

SuperZoo Takeaways: Premium Food

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line of natural dog treats, which now includes three new grain-free recipes. “The new treats come in unique flavor combinations including ‘All The Fixins’ (Turkey & Sweet Potato), ‘Pick of the Patch’ (Pumpkin & Carrot) and ‘P-Nut-tier ‘N Nanners’ (Peanut Butter & Bananas),” said Chanda Leary-Coutu with WellPet. “We also added a wheat-free Chicken Pot Pie flavor, which was selected as the winning flavor from our 2017 Battle of the Biscuits contest, and will be a permanent addition to the Old Mother Hubbard Classic line,” Leary-Coutu said.

“Purina Pro Plan continues to deliver life changing nutrition, with the most recent example being the addition of probiotics to our popular Pro Plan Savor line in both dry dog and dry cat food formulas,” said Joe Toscano with Nestle Purina Pet Care. “Our probiotics are unique, as they are guaranteed live in the GI tract to promote both digestive and immune health.”

“We showcased several natural line extensions, particularly with the Purina ONE and Beyond brands,” Toscano said. “We recently renovated all of our Purina ONE dog and cat formulas to be natural,” he said. “In the New Item Showcase we featured Beyond Wild, a freeze-dried and prey-inspired food. The hallmarks of the new formula are Natural, Real Meat #1, High Protein, Grain Free, No Corn, Wheat or Soy and No Artificial Flavors, Colors or Preservatives.”

“Our main focus was spending face time with both current and new retailers to educate them about our recipes and build lasting relationships,” said Annabelle Immega with Petcurean. “We strive to come to the table as true partners not only with innovative pet nutrition products and world-class customer care, but also with creative marketing and sales strategies that tap into our shared values,” Immega said. “Our time at SuperZoo offers an opportunity to dig in, understand how to best support our brick-and-mortar partnerships and create impactful go-forward plans.”

“SuperZoo for Fruitables was very busy as we were just acquired by Manna Pro Products and this was the first show where we met with retailers under the new company umbrella,” said David DeLorenzo of Manna Pro Products.



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Annamaet Pet Foods had two main focuses at SuperZoo; launching their biodegradable packaging and their new formulas. “The materials used in our packaging are specifically engineered to biodegrade in landfills and create green, renewable and sustainable energy,” said Robert Downey with Annamaet Pet Foods. “This allows our packaging to become a part of the circular economy and create value from what would otherwise simply be considered waste,” Downey said. “Current packaging materials not using this technology can take up to 800 years to breakdown with no benefit to the environment.”

“Our second focus was introducing our exciting new formulas,” Downey added. “This includes our two new puppy formulas, Annamaet Original Puppy and Annamaet Grain Free Ohana Puppy,” he said. “Both are fortified with a stable and sustainable source of DHA. We also introduced a new formula made specifically to meet the needs of your senior dog at SuperZoo. Dogs are living longer which are presenting new geriatric concerns. Rejuvenate addresses these concerns by including turmeric, one of the most potent, natural anti-inflammatories. It also contains coconut oil, which is a rich source of medium chain triglycerides that helps increase brain energy metabolism to combat age-associated cognitive decline. I hope retailers

left the Annamaet booth understanding that we have a real passion for pets with a true background in nutrition and a major concern for our environment, sustainability and protecting our natural resources.”

“We have several goals in mind when we enter a show the size of SuperZoo,” said Dan Schmitz with Tuffy’s Pet Foods. “Exposure is of course a huge part of our attendance but seeing as many of our current customers as possible and continuing to share our story and strengthening our partnership,” Schmitz said. “This show also gives us a chance to get in front of new customers and show off our commitment to the independents and prove we need to partner with them.”

“The reveal of our Adirondack brand to the industry was our main focus during SuperZoo,” said Matt Golladay with Blackwood Pet Foods. “We’ve spent a great deal of time creating formulas and packaging that fit market demand and exceed customers’ expectations, ultimately delivering on our brand promise to help make pets happy and healthy,” Golladay said.

Addiction Foods focused on fostering new relationships with retailers. “We recently launched our Retail Direct program which allows retailers to enjoy free shipping on all orders that meet our minimum order quantity,” said Brian Willard with Addiction Pet Foods. “Additionally, we have launched a number of marketing programs including; Pet Parent Packet, social media sponsorship and targeted digital ads promoting our Addiction and Wishbone brands to in-store shoppers,” Willard said. “Addiction Foods is committed to helping our retailers succeed at promoting top-rate pet nourishment from the ends of the earth, and we hope this was evident to those that visited us at SuperZoo.”

Diamond Pet Foods was excited to showcase its new booth this year, which featured the manufacturer’s family-owned history and values. “Our goal was to show retailers our commitment to providing the best value at an affordable price. After all premium pet food can and should be affordable for every pet,” said John Kampeter with Diamond Pet Foods. “In addition, the booth al-

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