far exceeded our initial forecasts—in fact, by almost three times! Independent retailers have commented that they are now able to compete effectively in this segment, some commenting that many of their customers who did not previously purchase consumables in their stores have

Q How would you describe NULO's nutritional philosophy?

A Given my long history and advocacy for feeding better foods, our approach to nutrition is simple and unwavering. In all of our recipes, we seek high-meat, low-carb, low-glycemic outcomes with functional ingredients that are viable and contribute on an as-fed basis, not simply shoved in a premix at 0.01 percent to make the label. For me, it's all about the nutrition that ends up in the bowl, period. Pets rely on us to get this right.

In particular, two areas are of utmost importance:

First, protein—we're industry leaders in

terms of animal-based protein percentage in all of our recipes. Our dogs and cats thrive on meat, fish and poultry, and it's the only way they can get the complete amino acid profile they require to build and repair their bodies. They simply can't get the optimal amino acid complement from less expensive vegetable-protein sources like pea and potato protein.

Conversely, stringing together 10 "fresh" meats in a row to manage the way the bag reads is a shortsighted approach that doesn't benefit the very dogs and cats we're trying to feed better food to. Whether fresh meat or whole blueberries, consideration of water content and its form of the ingre-



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now switched to Frontrunner for their dogs and are thrilled with the results that they are seeing. Replenishment levels for Frontrunner are already at record highs.

Challenger just began shipping at the end of November, and it is being met with open arms by independents seeking an ultra-premium alternative that's grain-inclusive (organic grains) and with up to 90 percent animal-based protein levels. Furthermore, a free bag recycling program and a commitment not to sell this line to national or third-party e-commerce providers like Amazon or Chewy has made this lineup even more attractive to many independent retailers.

Q4 orders for Frontrunner and Challenger accelerated Nulo's overall growth in 2019 to north of 40 percent versus prior year—an indication that 2020 is going to be a strong year for both of these product lines, for both Nulo and its supporting retail partners alike.

Q What can you tell us about NULO's Mix-It Meals?

A We believe that today's consumers are seeking more engaging and exciting natural food solutions that are quick to prepare, healthy and that provide functional variety in their pet's diet. Our Mix-It Meals Program provides solutions and DIY recipes that have been delighting consumers across the nation and providing a platform for promoting a wide assortment of super-premium products that can be used to enhance and customize a pet's diet.

The breadth of our product portfolio provides more than 300 unique recipe

combinations, such as Turkey Kibble with Freeze-Dried Lamb & Raspberries, hydrated with grass-fed beef bone broth and topped with wild mackerel, chicken and mussels. For nearly two years now, we've been inspiring pet parents to add variety to their pet's diets as a way to further increase daily protein consumption, hydration and, importantly, to help them engage more with their pet at mealtime.

Retailers love Nulo's Mix-It approach, as we've been able to demonstrate meaningful lifts in basket-build and productivity gains—unlike they've ever seen before. Now, rather than simply purchasing kibble and calling it a day, they're reaching for the freeze-dried food, broths and meat pouches to create these special experiences for their dogs and cats.

Q How does NULO help drive traffic to independent retailers?

A Our unique positioning and marketing activation strategy makes us one of the few brands that has the ability to authentically drive new consumers into indie doors. In fact, we've won several industry awards for our traffic-driving campaigns, partnerships and activities. We deploy localized, integrated marketing tactics that support retailers and that embrace our partnership together. We see measurable results in terms of traffic, trial, conversion and loyalty.

In addition, retailer education and product development collaboration have always been core values of Nulo, and with the changing market demands, we've taken steps to ensure we have the best tools to be able to reinforce our ability to adapt and to

stay on the front lines of new trends. We've also implemented on-demand educational resources for retail associates to encourage continuous learning opportunities—both for industry related topics as well as Nulo-specific training to help convert the customers we're investing to drive into the door.

Q What roles have your dogs played in your company?

