

Newsletter

Autumn 2010



Welcome to issue one of Bern Pet Foods News!



It's hard to believe that two years have passed since we first launched ORIJEN in the UK. The business continues to grow and gather momentum throughout both the UK and Ireland. So, we thought it was time to update you on the success of the brand and to catch up with some of our stockists and ORIJEN partners.

As well as ORIJEN, we have recently introduced ACANA to our range - also from Champion Pet Foods. ACANA is already proving extremely popular amongst our customers, and is the natural grain-free complement to

ORIJEN. To find out more about ACANA, see *page 4*.

Our nutrition telephone line (01737 767679) is increasingly busy as more and more people research the content of their pet food products, and question how to provide the best possible nutrition for their pets. They tell us there are many available products that really don't suit the needs of their pets, and a lack of transparency when it comes to ingredient lists can add to an already confusing picture. We answer a lot of questions about what - and what not - to feed dogs and cats to keep them healthy, and using our in-depth research we offer a balanced approach to the selection of the best available products. We also offer advice on pets with health issues and their special dietary needs.

On *page 2* we visit one of our product partners - Absolute Pets - in Twickenham to see how ORIJEN fits into their unique pet boutique concept.

Above all, we remain focused on bringing you the very best dog and cat food available. And our belief in ORIJEN has once again been ratified, as it was named Pet Food of the Year 2010-11 for the second successive year, by the Glycemic Research Institute from the USA. Quite an achievement, I think you will agree.

Colin Rodger

Director



Retailer Spotlight: Absolute Pets

Location: Twickenham, London

Owners: Glen Cardno & Lynda Vartuli

How would you describe your store?

It's not the archetypal pet shop, that's for sure. We opened in Spring 2006, and our idea was to cater only for cats and dogs and to sell everything that would enhance their lives – accessories, dog beds, toys etc. The layout is minimalist, with soft lighting and chunky white fixtures and fittings. It's very spacious and modern.

Why did you decide to stock ORIJEN?

We began a quest for the most nutritious food we could find.

We had heard about ORIJEN in the trade magazines and met the importers at PATS Sandown in March 09. We didn't take much convincing to realise that this was the best pet food available and we now stock the entire range.



What are people saying about it?

We find it really difficult to keep the shop fully stocked up due to the volume of sales as no sooner does a new delivery come in then it goes straight out the door. So, actions probably speak louder than words!

What surprises your customers the most?

How vitally important the ingredients are. Many of them never read what goes into pet food. When we point out the difference it is often enough to tempt them into trying ORIJEN.

When they switch and return to buy the next bag they

nearly always remark on what a difference ORIJEN has made. For example, their pet has more energy, a glossier coat, and brighter eyes. They can really see the change.

People often stick with a favourite brand of pet food for years without ever questioning the nutritional value of it. It takes a very special food to get them to change (or possibly a very special pet shop). We simply ask them to compare the ingredients of their pet food to ORIJEN's and take a look at our dog Blue's coat. Honestly, this is a no contest.

You mention Blue, what other pets do you own?

Blue is our English Cocker Spaniel. Then there is Milo, a Shih Tzu and two Tonkinese cats Cleo and Murphy. Blue was a rescue dog. We got him as a two year old when a customer realized he had severe cataracts and she couldn't afford the £3000 fee for the operation. So we took him on and placed collection boxes in the shops and pubs in our street and within three months the good people of St Margaret's, with the help of the Cocker Spaniel Association, had raised enough money for the operation. Blue has been on ORIJEN since last year and everyone mentions how glossy his coat is and how much energy he has got.

What's the strangest request you have had in the store?

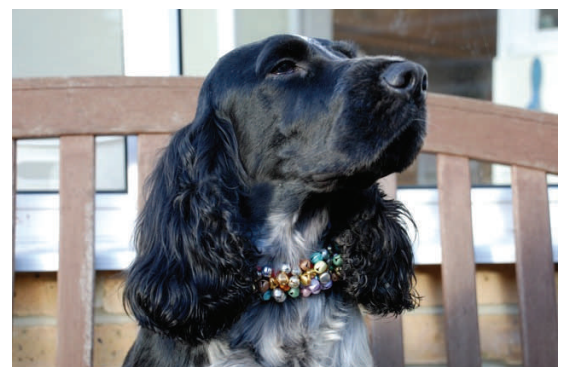
Well, that has to be a jumper for a ferret! In fact, Lynda (who is a clothes designer by trade) started to make it but the guy never came back with the measurements. So, if anyone wants a half-knitted ferret sweater in red give us a ring!

