

SuperZoo Takeaways: Premium Food

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lowed us to reiterate to retailers that all of our formulas are manufactured in the US,” Kampeter said. “We have five state-of-the-art facilities across the US which follow strict quality control practices.”

“At SuperZoo, our focus is always to connect with our trusted retail partners and the larger pet specialty community,” said Frank Burdzy of Champion Petfoods. “This year, we held an exclusive breakfast with our customers, featuring updates from me and our chief marketing officer, Julie S. Washington,” Burdzy said. “Our primary innovation announcement at SuperZoo focused on the reformulated ACANA Singles foods, our line of biologically appropriate limited-ingredient diets. We added two delicious new flavors, Beef & Pumpkin and Turkey & Greens, and enhanced our recipes to include more meat than ever, up from 50 to 60 percent meat. This change enabled us to lower the ratio of carbs and offer a cleaner label. Plus, we announced the launch of My Champion Rewards, which digitizes and automates our frequent buyer program and streamlines the process for our retailer and distributor partners. We hope retailers left our booth with a better understanding of our BAFRINO mandate — biologically appropriate foods made with fresh regional ingredients and never outsourced — and feel more confident recommending ORIJEN and ACANA to their customers. People attending SuperZoo always have lots of great questions and comments, and we were thrilled to connect with them.”

“The opportunity to renew old acquaintances and establish new relationships with so many members of our retailer and distributor team made SuperZoo successful for us,” Pettyan said.

“SuperZoo is about connecting with our retail partners,” Goodnow said. “We positioned Rush Direct to be able to meet goals our retailers requested and delivered on those requests,” he said.

“We continue to see more and more traffic at our booth as a result of the awards our products continue to win and the enormous amount of media attention we are fortunate to receive,” Katz said. “Our new packaging and line extensions have created a buzz for us in all of the markets across the coun-



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Annamaet Pet Foods**

try, and our brand recognition has increased dramatically,” he said. “This year at SuperZoo, we continued in our launching of new and exciting products such as four new innovative, GMO-free and grain-free can dog recipes. They are Northern Catch, Tuscan Style Quail, Italian Feast Venison and New York Style Beef. On the cat side, we introduced our first ever cat treats and added three new exciting grain-free can cat recipes — Real Chicken Entrée, Chicken and Salmon Recipe and a Real Beef Entrée.”

“Traffic was steady throughout the show with both scheduled and unscheduled visitors,” Hart said. “Our internal media and retailer email blasts leading up to the show helped increase booth traffic as well,” he said.

“Our goal is always to generate demand and engage with our customers and retail partners,” Toscano said. “We met with our customers to plan the balance of this, and beginning of next year, discuss our latest innovations and strategize on how to continually move the pet category forward in the quickly changing environment of today,” he said. “We had selling opportunities in the booth where we displayed and discussed merchandising and promotional vehicles to continue driving pet sales in a meaningful and profitable way. We also met with several key media to discuss our latest innovations, as well as some of our CSR programming.”

“Our new GO! Meal Mixers were very

well received by both current and prospective retailers,” Immega said. “These products offer something unique to the market as each recipe is made with freeze-dried nutritional and functional ingredients including single source primary proteins and whole fruits and veggies that you can see,” she said.

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“We introduced two exciting new items in our Pure Vita Lineup — a kangaroo-based product and also a pork-based product,” Schmitz said. “Both are a single-source meat protein product and a limited-ingredient diet. As in all of our super-premium products, we included our Good4Life mineral package. These products were very well received by our retailers.”

“We were able to engage with so many of our customers in a way they could best experience the Adirondack line first-hand,” Golladay said. “Their positive feedback was vital to confirming we’ve taken the necessary steps for our upcoming in-store launch,” he said.

“SuperZoo was a success given the new relationships that were forged,” Willard said. “We were particularly excited to see the level of importance retailers and consumers put on proper pet diets,” he said. “Many individuals that visited our booth had a keen interest in the freshest ingredients from places like New Zealand, where we operate our family owned facility. There was also a strong interest in the Addiction Foods Raw-Dehydrated food for dogs, consisting of eight formulas including novel and/or single source proteins.”

“With our new booth set up, we were excited about the increased foot traffic as well as retailers who stopped by to learn more about Diamond and Taste of the Wild,” Kampeter said. “We value our relationships with all retailers and always look forward to when we can connect face-to-face to ensure we are meeting their needs,” he said.

“We measure success by the strength of our relationships, so the opportunities to connect made SuperZoo a success for us,” Burdzy said.