A Dogs and cats in general have played a huge part. My inspiration for Nulo stemmed from the decade I spent founding and running one of the nation's largest at-home pet care businesses. During this period, I witnessed firsthand (with 18,000+ dogs and cats under my company's care) the silent epidemic of pet obesity and the rapid rise of diabetes fueled by low-meat, high-carb, high-glycemic foods marketed as "premium." These dogs and cats were the spark that led me to act, along with my then 6-month old English Labrador, Max the III.

Max the III was the most amazing wingman a CEO could ever hope for. He was with me 24/7 for 12 years, and he absolutely loved the time he would spend at the office—greeting employees, playing with the other office dogs and serving as our Chief Tasting Officer since Day 1. Max also served as a guiding force for all new product development. In fact, before any Nulo product goes to market, I always run it through the filter of "Would I feed it to Max?" When I lost him in July of 2018, it created a huge void in both my personal and work life.

Over the holidays, I welcomed Max the IV into my home—along with his brother, Yogi. They've been the most magnificent additions and certainly made for a super busy ending to 2019! Apart from the companions that they are, these two pups will serve as daily constant reminders to me of the awesome responsibility we all have in this industry to act as advocates for pets who have no voice about what we're putting into their bowls each and every day. They count on us to get it right, and there's no greater reminder than two sets of big brown eyes staring up at you to keep your integrity intact and your focus on the real issues at hand.





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Ideal for pets of all life stages, Grandma Lucy's Moxie is a freeze-dried dog and cat food that acts as a scoop-and-serve meal or a mixer. Made with human-quality meat and packed with protein, Moxie promotes overall pet health, including a shinier coat, healthier skin, higher energy and reduced allergies. Available in beef, chicken and turkey varieties.



www.grandmalucys.com

PureBites Freeze-Dried Treats

All PureBites dog treats are made with only one, two or three ingredients. PureBites are 100 percent pure, natural and grain-free. These freeze-dried treats are made with human-grade ingredients for a taste dogs and cats crave. PureBites Freeze-Dried Treats are sourced and made in the USA.



www.purebites.com

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www.nutrisourcepetfoods.com

Brushless Toothpaste

The Brushless Toothpaste by Ark Naturals takes care of dog's teeth and gums in a natural way. These specialty dental chews have formulas carefully created for dogs with sensitive gums as well as Deep Cleaning Chews to reach molars in the back of a dog's mouth. Like the original, these Brushless Toothpaste dental chews are twice-a-day regimens.

www.arknaturals.com



NUTRO Freeze-Dried Raw

NUTRO recognizes the importance of a well-rounded diet. While the brand's Freeze-Dried Raw foods for dogs are predominantly meat based (up to 83 percent meat, organs and bone), NULO includes fresh fruits and vegetables, like apples, cranberries, kale and butternut squash, sourced from U.S. farms to deliver a mixture of fiber types and natural antioxidants. NULO's raw ingredients are quickly frozen and gently freeze-dried to lock in nutrient retention and flavor.

www.nutro.com





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www.earthanimal.com

SuperMax Bowls

SuperMax bowls are a unique square shape made with extra-heavy duty sand-casted aluminum construction with simple designs on brightly colored ceramic interiors. They're now made with an anti-skid base.



www.indipets.us



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- Feline Formula offers 98% protein from high quality animal sources with only 11% net Carbohydrates
- Energy dense to feed less
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SquarePet 96% Complete & Balanced Nutrition

CANINE | SIZE: 13 OZ CANS

- All meat recipes fortified with vitamins and minerals for complete and balanced feeding
- These simple formulas are made with single source, animal proteins plus vitamins and minerals
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SquarePet is a family owned and operated pet nutrition company. Never a follower, always an innovator, we choose to blaze our own path and strive to always be a leader in the pet food industry.



