

# SUPERZOO TAKEAWAYS

## CBDs

The CBD category has been steadily growing and gaining retailers' and pet parents' trust with a commitment to safety, efficacy and noticeable improvements in pets. During SuperZoo, suppliers proved they are a fixture in the category rather than a flash in the pan. Goals for the show included one-on-one time with retailers to show them they have a trusted partner to effectively market the products in-store and explain how CBDs work in a meaningful way to connect with pet parents.

"Our main focus has been, and will continue to be, educating the retailer on how our phytocannabinoid-rich (PCR) products, value proposition and mission are unique to the many CBD companies that exhibited at SuperZoo," said Holistic Hound's Heidi Hill. "We also showcased our new packaging and branding as full spectrum PCR hemp oil that includes the many beneficial constituents of the hemp plant," Hill said. "While CBD is a major cannabinoid and one of the most beneficial and well-studied, our products also contain other minor cannabinoids, terpenes, flavonoids, fatty acids and other components that work together synergistically for what is known as the 'entourage effect.'"

"Our main focus was for retailers to see we're growing and not just another small fly-by-night company," said Mike Bateman with Green Coast Pet. "We launched nationwide with Animal Supply Company and teamed up with The Pet Firm for national coverage in addition to launching several new items that we didn't have at Global," Bateman said.

"We are deeply devoted to educating both existing and prospective new customers about benefits of the Treatibles line of full spectrum hemp oil products and the category as a whole," said Jodi Ziskin with Treatibles. "Our team at SuperZoo devoted time to each retailer, answering questions ranging from where we source our hemp to explaining regulatory challenges to how to best market our products in-store," Ziskin said. "Treatibles also provided a lot of information via our booth display, slide presentation and collaterals. Our goal was to help retailers feel like they have a true partner in marketing and explain-

*"The main focus for SuperZoo for Green Coast Pet was for retailers to see that we're growing and not just another small fly-by-night company,"*

**Mike Bateman,  
Green Coast Pet**

ing Treatibles products to customers."

"At Pet Releaf, our main focus with every tradeshow is to connect with our retail partners face-to-face," said Chelsea Gennings with Pet Releaf. "This year we couldn't wait to introduce them to our new division of products, Pet Releaf Professional," Gennings said. "We launched the first product line within this division at SuperZoo, our Liposome Hemp Oils. Our goal is always to show our current and potential retail partners that we're always releasing new innovative products that best meet the needs of their customers and their pets that are the highest possible quality, guaranteed. Our Liposome Hemp Oils are the most convenient delivery system for dogs and cats to receive the maximum benefits of our USDA organic full spectrum hemp oil, as they can be administered directly on their food without losing efficacy. Tradeshows give us the opportunity to explain and educate retailers about what makes Pet Releaf the number one, most trusted CBD company in the pet industry."

SuperZoo was considered a success for Holistic Hound for many reasons. "The opportunity to talk at length with retailers (hard to do in their stores), answer questions, provide guidance on the changing legal landscape, share valuable feedback and convey our knowledge, enthusiasm and passion for the power of hemp-derived cannabis and medicinal mushrooms," Hill said.

"Continued exposure made SuperZoo a huge success for us," Bateman said. "With our new partnerships with Animal Supply and The Pet Firm, we were able to get retailers to our booth that did not visit us at Global," he said.

"There are many components in measuring success at a massive show such as SuperZoo," Ziskin said. "What was most satisfying was having retailers and buyers stop by to tell us that they are carrying our products, constantly having to restock and that they just wanted to stop by to say 'hello,'" she said. "Establishing new relationships with retailers, buyers and distributors always lends itself to a successful show. So yes, SuperZoo 2018 was very successful."

"What made SuperZoo a success for Pet Releaf this year was the increased interest in our new Pet Releaf Professional line and forming new partnerships that will make our products even more widely available to pets across the country and internationally," Gennings said. "Outside of new sales opportunities, SuperZoo was a success for Pet Releaf because with more brands entering the category, retailers have even more so prioritized working with a company that controls their entire manufacturing process, like we do, from seed to sale and from plant to pet," she said.

"As a retailer, I loved that Pet Tech and Made in the USA, were showcased as they are fast-growing segments and of great interest to retailers and consumers," Hill said. "US-made products are also important to us as a manufacturer, as we meticulously source and make our products in the US, with the exception of our grass-fed lamb liver which is from New Zealand," she said.

"Made in the US is not simply a 'feel good' label," Ziskin said. "Savvy consumers are asking more questions about where ingredients are sourced and products are manufactured," she said. "We feel this sentiment will continue to grow, so SuperZoo focusing on such products is spot on."

"At Pet Releaf, we think it's important for companies and manufacturers and the industry to innovate and highlight new areas of development," Gennings said. "It was awesome to see SuperZoo taking that initiative with these new showcases," she said.

*Correction: In the SuperZoo Preview: CBDs feature, the word "terpenes" was misspelled and the phrase "entourage effect" was misworded.*