

# SUPERZOO TAKEAWAYS

## Supplements

SuperZoo 2018 reinforced that supplement manufacturers are taking their products beyond addressing concerns such as skin & coat and hip & joint health. With pet parents increasingly interested in giving their animals a better life, probiotics and the cannabidiols are gaining ground.

H&C Animal Health's main focus at SuperZoo was to meet new independent retailers, showcase its vet to pet retail products and do a mid-year check in with retailers they currently work with. "We hope that retailers that visited our booth walked away knowing that they can offer their customers high efficacy, vet recommended products in their store," said Sarah Salva of H&C Animal Health.

Janis Gianforte with Nupro said, "I believe retailers took away information and selling tips on why Nupro is still here 29 years later and how we can help their customers' pets live longer and stay healthier." She noted the company's main focus is how to keep dogs, cats and ferrets staying healthy and help them live longer lives with Nupro.

Fidobiotics' three objectives for SuperZoo 2018 were brand awareness, education and sales. Mika Wheelwright of Fidobiotics said, "This was our fifth year at SuperZoo and every year we get a handful of buyers that say, 'You're still here? I am ready to talk to you now.'"

Fidobiotics specializes in probiotics that is present in every formula of every SKU it offers. "Our reason is simple. Everything begins and ends in the gut, regardless of the issue faced. It's their second brain, we have to keep it happy," Wheelwright said. "Given that probiotics can be complicated, for things to run correctly within the GI tract each piece needs to work in concert, like a symphony. Being intimidated by GI health or probiotics is pretty common—even the most knowledgeable of researcher is still learning. With that in mind, we focus on educating on a number of levels of understanding to make things as approachable and relatable as possible," she said.

Gianforte observed Nupro had many retailers coming to its booth to retell positive customer stories. "They men-

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**Sarah Salva,  
H&C Animal Health**

tioned customers who said how well Nupro was working for their pets. That's always the most awesome stuff to hear—that your products are working and doing their jobs to heal and maintain the health of these pets. It's music to our ears!"

Gianforte said her booth was busy all three days. "Some vendors on our aisle even came over to our booth to know what Nupro was, because they were impressed that we had very little down time" she said. "They wanted to know what we were selling! They all went home with samples for their own pets after hearing all the great things the retailers were telling us," she added.

"Fidobiotics had a pretty stellar booth spot this year," Wheelwright said, thanking the organizers. "We got to see a lot of traffic and attract some people that have been on my radar for a while, but because of our awesome location and our party animal dance floor for LED lights, we had a successful SuperZoo," she said.

"Along with our engaging booth team, we had a lot of interactive features at our booth such as a money booth and a slot machine for retailers who were patient enough to let us take them through our product line," Salva said.

Wheelwright believes the new Pet Tech and Made in the USA showcases were a great start. "Having an additional channel where smaller companies can distinguish their brands and help shed light on to other smaller brands in such a competitive arena is awesome. I love having the help of SuperZoo to create new opportunities for brands like mine to succeed," she said.

Responding to the new product show-

cases, Salva said, "Consumer trends have always shown favorability to certain types of pet products that are made in the US, so I think highlighting these companies and their products is a good way to bring focus to these features."

Wheelwright's takeaways were that the industry is growing rapidly. "This year seemed to have a much larger show than ever before. There were so many booths. It always gives me motivation on how to continue to thrive and stay in this game," she said.

Wheelwright observes probiotics in the companion animal industry is growing at a CAGR rate of 7.6 percent. "That number could be even higher if probiotic companies worked together to educate the consumer. I don't look at other probiotic companies in the animal space as competitors. I see the value in our joint-mission to educate more consumers so we all benefit," she said.

Salva mentions H&C Animal Health gained some insight on new product ideas at SuperZoo 2018 but didn't divulge details, asking us to stay posted for more.

Offering suggestions for SuperZoo 2019 Salva said, "Having SuperZoo so close to Global Pet Expo didn't allow for us to have anything new to show. However, I did like that the show was not held at the same time as other large tradeshow in the same building."

Gianforte said, "Most of us vendors with smaller booths feel overshadowed by the gigantic food booths. It makes navigating the show a challenge for retailers and sometimes our aisles get overlooked." She added that she and some others felt large dog and cat food companies and the many treat companies should have their own section on the show floor.

"They have the largest booths and maybe if they were by themselves, retailers can have them in one location and it wouldn't make it hard to navigate the show floor," Gianforte said. "It takes time to walk around these giant booths. Aisles behind or next to them can be missed because they take up so much space and can be irregularly-shaped," she said. "It's distracting. I have heard retailers say this repeatedly," she added.