MySquarePet.com
512-328-4231



Fromm Crunchy Os

Fromm Crunchy Os feature a blend of premium ingredients, including meats or cheese, fruits and vegetables, with an airy texture that delivers a truly unique and audibly entertaining crunch. Fromm Crunchy Os flavors include Blueberry Blasts, Smokin' Cheese Plosions and Pumpkin Kran Pow.

www.frommfamily.com

Link Plus

Link Plus is a pet wearable that allows you to connect with your dog 24/7/365 via a mobile app. More than just a GPS tracker, Link Plus offers activity monitoring and recommendations to help make sure your dog is getting enough movement and exercise as well as remote turn-on features, such as light and sound to help with training and safety.

www.linkac.com



Barkworthies Lamb Lung Chips

Barkworthies Lamb Lung Chips are a great low-fat and high-protein snack for dogs with sensitive stomachs. Lamb is a nutritious alternative to beef and chicken, especially for dogs with allergies. This single-ingredient treat is perfect for dogs of all sizes and every stage of life.

www.barkworthies.com



Jiminy's Chewy Cricket Treats

Fewer than three calories per treat, these soft and chewy cricket treats from Jiminy's contain wholesome ingredients like sweet potato, peas, oats and crickets for a delicious and nutritious reward. These treats are designed as a training reward, but they are also great for small dogs that prefer a soft, savory treat. Sustainable, humane and hypoallergenic—these treats have it all!

www.jiminy's.com

Vetericyn ALL-IN

ALL-IN is the first life-stage dog supplement on the market with an innovative formula that provides optimal nutrient absorption. The patented bio-active complexes within ALL-IN focus on the individual health and nutritional needs to increase quality at each stage of a dog's life. ALL-IN contains the key nutrients your dog needs at its particular stage of life, whether puppy, adult or senior, to promote digestive, cellular, bone, mental and immune health.

www.vetericyn.com





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Luau Time Dog Treats

Luau Time treats are natural and nutritious, hand-crafted from premium raw ingredients in the USA. Their formula contains only seven ingredients: natural oat flour, honey, pork, pineapple, coconut and ginger, blended together using chia seeds. These tasty treats are a high-protein, low-fat alternative to conventional treats.

www.einsteinpets.com

VE RAW BAR

The Freeze-Dried VE RAW BAR retail display from Vital Essentials allows pet parents to tailor purchases to meet their dog's individual age, size and taste preference. The setup features a neon sign to draw attention to the more than 10 freeze-dried snack selections, branded

containers, bags and tongs.

www.vitalessentialsraw.com



ORIJEN Dog Treats

ORIJEN Dog Treats are made of 100 percent meat, poultry or fish gently freeze-dried to preserve the nutrition and taste from raw proteins. Free of any grains or carbohydrates, these treats are biologically appropriate, made from regional ingredients and never outsourced.

www.orian.ca

Tiki Dog Raw

Tiki Dog Raw offers dogs the protein they crave in its purest form by offering high — quality raw meat with superior palatability. Tiki Dog Raw undergoes High Pressure Pasteurization (HPP) for food safety. Its resealable 24-ounce packaging allows it to maintain its freshness and provides safe storage. Tiki Dog Raw flavors are Chicken with Chicken Bone Broth, Duck with Turkey Bone Broth and Beef with Beef Bone Broth.

www.tikipets.com



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www.holistichound.com



Fiji Bowl

Fiji non-slip stainless steel bowls are a perfect mix of function and style. The non-slip TPE is designed to prevent the bowls from slipping or scratching while offering a unique and modern look. The TPE hugs the exterior of these bowls, offering a sleek and decorative pattern.

www.petrageousdesigns.com



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ACANA Singles Dog Treats

ACANA Singles Treats for dogs are formula-matched to ACANA Singles dry dog food and feature a single-protein recipe, appropriate for healthy dogs with dietary sensitivities. They are freeze-dried to optimize nutrition and taste, and they are made with raw meats or poultry. All three flavors are biologically appropriate.

