

FLIP OVER FOR

Pet Style
NEWS
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DOG MARKETPLACE

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Petbrosia

Carves Niche in Custom Pet Food

A Cincinnati company gives dog and cat owners a choice in the exact nutritional makeup of their animals' diet.

By Clay Jackson

With terms like "all-natural," "organic" and "raw" having made the rounds in the pet food industry, what phraseology, if any, is left for a manufacturer to distance itself from the competition?

Keith Johnson, owner of Petbrosia, thinks he's got it figured out: made-to-order dry food formulated to meet the needs of individual cats and dogs.

"There do exist small, local raw food businesses that can custom-create meals," said Johnson, who founded the Cincinnati company. "We design to the profile of the pet versus having the pet parent try to figure it out."

Kurt Gallagher, director of communications for the Pet Food Institute in Washington, D.C., echoed Johnson's sentiments: "I haven't heard of this."

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Honored Past, Bright Future

The enduring legacy of Reber Ranch and its commitment to customers, community and what's to come is boundless.



By Lizett Bond

Reber Ranch embodied the phrase, "Here we go," as the family-owned business grew. Reber gazed into a crystal ball, and the duo might have predicted their Kent, Wash., operation with such a measure of accuracy.

The family-owned business was named 2014 Pet Product News International Watch Retailer of the Year.

One of our product testers was skeptical that his terriers would respond well to the unusual ingredient combinations in **Wellness' Petite Treats** made especially for small dogs. He needn't have worried. "They stood on their hind legs to snack on this new line of natural treats," he reported, adding that he was impressed with the number of calories—just 3 to 4 per treat—and wholesome ingredients they contain. Soft Mini-Bites Treats come in Turkey, Pomegranate & Ginger and Lamb, Apples & Cinnamon; Crunchy Mini-Bites Treats flavors are Duck, Mango & Coconut and Chicken, Cherries & Spearmint.

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