

# DOG BITES CREDIT CRUNCH

Submitted by: The Bottom Line Consultancy Ltd

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What are the three key actions you expect people to take in the credit crunch regarding the food they buy for their family?

1. Look for good value – balance of quality and price
2. Go for products with a longer shelf life to reduce waste
3. Buy locally sourced products

Which is why the country's fastest growing natural pet food company, Pets' Kitchen, is proving resilient to the credit crunch. Established in 2005, and showing a 300% sales increase in the past 18 months, Joe & Jack's range of natural foods were the inspiration of TV vet Joe Inglis after seeing the benefits that good quality, natural home-cooked recipes had for his dog Jack, and patients at the surgery.

But, in these times of credit crunch, don't confuse premium quality with premium price. Honest or 'real' pet food – free from artificial colours, flavours and preservatives - does not need to break the bank. Indeed, a price comparison between Joe & Jack's Complete Fresh Chicken & Rice Dinner with Cesar...A Little More Refined Select Recipes Dog Food reveals that honestly natural is honestly cheaper – by the big bite of £580 a year! - (Based on recommended intake of both for a 10Kg dog at recommended retail prices November 2008)

As a UK dog food supplier, all Joe & Jack's products are made in the UK, using local produce wherever possible, and are packed full of healthy natural ingredients with absolutely no artificial additives. They are tasted, and approved, by Joe's dog Jack and his friends and never, ever tested on unwilling animals.

And it doesn't stop there! Not only healthy, natural and competitively priced, Joe & Jack's Complete Fresh Chicken & Rice Dinner is the UK's first mainstream pet food to use only FREE RANGE chicken meat. Joe & Jack's Free Range Chicken Dinners and Joe & Jack's Fresh Lamb Dinners are exclusively available now in 331 Tesco stores, for 6 months, priced at £1.49 for 395g.

Joe & Jack's fresh dinners are delicious wet complete meals for dogs, made using fresh meat, vegetables and rice that is simply minced together and steam-cooked in the tray. The trays can be kept at room temperature for up to a year, thanks to the innovative pressure-cooking process that seals all the goodness in whilst keeping bugs firmly out and, once opened, can be kept in the fridge for 3-5 days. Each 395g tray will keep a small (10kg) dog full and happy for a whole day.

## NOTES TO EDITORS

- Joe Inglis is available for interview
- Other stockists of the Joe & Jack's brand: Sainsbury's, Waitrose and Budgens as well as a growing number of independent pet stores
- Find out more about Joe & Jack's at [www.petskitchen.co.uk](http://www.petskitchen.co.uk)

## CONTACT

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