www.acana.com



Stella & Chewy's Raw Coated Biscuits

Inspired by the whole prey diet, each Raw Coated Biscuit recipe includes meat, organs and bone. Each biscuit is coated with the company's freeze-dried raw, is high in meat and organ content, and crafted in USA kitchens. The family of products includes Cage-Free Chicken Recipe, Grass-Fed Beef Recipe, Cage-Free Duck Recipe and Grass-Fed Lamb Recipe.

www.stellaandchewys.com

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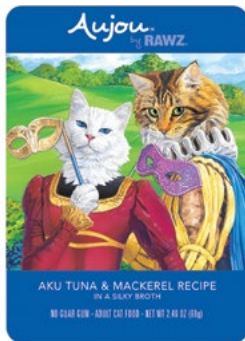
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Aujou by RAWZ

Aujou is a line of shredded cat food pouches from RAWZ. Exclusive for independent retailers, it is 100 percent gum-free, contains no potato starch and uses no BPA in the pouch linings. Parsley is used as a natural source of vitamin K. No ingredients come from China, and all profits are donated to charity.

www.rawznaturalpetfood.com



Grizzly Krill Oil

Join the fight against free radicals in your pet's digestive system with Grizzly Pet Products' Krill Oil—an extremely powerful antioxidant supplement providing up to eight times more Astaxanthin than krill oil for humans. Grizzly Krill Oil is sustainably harvested from Antarctica and certified by WWF and CCAMLR.

www.grizzlypetproducts.com



Nudges Simply Sliced Dog Treats

Nudges has three new products, each featuring protein as the No. 1 ingredient. Nudges feature premium slices of real chicken, pork or beef, marinated and slowly cooked without any artificial ingredients, colors or flavors. Like all Nudges products, these three varieties feature simple, all-natural ingredients, and have no fillers, corn, wheat, soy, preservatives or animal by-products.

www.nudgesdogtreats.com

Suet Balls

Suet Balls by Wildlife Sciences are made with high-quality American beef suet. Unique ball shapes offer fun addition to backyard suet feeding. Birding consumers enjoy trying new products to attract and entertain their backyard pets. Enhance your suet selection with specialty items and increase sales.

www.wildlifesciences.net



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Buddha Bubbles Shampoo and Conditioner

The new Buddha Bubbles shampoo is made with organic ingredients for sensitive skin, a biodegradable plant-based cleanser, and is both antiseptic and antifungal. It aids in itch relief, prevents shedding and reduces redness, scaling and skin inflammation. The conditioner works as a pest repellent and is naturally antibacterial. It treats dry scalp and irritation, helps detangle, prevents shedding and fights dandruff.

www.barkingbuddhapetproducts.com



Timberline Reptile Lunch Box

Timberline's Lunch Box contains 24-plus fresh, maintenance-free crickets boxed up and ready to go on the retail shelf. The packaging of each Lunch Box is clear plastic, so retailers and customers can see what's inside without having to worry about escapees. Each Lunch Box comes clearly marked with a "born on" date, allowing for seven days of shelf life, and customers get approximately seven days of home use, often more.

www.timberlinefresh.com



SquarePet Dog Food

SquarePet Nutrition promotes high-meat, low-carb recipes without peas, legumes, lentils or potatoes. If you like the nutrition delivered by raw diets, you'll love SquarePet HMLC formulas. The brand makes the first meat-free, true vegetarian formula to utilize cage-free, whole eggs as the No.1 ingredient. SquarePet offers veterinary-formulated solutions for sensitive skin and digestive support.

www.squarepet.com



Honest Paws

Honest Paws CBD products are made with 100 percent pure, full-spectrum CBD oil and contain only the best non-GMO, THC-free, all-natural ingredients. The product line includes Roasted Peanut Butter Calming Bites for travel stress, nervousness and anxious behavior, as well as Creamy Coconut Healthy Coat Restore Bites for seasonal allergies, healthy skin and antioxidant function.

