



Press Kit 2014

Booth #4047

Fuel *the* Love®



Zuke Is Our Inspiration

Where We Come From

It all began in 1995 after a hike with his dog Zuke in the mountains near Durango, Colorado. Patrick noticed Zuke had become exhausted so he fed Zuke a piece of his energy bar and an industry was born. To this very day, every Zuke's product is made with the same love, care and commitment to our pets that Patrick had for Zuke nearly two decades ago. We use only healthy, natural ingredients including the finest meats, wholefood fruits and vegetables, and premium oils to help keep your pet healthy and happy. We craft every treat to be amazingly healthy— always have, always will. For us it's about living life together, being active, getting outdoors, and exploring the world. It's what we love, how we connect, and why we believe being healthy includes you, your pet, and playing together every day. So get out and live life's adventure with your dog.

What We Believe In

Staying Healthy

Nutrition fuels our pet's healthy lives and outdoor adventures, so it's only fitting that we give them treats that support their fun-loving attitude. This is why all of our products are crafted with the health and nutrition of pets in mind.

Being Active

Based in Durango, Colorado, we're passionate not only about pets but also about the outdoors—those glorious mountains and wide-open spaces where dogs and their people can go to feel alive. But you don't need mountains in your backyard to stay active with your dog, you can find adventure anywhere.

Showing Devotion

We aspire to be as devoted to our pets as they are to us. This devotion to living life for and with each other is what motivates us to be the best company we can be. Our passion for pets shapes everything we do at Zuke's.



The Zuke's Difference

Quality Treats You Can Trust

Dependable Quality: For nearly 20 years the health and wellness of our customers' pets has been our priority. Period. When you choose a Zuke's product, you can be confident that product provides dependable, wholesome nutrition that helps support a pet's health, well being and happiness.

Only The Best: A treat isn't a treat unless it tastes good and pet parents can feel good giving it. That's why we removed the most common allergens – wheat, corn and soy – and made more room for the good stuff: high quality ingredients and good-for-you grains that support a healthy coat, lots of energy and a happy tummy. Treat time will always be the best time with Zuke's.

Made in the USA & New Zealand: Zuke's proudly manufactures in the United States & New Zealand. We set the bar high for each of our suppliers, demanding the highest-quality ingredients. This ensures all of our tasty treats meet stringent US or New Zealand quality standards. With no recalls in our 18-year history, proof is in the pudding. Or should we say, the proof is in the treat?

Treats that Fuel Pets' Lives

Whole Food Goodness: Real food means real nutrition, real energy and real health. So, Zuke's keeps it clean and leaves out the fillers, by-products and unnatural preservatives. Instead, we use whole-food ingredients to help fuel your pet's life. Our treats work hard so your pet can play hard.

Protein Variety: Bored with chicken? Want to be able to rotate proteins? For pets that are ready for a tasty adventure, Zuke's has treats that contain alternative proteins including lamb, wild rabbit, pork, turkey, salmon and venison. These delicious meats are the primary ingredient in our treats and pack a nutritional punch that will re-invigorate treat time.



Zuke's Industry Experts

From the moment Zuke's created the first ever "energy bar" for dogs in 1995, we have devoted our time, energy and love into learning what pets need and want. This dedication has not only resulted in being the treat of choice for millions of pets and their parents, but we have also learned a few things along the way. And since we are not only pet lovers but also people lovers, we'd be happy to share what we know! Contact us for these and any other topics that we can help with:

Pet Nutrition

- What should pet parents look for on the ingredient label to make sure their pet is getting the best nutrition?
- How do you incorporate treats into a healthy diet?
- Do good-for-you grains exist in pet treats?
- Wholefood ingredients are as important to dogs and cats as they are to us. How do you incorporate them without a homemade meal?
- Fruits, vegetables, herbs and spices in dog treats? But isn't my dog a carnivore?
- What ingredients provide both short-term and long-term energy for active dogs?
- Eggshell membrane is the new buzzword in joint health. What is it and how does it help?