To find out more about Absolute Pets visit www.absolute-pets.co.uk (where Blue also has his own blog!) or give Glen & Lynda a call on 020 8891 0082.




Absolute Pets

It's where they'd like you to shop



Peter Muhlenfeld

CEO, Champion Petfoods (manufacturer of ORIJEN & ACANA)



In May, Peter Muhlenfeld visited the UK. While he was here, we were able to catch up with him, and ask him some questions.

Champion Pet Foods has won several awards. As well as Pet Food of the Year, you've previously won an Ernst & Young Entrepreneur of the Year award. What do these awards mean for the business?

We were delighted to win 'Pet Food of the Year' for the second year running. The award, from the Glycemic Institute of Washington DC, involves an in-depth analysis of ingredients, glycemic-response, diabetic-response, anti-aging factors, and biochemical requirements. The Ernst & Young Manufacturer of the Year Award was in recognition of our world-class production facilities here in Canada, and their unique adaptation to our specialization in fresh meat handling

- something no other pet food maker in the world does.

What's your business style?

I'm mission focussed, brand oriented and passionate about transparency and authenticity. My goal is to provide pet lovers with the most trusted foods for their dogs and cats, and the peace of mind that comes with knowing you're doing the very best for your pet.

How does your approach to pet food differ from other companies?

Champion's mandate of producing "Biologically Appropriate Pet Foods from Fresh Regional Ingredients" clearly separates us from all other pet food makers.

Uniquely different than conventional pet foods, ACANA and ORIJEN are designed to more closely match the eating anatomy of dogs and cats, which is oriented to metabolize proteins and fats from meat (rather than the high glycemic grains and vegetable proteins found in regular pet foods).

What do you feel passionately about, and why?

I am deeply passionate about dogs and cats, and have a high respect for how they can enhance the lives of humans. Through my work in pet food, I have the opportunity to give something back, to enhance the lives of dogs and cats, as well as the lives of people who love them.

To find out more about Champion Petfoods visit www.championpetfoods.com





Grain-Free ACANA - now in stock

We are pleased to announce the arrival of ACANA into our grain-free range of dry pet foods.

Like ORIJEN, ACANA is produced in Alberta Canada by Champion Petfoods, a family-owned and operated pet food producer with a 25 year tradition of quality.

So, what's the difference between the ACANA and ORIJEN ranges, and how does ACANA fit into the Bern Pet Foods portfolio?

While there are many differences between ACANA and ORIJEN, the similarity is that both diets reflect our belief in "Biologically Appropriateness".

Put simply, we believe ORIJEN is the best dry dog or cat food available worldwide. While lower in protein and total meat content than ORIJEN, ACANA provides unbeatable value and a price point that makes Biologically Appropriate pet foods accessible to a wider range of pet lovers.



ORIJEN Partner

ORIJEN is proud to sponsor Laura Hill at Stauntonvale Gundogs. Her Field Trial Champion labrador bitch, Jobeshill Octavia (Pru), has just had her first litter, weaned on ORIJEN. Laura qualified with Pru for last year's IGL Retriever Championship, and we wish her every success in this year's Field Trial season, that started in September.



Pictured here is the pup Laura is keeping from this litter, Stauntonvale Story (Maud). We will be tracking her progress in future issues of our newsletter. To find out more, visit www.stauntonvalegundogs.co.uk

Competition Time

Tell us where the wild caught salt-water fish comes from, in ORIJEN's dog food, for a chance to win.

You can find the answer on our website or in the brochures.

Five winners will each receive a 2.5kg bag of ORIJEN Regional Red.

Email your entry, including your name and contact details, to Sales@BernPetFoods.co.uk

Request for feedback

We'd like to hear what you think of this newsletter, or about any of our products or communications. Perhaps you have a suggestion for something you would like to discuss or read about? Or a photo of your cat or dog that you'd like to share? Please contact Sales@BernPetFoods.co.uk with your comments or suggestions.