www.honestpaws.com

Ascent Frameless Aquarium Kits

Far from the traditional aquarium frame, Ascent Frameless Aquarium Kits feature polished edges and a floating base accentuating its modern design. The angled top creates a distinctive silhouette unique and perfect for home or office. The ultramodern design also serves an aesthetic and functional purpose. The kit comes with the glass aquarium, a cover with LED lighting, QuietFlow Power Filtration, a filter cartridge, premium fish food, water conditioner and a setup guide.

www.aqueonproducts.com



GO! SOLUTIONS Wet Food

Petcare's GO! SOLUTIONS wet food collection includes 14 premium recipes for dogs and cats. Packaged in sustainable, recyclable and re-closeable Tetra Pak cartons, these pocket-sized packs of solutions-based nutrition provide functional wet food recipes for unique dietary needs, including picky eating, dandruff or dull coat, and food sensitivities. Petcare is currently the only company to offer the distinct textures of shredded, minced and pate, plus stews.

www.petcare.com

Vita Prima

Vita Prima is Sunseed's flagship line of small animal and bird food. It has been completely revamped with a fresh modern look, premium packaging and recipes made with a unique blend of nutrient-rich ancient grains. These species-specific formulas are free from any artificial colors, flavors or preservatives.

www.vitakraftsunseed.com





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Bearnola Bites

Bearnola Bites are everything they're baked up to be, and perfectly sized for training or just for fun. They're crafted with real oats, honey and vanilla right here in the USA. Made without soy, corn, artificial flavors or preservatives, each crunchy cluster is bursting with irresistible aroma and taste. Available in 8-ounce packages and four delightful flavors: Blueberry Pie, Cranberry Cobbler, P.B. & Honey and Pumpkin Spice.

www.charleebear.com



Sustainably Yours Demo Kits

Retailers can now take a hands-on approach to showcasing Sustainably Yours Natural Cat Litter with their brand-new demo kits! Each kit contains a handmade wood base, two containers for litter, one water bottle, a scoop and a display so interested customers can see for themselves the superior clumpability and light color of Sustainably Yours.

www.syllitter.com



Hound & Gatos

Introducing natural dry food for dogs and cats. Featuring real poultry, meat or fish as the No. 1 ingredient, these recipes are packed with a spectrum of healthy superfoods, like blueberries, cranberries and dandelion greens. The result is a great-tasting, limited-ingredient diet that's made in the USA and pea, chickpea, lentil and white potato free. Three grain-free and two ancient-grain varieties are available for dogs, as well as three grain-free options for cats.

www.houndgatos.com



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Portland Pullover

The Portland Pullover – Redux is a hybrid, easy-wearing style that builds on the supreme comfort of the brand's signature Stretch Fleece. It features a high-tech, low-impact soft shell that is waterproof, windproof and non-toxic. Plus, it has a leash opening at the collar, reflective trim and a built-in shawl collar for superior coverage! Made in the USA, the Portland Pullover is a spectacular coat for keeping fur nice and dry during wet weather, while still providing the soft, comfy touch pups will adore.

www.goldpawseries.com



ONLY Healthy Source

Cardinal Pet Care's ONLY Healthy Source is a line of dog treats whose promise begins with its name: ONLY top-quality ingredients are used for a healthy source of nutrition. Made with family recipes, ONLY Healthy Source treats are produced in smaller batches for a homemade taste. The ONLY Healthy Source line features USDA Organic Training Treats, 2-in-1 Training Treat & Meal Mixer, Roasted Tenderloin Bites and Crunchy Rooster Combs.

www.onlyhealthysourcepet.com



Coralife BioCube

With a sleek hood, the BioCube's modern design comes with beautiful LED lighting that can be set white for the daytime or sparkling blue moon glows for the nighttime. Each aquarium is two inches taller than the original, so that owners can have a larger viewing area. The sturdy BioCube pedestal stands pair perfectly with the aquarium. With tinted acrylic panels and slim, black handles, the stand has built-in shelves for convenient storage of food, tools and equipment.

