

**MORE FRIENDS!**

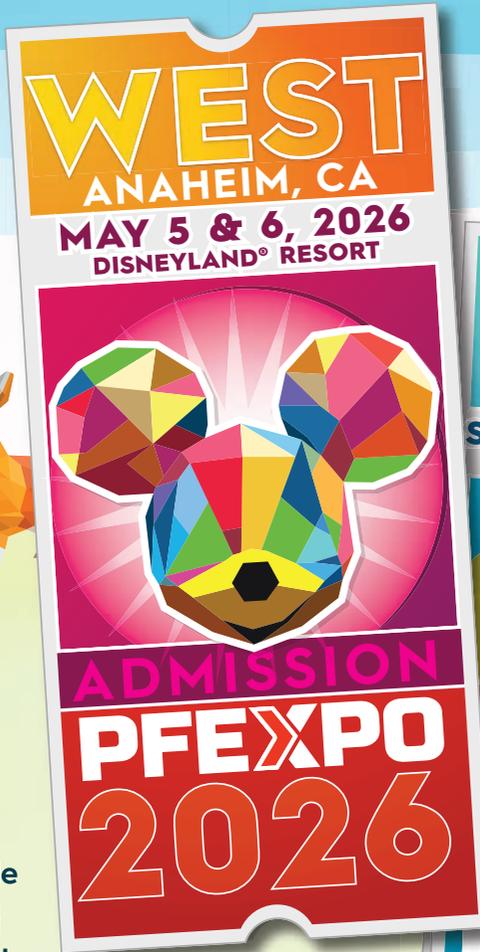
**MORE FUN!**

**MORE FRESH FINDS!**



## THE COUNTDOWN IS ON!

PFEXPO is back in 2026—bigger, bolder and better than ever! Join us at the iconic Disneyland® Resort and Mohegan Sun Casino & Resort for an experience you won't want to miss. From unbeatable deals and unforgettable face time with your favorite PFX crew to legendary after-parties, this is THE event of the year. So mark your calendars—because it's going to be epic!



## A SPECIAL CONGRATULATIONS TO THE BAKER FAMILY!

At Pet Food Experts, we are all about family. Whether it's our own PFX family, our vendor and retail family or the pets we help nurture and their families, it is at the center of everything we do. Which is why it was extremely special to celebrate our CEO, Michael Baker, and his family for receiving the Lifetime Achievement Award from the World Pets Association (WPA) this year at SUPERZOO. The award honored the Baker family's contributions through Pet Food Experts and Rumford Pet Center as well as their lasting impact on pet retail and the lives of pets and their families across generations. And in a particularly touching moment, Michael expressed his gratitude to his mom for her inspiration and unwavering support. Congratulations to the Baker family on this much-deserved honor!