

The launch of Red Flannel is getting very close as Doanes started filling Red Flannel bags on April 16th. As plants see their inventory of PMI getting low, they will start to order in Red Flannel. Shipments to your store will not be far behind.

One thing that we see in the pet food world today is how consumers are wanting to step up and feed their pets a better diet because they are truly a member of the family. Red Flannel fits that bill.

Let's take a closer look and see the improvements over the PMI:

1. Chicken by-products meal instead of meat & bone meal. We know that the chicken is more digestible than meat & bone meal and that means the pets will eat less with less to clean up.
2. Chicken fat instead of animal fat. Linoleic acid helps give the pets a good healthy skin and shiny coat. Chicken fat has 23% linoleic acid compared to animal fat with 3-4% linoleic acid.
3. Red Flannel will have chelated minerals not found in PMI. Chelated minerals are more digestible with better utilization.
4. Red Flannel has natural sources of glucosamine not found in PMI. The glucosamine will come from the chicken by-products meal and fish meal.
5. Red Flannel is preserved naturally with vitamine E. The PMI was preserved with synthetic BHA. Consumers are looking for pet foods that are naturally preserved.
6. Red Flannel will have guaranteed levels of Omega 3 and 6 fatty acids for healthy skin and coat.

These are huge improvements and, as I said before, what the consumers are looking for in pet foods today. Plan to get Red Flannel on your shelf. The improved formulas, the best packaging in the industry and tremendous, effective POS should help you make this product line a success.

With all this attention being given to Red Flannel, please remember you should not allow anyone to switch from Exclusive to Red Flannel. Super Premium Exclusive will still have superior ingredients like fresh chicken, chicken meal, no wheat, no ground yellow corn, additional glucosamine and chondroitin, etc. You should convert customers off of competitive foods that can be found in pet stores, groomers, boarding facilities, vet. clinics, and other feed stores. (Red Flannel will only be available to Co-ops and Purina Dealers.)

I am sad to report that John Zeloski, Trent Ardrey and I have recently lost our beloved dogs, and that makes for some very tough days. Included in our newsletter is a copy of the Rainbow Bridge which should help in the healing process. When I worked for other pet food companies and someone lost a pet, I would put an inexpensive frame on the Rainbow Bridge and give it to the employee to make their loss a little easier. Who knows but maybe this little gesture will help you sell a little more pet food.

Have a GREAT day.

Larry Miller