www.coralifeproducts.com

www.yeti.pet



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Front Opening Terrariums

Zilla's Front Opening Terrariums provide reptile and amphibian keepers easier access to their pets without the need to move hot lights. The Zilla glass open-front natural terrariums come with a realistic foam background, removable doors, locking safety pins and top inserts to help keep humidity in the tank. The bottom of the terrarium is water-tight for creating a false bottom for planted tanks or an aquarium water feature. The top of the terrarium is made with a hinged panel that allows for easy access and has a powder-coated screen to resist rust in a high-humidity environment.

www.zillarules.com



Fun Food Chips

Fun Food Chips from Ethical Products feature whimsical, realistic designs on durable fabric with crinkle paper and squeaker inside. Each bag is 100 percent fun and zero calories. Available in seven cute varieties that look like the real thing! Dogs will love to grab a bag of chips.

www.ethicalpet.com

Yeowww!-ola Catnip Crayons

Spark kitty's creativity with this set of three colorful toys 100 percent filled with Yeowww! organically grown catnip—no fillers and no chemicals. All this delicious catnip comes encased in durable cotton twill that is strong enough canvas for even the most enthusiastic artist.

www.duckyworld.com

Raised Right

Raised Right's single-ingredient liver treats are preservative-free and traceable to their source. Every single batch gets lab safety tested for pathogens like E. coli, listeria and salmonella. They have a hold release program where they don't ever ship their treats unless they pass the lab safety test. All results are posted on their website for everyone to see.

www.raisedrightpets.com



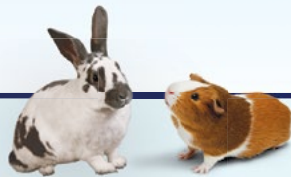


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Paw CBD



Paw CBD products are veterinarian formulated with hemp grown using non-GMO farming practices and manufactured and lab tested to be THC-free.

The brand's lineup includes flavored and natural tinctures, baked and soft chew treats, creamy peanut butter and a soothing balm. Paw CBD has options for general health and wellness as well as calming, hip and joint as well as kidney support formulas.

www.cbmdm.com

PureLUXE

PureLUXE is a line of dog and cat food formulated specifically for citified pets and their modern pet parents who see their pets as children. Made in America's heartland with farm-to-table fresh flavor, PureLUXE combines a special blend of ethically sourced and hand-selected micro-nutrients. The food uses targeted, holistic nutrition to meet a citified pet's special needs.

www.pureluxepetfood.com



Turkey Sizzle Sticks

Natural Cravings Turkey Sizzle Sticks are a made with simple, high-quality ingredients to ensure the best flavor and support a pet's health. The combination of good proteins like succulent turkey meat and rice protein makes these treats good for a dog's cognitive brain health and immune system. Turkey Sizzle Sticks are also a great source of protein. As a tender jerky treat, Turkey Sizzle Sticks are great for dogs of all sizes that might need something softer to chew.

www.naturalcravingsusa.com



Urinary Tract Health

Tomlyn's Urinary Tract Health for dogs and cats helps maintain normal urinary tract function and healthy waste elimination.

The Urinary Tract Health contains compounds from cranberry extract that help keep bacteria from sticking to the lining of the urinary tract. Spayed female dogs, older cats, overweight cats and male cats, as well as pets that are stressed or those that urinate in the house or outside the litter box, may benefit from daily use of the product.

www.tomlyn.com



NutriSource

NutriSource is formulated with the best ingredients and features the company's proprietary Good 4 Life system of vitamins and minerals. These diets are scientifically formulated, easy-to-digest food that is nutrient dense, reducing waste. NutriSource provides solutions from wholesome grains, grain-free and single-source protein options. The third-generation, family-owned and operated manufacturer is pleased to support independent retailers.

