

New Exclusive Pet Foods

The three new Exclusive Pet Foods continue to find their place on dealer's shelves all over the country as they fill a market niche. The new Puppy is a smaller kibble for the small to medium breed dogs as it has more protein (29%) and fat (18%) than the old Exclusive Puppy (28\17). These puppies will eat differently and have a small stomach so the extra protein and fat are necessary in their diet. You might also recommend that the puppy owner wet the food down when the puppies are small as their teeth may take 4 months to mature and eating a dry kibble can be difficult. This is a very small kibble compared to the cheerio kibble found in the previous Exclusive Puppy. We will not add any glucosamine as the small and medium breed puppies will produce enough of their own naturally. We will add DHA for vision and brain development. You would normally take these puppies to Exclusive Adult when they reach 1 year of age.

The Large Breed Puppy will contain less protein (27%) and fat (14%) as these puppies will grow for the first 18 to 24 months of their life and we don't want them to get overweight. The extra pounds would put stress on bones, joints, hips, etc. We want these puppies to grow and be structurally sound with good feet and legs. We will also add DHA and glucosamine (500 mg/kg) and chondroitin sulfate (125 mg/kg) as these dogs will not produce enough naturally. We will also add L-carnitine, a fat buster, as the last thing we want is for these dogs to get overweight and not grow properly. You should feed this Large Breed Puppy for the 18-24 months and then switch to Large Breed Adult.

The Large Breed Adult will be for those dogs that are 50# or more at maturity. It will have the same great ingredients found in Exclusive with fresh chicken, chicken meal, cracked pearl barley, whole grain brown rice, etc. It will have 25% protein and 13% fat as we do not want these adult dogs to get overweight as that could shorten their life span by a couple of years. We will add 600 mg/kg of glucosamine and 200 mg/kg of chondroitin sulfate for good sound joint health.

You will need all three on your shelf as the market is changing and one puppy food just won't be enough any more. Stock all three and capture the business.