Healthy Lifestyles

- What does a healthy lifestyle mean for your pet?
- How can pet owners help their dogs recuperate after periods of high activity or endurance sports?
- What is the best way to fuel a dog's energy before, during and after a hike or run?
- How much fun is too much fun? Signs your dog is running out of energy.

Nutritional Trends and Retailer Strategy

- When determining your treat offering, what factors should be considered?
- How do you educate your employees on pet nutrition and treat choices?
- Are there effective cross-promotional and shelving strategies that will increase treat sales?
- Are there any new trends in the treat market that retailers should be aware of?

Experts on Hand

- President – Expert on quality control, safety and ingredient standards
- Director of Marketing– Expert on retail strategy, product development and market trends
- Herbalist & Veterinarian – Experts on the impact of ingredients on pet health and wellness



Media Contact:

Sarah Julian

fetch@zukes.com

303-909-4919

Zuke's® Launches Annual “Fuel the Love – Fuel the Cure™” Social Media Campaign to Help Support The Dog and Cat Cancer Fund

Durango, Colo. (May 1, 2014) –Zuke's, manufacturer of premium dog and cat treats, is pleased to announce the annual “Fuel the Love – Fuel the Cure” social media campaign to support [The Dog and Cat Cancer Fund](#) (DCCFund), a non-profit organization dedicated to understanding, treating and preventing canine and feline cancer. The campaign will run through the summer, from May until August, celebrating dogs being active, enjoying the outdoors, or just simply loving life.

This campaign invites Zuke's fans to share inspiring photos and videos of their dogs loving life. For every person who follows @ZukesPets on Instagram, Twitter or Facebook, and tags their photo or video with #FuelTheLove, Zuke's will donate \$5 to The Dog and Cat Cancer Fund. Last year, this campaign raised \$2500, with a goal for this year of \$10,000. With six million dogs and a similar number of cats diagnosed with cancer each year in the United States, this campaign will help the DCCFund provide much-needed financial assistance to pet parents whose dogs and cats are suffering from cancer.

“Zuke's already donates a portion of all product sales to the Dog and Cat Cancer Fund,” states Chris Meiering, Zuke's Director of Marketing and co-founder of the DCCFund. “We hope that by engaging our consumers in this effort, we bring awareness to the fight against cancer while letting pet parents everywhere know that there are resources available if their pet is confronted with a cancer diagnosis.”

The “Fuel the Love – Fuel the Cure” campaign is one element of the Zuke's brand's commitment to helping dogs and cats stay healthy and active. For more information on Zuke's beliefs and how the brand is making a difference, please visit <http://www.zukes.com/our-beliefs>.



Media Contact:

Sarah Julian

fetch@zukes.com

303-909-4919

Zuke's New Genuine Jerky Keeps It Clean And Simple

Durango, Colo. (March 3, 2014) – Zuke's Pet Performance Nutrition breaks new ground in the canine jerky marketplace with the launch of their new Genuine Jerky. These limited-ingredient, 100% grass-fed beef jerky treats are a human-style jerky treat for dogs. Genuine Jerky contains only New Zealand beef, savory seasonings and natural preservatives, providing a healthy alternative to many nitrate-preserved, Chinese-sourced jerky treats on the market today.

Genuine Jerky is made with over 85% grass-fed New Zealand beef. It is high in protein, grain-free and has no nitrates or nitrites. Genuine Jerky is made from a very simple recipe that contains high-quality, all-natural ingredients like beef, brown sugar, apple cider vinegar and spices. With only natural preservatives, these slices of real beef are perfect anytime treats that can be enjoyed throughout the day.

"We are very excited about this simple, wholefood treat," says Zuke's Director of Marketing, Chris Meiering. "Our goal was to create a clean, healthy, human-style jerky, free of nitrates and nitrites that dogs love. With Genuine Jerky we met and exceeded those goals."

Made near Auckland, New Zealand, Genuine Jerky is made with locally sourced and 100% grass-fed beef. Zuke's New Zealand manufacturer has world-class standards, producing products for consumption around the globe.

