

Special Report: Animal Supply Company

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tween consumers and independent retailers. “We thought it was a tremendous opportunity for independents to step into a solution that will allow them to offer consumers what they’re looking for in convenience,” McIntyre said.

“In the near future, you can expect to see a different business model from ASC, and new expertise from our people,” McIntyre added. “Our mission is grounded in connecting brands and retailers to those who love pets. We are getting smarter about the way we do that and are improving those connections each day,” he said.

Partnership with SPINS

The company also partnered with SPINS to provide pivotal data and insights to help independent retailers thrive in the specialty pet market. SPINS is a leading provider of retail analytics for the natural, organic and specialty product industries. Through this partnership, ASC and SPINS will offer independent pet retailers easy-to-read, actionable data to understand consumer buying patterns and important growth opportunities.

The SPINS independent pet channel represents a \$60 billion industry with consistent growth, especially in natural products. “Independent pet retailers are under siege from e-commerce and big box retailers. SPINS is uniquely positioned to help independent pet retailers thrive in this increasingly competitive landscape,” SPINS CEO Tony Olson said. “Over 20 years in the health & wellness industry, we’ve built the foundation, plus new digital solutions and personalized intelligence, which enables us to empower independent pet retailers with the resources they need to compete and win,” he added.

“We are thrilled to offer this service to our retailers,” McIntyre said. “Data drives informed decisions. In the age of e-commerce, we need the best possible assortments ready for consumers when they visit independent pet retailers. This partnership will allow retailers to combine their excellent personal service with the best product offerings.” Creating a strong partnership with its retailers and suppliers is a mission that ASC has taken several steps to fulfill.



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Don McIntyre,
Animal Supply Company

The company has developed strong relationships with several suppliers in the pet industry and helps them reach a variety of retailers across the country to help them grow their brands and reach the type of customers they would like to target.

Partner Experience Green Coast Pet

In June 2018, Green Coast Pet partnered with ASC to distribute their line of products ranging from hemp-based chews to peanut butter for cats and dogs to dog treats.

“We are proud ASC has recognized the benefits of our products for dogs and cats, and our commitment to service and quality,” Mike Bateman of Green Coast Pet said. “Launching our partnership with ASC’s nationally-established network of pet specialty retailers, our collective goal remains focused on optimum pet health and a growing assortment of convenient, healthy and affordable products that bring fun back to giving your pet a treat,” Bateman said.

Primal Pet Foods

“Our relationship with Animal Supply Co. runs all the way back to the early days of Primal Pet Foods, and it has certainly evolved over the years as both companies have grown,” Matt Pirz of Primal Pet Foods said.

“The changes in our industry have been incredible over that time period and change stresses everyone. There have certainly been some bumps over the years, but during the entire span of the relationship we’ve always found ASC to be good partners committed to growing our brand and our category,” Pirz said.

He observed that when issues or challenges arose, ASC consistently engaged with Primal in data-driven, fact-based problem solving to achieve outcomes that benefit all parties. “While some of the players have changed over the years, this is a partnership that continues to have shared goals and objectives for the category and an effective, open dialogue on how to most effectively achieve them,” he said.

World’s Best Cat Litter

David Tagliatela of World’s Best Cat Litter feels ASC is open minded to collaboration and innovation, both of which help form a strong partnership and trust. “They are national in scope which makes it easy and consistent when executing promotions to retailers, and we find them amenable to having our sales team ride with their team for store visits or training,” Tagliatela said.

Tuffy’s Pet Foods

“Tuffy’s has been a long-time partner with ASC, and we share the same values as a company and strive to serve the customer in the very best possible way,” said Dan Schmitz of Tuffy’s Pet Foods.

Mammoth Pet Products

ASC is a strong partner for Mammoth Pet Products, too. “They carry our full line and have a team of salespeople in the field working hard selling our products,” said Mark Pasco of Mammoth Pet Products. “They are open to adding new products as well and lastly, they have multiple locations making it easier to distribute our products throughout the US,” he added.

While achieving success in the industry as a trusted distributor partner, ASC is continuously adapting to new technologies and business practices, so it is always ready to take on any challenge the evolving retail industry places before it.