

SUPERZOO TAKEAWAYS

Premium Foods

Companies devoted their time during SuperZoo to engaging with retailers to educate them on and equip them with the right tools, so they can confidently recommend products in their stores and see repeat sales. Other key areas of interest were the benefits of alternative diets and how what pets eat impacts their overall health and wellbeing from their skin & coat to their digestion. Visiting their booths afforded manufacturers the chance to spend more time understanding retailers' challenges and learning how to better support retail partners.

During SuperZoo, Caru Pet Food introduced visitors to two new varieties of Caru Pet Food's value-priced Daily Dish Stews for dogs and all-new Classic Stews for cats. "Based on their positive responses, our retailer partners were duly impressed by the extended breadth of our line," said Adrian Pettyan with Caru Pet Food. "We also hope they left our booth with absolute assurance that we're here to support them every step of the way," Pettyan said.

Rush Direct's focus was three-fold at SuperZoo. "First, for our international retail partners, we introduced our new line of food — Pop 'n Bites which is designed to meet the expanding needs of both emerging and post emergence pet food markets," said Fritz Goodnow with Rush Direct. "Second, we introduced the focused GNAX line of super premium treats for the North American independent pet store market," Goodnow said. "Finally, we delivered some amazing items expanding our much heralded Cani Bits line, including three jerky type items made with 5mg of CBD per bar."

For Health Extension Pet Care, it was significant for retailers to discern the company's values and the qualities which characterize them and separate them from other manufacturers in the premium foods category. "First and foremost is understanding who we are and understanding our mission statement which reads, 'Our family is dedicated to providing independent retailers products they can be proud to call their own,'" said Joel Katz with Health Extension Pet Care. "By committing to the finest holistic ingredients at the



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best possible price, we give pets the nutrition they need and retailers the competitive advantage they need to thrive," Katz said.

"Because the economic landscape has changed so much and has shifted so much, we at Earth Animal are working with our retailers in a way that makes a true connection," said Stephanie Volo with Earth Animal. "For us, the SuperZoo show was really all about changing and adapting our collateral, our signage, our packaging, the look and feel of our booth to better educate our retailers and our end consumers while also making it easier for our retailers to talk to the end consumer," Volo said.

"This show was the first show where we had real, true excitement and engagement from our retailers about the entire herbal remedy and supplement line," Volo added. "Consumers are increasingly asking for that, therefore retailers need to understand what they are and what they do. Earth Animal is definitely the expert there, and people really saw that," she said. "We also introduced an easy-to-use and small footprint POP display for retailers to introduce the Herbal Remedies in their stores which won an award at the New Product Showcase. That was really exciting for us and helped with promoting

retailer excitement about the herbal remedy. It's a beautiful, wooden display that holds four of each of the herbal remedy tinctures in a small footprint. Additionally, we introduced more POS signs and signage opportunities for the retailers to use, and all of those signs are free to our retailers. When they order products, regardless of what product it is, they will have signs of all different types, shapes and sizes. We also provide the sign holder hardware free of charge, so that people can highlight Earth Animal and the features and the benefits of those products when they are at the store level."

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Another priority for Sunshine Mills was setting up appointments with key partners, which Staszak noted went very well. "I thought the traffic was a lot slower than it had been, and that was probably caused by two things — Global Pet Expo being too close to it and InterZoo in Europe," Staszak said. "The problem is the buyer only gets to go to one or two a year and if they've got a chance, they're going to InterZoo because it's fantastic. If you're a customer it's a great place to go and see all of the great things that are going to happen in the next three or four years. Was I disappointed with SuperZoo? I was disappointed with the traffic, but I was not disappointed with the results."

Isle of Dogs focused on educating retailers on the benefits of alternative diets. "Our nourish food received a lot of attention because it is an alternative to raw diets without any of the hassle or mess," said John Hart with Isle of Dogs. "Retailers loved the 90 percent meat and organ meat composition of the food and its simple, uncomplicated ingredient deck," Hart said.

WellPet turned retailers' attention to the expansion of Old Mother Hubbard's

□ **Cont'd on Pg. 24**