Genuine Jerky is available in three tasty flavors: Original Beef, Teriyaki and Barbeque. Each 4 oz. package is \$9.99 MSRP. For more information about Zuke's, please contact Sarah Julian at fetch@zukes.com.



Media Contact:

Sarah Julian

fetch@zukes.com

303-909-4919

Zuke's® Adds Crunch to Treat Time with New Low-Calorie Skinny Bakes™ Treats

Durango, Colo. (June 12, 2013) – [Zuke's Pet Performance Nutrition](#) continues their tradition of providing delicious and nutritious dog treats with the launch of their new Skinny Bakes. This line of low-calorie, crunchy treats has been thoughtfully created to provide pet parents with a fun, healthy alternative to many of the less nutritious, over-processed dog treats on the market today.

Skinny Bakes are meat-free, vegan treats with a low-calorie crunch. Made with a very simple recipe that contains high-quality, natural ingredients like oatmeal, carrots, potatoes, blackstrap molasses, peanut butter and pumpkin, Skinny Bakes do not contain wheat, corn or soy. This makes them ideal for dogs with common allergies, pups that need to lose a little weight or dogs that want to stay at a healthy weight. Skinny Bakes are a great vegetarian, any-time treat with less than ten calories per treat that can be easily enjoyed throughout the day.

According to a recent [Harris Poll](#), more than 90 percent of pet owners say they consider their pet to be a member of their family. So it is no wonder that, although treat time is a wonderful way to bond, using a nutritious treat that adds to the health of their pet is even better. "We believe that real food means real nutrition, real energy and real health," says Zuke's Director of Marketing, Chris Meiering. "This is why our new Skinny Bakes, as well as all of our other [treats](#), do not contain any by-products or fillers."

The Skinny Bakes are available in three tasty flavors: Peanut Butter N' Banana, Pumpkin N' Sweet Potato and Cherry N' Berry. Each 12oz. package is \$6.99 MSRP. For more information about Zuke's, please contact Sarah Julian at fetch@zukes.com.



Media Contact:

Sarah Julian

fetch@zukes.com

303-909-4919

Zuke's® Arms Sales Professionals With In-Depth Product Knowledge

Development of New Online Training Program Aims at Increasing Retail Sales

Durango, Colo. (June 19, 2013) – [Zuke's Pet Performance Nutrition](#) announces today the launch of a new online training program for its sales partners that will educate sales reps and retail sales associates and help encourage better product sell through. Through this training and incentive program, Zuke's will arm pet product distributors and retailers with the brand and product knowledge that they need to provide their customers with accurate product recommendations, earning customer loyalty and increasing the probability of repeat purchases.

[3point5.com](#) is an online training campus where brands create entertaining, sales-oriented, and influential presentations for their sales partners. This quick, online training that is accessible from a computer, tablet or smartphone, is an easy way to learn about Zuke's brand, beliefs and what makes their natural, wholesome treats the right choice for pet parents. Once sales professionals complete the training, they will have earned logo'd gear, including a Polo shirt, a wristband, a pen and an 'I Got Zuked' button. They also become eligible for discounts on Zuke's products for personal use. But most importantly, they will have the information they need to recommend Zuke's treats to their customers.

Nearly 25 percent* of pet product customers will ask a retailer for a product recommendation. By investing in an accessible, engaging training platform, Zuke's provides store owners, business partners and sales associates with key information about the company's values, quality differentiators and product benefits that will empower them to confidently recommend Zuke's products to their customers. "Our goal is to invest in the relationships we have with our distribution and retail partners, give them the tools be more effective advocates for our products and increase their sales potential," says Director of Marketing, Chris Meiering.

For sales professionals interested in participating in the program, go to www.3point5.com/zukes, login and get started. If their company is not already registered, they will be prompted to fill out the online application. For further information, go to <http://www.3point5.com/zukes> or call Zuke's at 1-866-985-3364.

**According to the 2012 survey [The Impact of Retailer Product Recommendations](#)*