www.klnfamilybrands.com



P.L.A.Y. Snuggle Beds

P.L.A.Y.'s OEKO-TEX certified-safe Snuggle Beds give finicky fur babies the ultimate versatility and comfort. Sewn with dirt-resistant canvas on one side and luxurious faux fur on the other, this convertible bed can be molded into a variety of shapes to meet any pet's needs and is now available in five colorways.

www.petplay.com



True Chews Meatball Recipe

True Chews Meatball Recipe dog treats are made with tender chicken and beef. They are available in two, bite-sized savory varieties: Chicken Meatball or Beef Meatball. These wholesome treats are made with no artificial flavors, fillers, corn, wheat, soy, preservatives or animal by-products.

www.truechews.com



Swedencare Mini Dental Bones

The only dental chew on the market today with the proven PlaqueOff System, Swedencare Mini Dental Dog Bones offer extended dental benefits to the breeds that need them most. They scrub away plaque and tartar, then help keep teeth clean and freshen doggie breath. These mini bones are available in two flavors: Vegetable Fusion and Vegetable Fusion & Blueberry. Both flavors are made from natural sea kelp with vegan probiotics. They are also grain-free and gluten-free as well as naturally rich in Omega fatty acids.

www.swedencareusa.com





A SEAMLESS EXPERIENCE

The Natural Dog Company works closely with customers.

Pet Age recently spoke with Dan Goodnow, CEO of The Natural Dog Company, to find out his perspective on the dog treat sector of the pet industry.

Q What treat products are your top sellers?

A Our odor-free bully sticks have been a top seller since we started the company 10 years ago, but lately we've been seeing a lot of growth in the bully stick alternatives—things like our Tremenda Sticks, Gullet Sticks and Tremenda Chewy Bulls have really expanded recently as customers look for more affordable options to feed their dogs.

Q Why did you include packaged goods after starting as a bulk brand in 2009?

A We started offering packaged goods alongside our bulk goods in order to give our customers an option to buy more than one treat at a time. Often when customers visit a store, they might buy one or two natural chews. We thought it would be nice for customers to have the option to buy more than that at once. We now offer most of our treats in a bulk or packaged option.

Q Which popular product is a unique creation of yours?

A We developed our Tremenda Chewy Bulls by combining a few of our best-selling products into one. The Tremenda Chewy Bulls are made of a stuffed beef gullet with ground-up bully sticks on the inside and wrapped with a Tremenda Stick on the outside. Dogs love them and they have become one of our best-sellers.

Q Why do you work solely with specialty pet stores?

A We're a small business, and we want to work with small businesses, too. We really like having the ability to call customers and talk to them. We have found that working closely with our customers gives us the ability to understand their needs and grow with them. We believe that if our customers are successful, we will be, too.

Q What strategy do you use to stand apart from your competition?

A We work really hard to do all the difficult parts of our job behind the scenes. From sourcing to quality control to planning, we want our customers to have a seamless experience when they work with us so that they can feel good about recommending our brand their customers. If we do our job right, those customers will come back to buy our products again the next time they come in to the store.

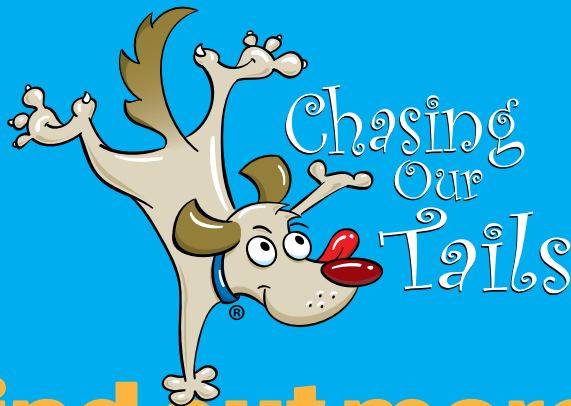
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Every day we train dogs to support our veterans at home. And to make those dogs as healthy as they can be, we feed them Merrick.

Rory Diamond

114 Camp K9 Road, Ponte Vedra Beach, FL 32081



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