

Media Contact: Lara Thompson-Kravik, 206.323.6958, lara@bluedogbakery.com

Blue Dog Bakery Dives Further into Pet Specialty Retail With SuperZoo 2014 Attendance



SEATTLE, WA – June 3, 2014 – [Blue Dog Bakery](#) officially announced it's first ever exhibitor attendance at SuperZoo, which is being held at the Mandalay Bay Convention Center in Las Vegas July 22 through July 24. SuperZoo, a non-profit pet trade show presented by the World Pet Association, introduces new products, campaigns, and services to the pet retail industry. With the pet industry on the rise, this year's SuperZoo event is expected to attract more attendees and exhibitors than ever, creating a wide opportunity for brands to showcase their products to potential customers and retailers.

Blue Dog Bakery all natural, healthy treats for dogs have been widely available in mass-market grocery and club stores for nearly 17 years. Since it's conception in 1998 the company's reach has grown exponentially each year with plans to continue this growth trend by expanding into an entirely new market. The company will introduce its entire line of all natural dog treats to independent pet specialty retailers during its attendance at SuperZoo this July.

In February 2014, Blue Dog Bakery launched an all-new online [wholesale shop](#) making its products available for pet shop, feed store, and other independent specialty shop owners to purchase at a wholesale price. "Launching the online wholesale shop was the next logical step for us to grow with smaller, independent specialty stores," says Lara Thompson-Kravik, Associate Brand Manager for Blue Dog Bakery. "We have been working toward making our healthy treats more readily available for purchase at smaller minimums, and the online shop allows us to do just that."

With over 10,000 pet industry professionals attending SuperZoo, Blue Dog Bakery will utilize the trade show as an opportunity to spread the word about their USA made treats while educating small and/or independently owned stores on the differences between their grocery and pet specialty items. Retailers can learn more about Blue Dog Bakery and how they can

purchase through the new online wholesale shop by stopping by booth #27144 at SuperZoo this July.

About Blue Dog Bakery

Headquartered in Seattle, WA, Blue Dog Bakery was founded in 1998. As the first all natural dog treat in the mass grocery market it is the nation's top selling natural dog treat brand. Blue Dog Bakery will never waiver from its commitment to using only all natural ingredients in each dog treat it brings to market – made in the U.S.A. with **no** animal by-products, **no** artificial flavors or colors, and **no** artificial preservatives. As Blue Dog Bakery has grown, it has remained devoted to making healthy, all natural treats for dogs, because a long and happy life goes paw-in-paw with good nutrition. Blue Dog Bakery uses only the highest quality bakery ingredients such as whole eggs, nonfat milk and whole wheat - making them easily digestible, full of fiber and protein and good for an overall balanced diet.