



TRUDOG

Access to over **1,000,000** breed specific fans on **facebook**

Great to announce new retail partners to purchase TruDog in store!

EXAMPLE DOG BREEDS

	Golden Retriever		Dachshund
	Pembroke Welsh Corgi		Maltese
	Chow Chow		French Bulldog

Over **2,000** direct to consumer sales in under 2 months online*

MARKET INFO

The raw pet food space generates **\$169,000,000** annually*

Growth within the raw space is estimated at **23%** annually* (Based on 2007 industry studies)

Freeze dried pet foods increased **51%** in 2013

Dog's genetically share **99%** of their DNA with a wolf