



Gourmet Dog Treats Bring Health and Love to Pets

Woof Gang Bakery offers a mouthwatering array of freshly baked dog treats that pet parents will love to lavish on their pups. By Katherine J. Chen

A crystal chandelier hangs in the center of a trendy boutique with pink walls and colorful displays. At the heart of the store is a large wooden table decorated with pristine white platters containing handmade doggie treats that look good enough for pet parents and their pups to eat. This is the sight customers are greeted with upon entering a typical Woof Gang Bakery store. Lavish high-end collars line the walls, as do chew toys, organic snacks, shampoo bottles and even trendy handbags.

Woof Gang Bakery was founded by Paul and Cara Allen on the principle that dogs deserve the highest quality life and love possible. Baked using all-natural ingredients, the treats at Woof Gang Bakery come in delectable flavors like cinnamon, cheddar cheese, bacon, pumpkin and peanut butter. These treats and the bakery's wide range of products keep customers and their dogs coming back for more, so much so that Woof Gang Bakery now has twelve stores scattered across Florida.

Paul Allen says, "As a company, we have great relationships with the leading manufacturers and suppliers in the pet industry, so our franchises can offer their customers excellent value on all of their pet supply needs. When customers walk into our stores, they see the Woof Gang Bakery difference - caring customer service, quality healthy products, handmade gourmet dog treats and more, all competitively priced."

Allen and his wife were inspired to start Woof Gang Bakery after failing to find one convenient location which satisfied all their pets' needs. That combination of great service and healthy products which was missing in their neighborhood sparked the idea for Woof Gang Bakery, a store devoted to passionate pet parents who want to provide only the best in life for their dogs.

To ensure customers that the treats made at Woof Gang Bakery are fresh, each store has a kitchen where all the treats are baked from scratch. As part of their training, Woof Gang Bakery franchi-



sees must learn the recipes behind each treat, from Beef Stew Stars to Snickerpoodles. They also meet with product suppliers and supporting vendors to learn which foods and products fit the needs of certain dogs, so when customers request information for their pup, they can identify the best match of meals and snacks possible.

Allen says, "As in humans, a nutritious diet plays a crucial role in the health and well-being of your pet. People can help their dog or cat live a longer, healthier and happier life by feeding them healthy, natural foods." He explains that premium, all-natural foods contain more meat and no fillers compared to low-quality brands which are usually cheaper. However, buying your pet premium foods could mean saving money, since they are not only eaten in smaller portions but also may save extra trips to the vet as well.

Allen adds, "We developed Woof Gang Bakery's gourmet dog treat recipes to be delicious and to please the palates of our canine customers. Each of our stores bakes flavorful, healthy and handmade dog treats using only the finest natural, human-grade ingredients, and no added salt, sugar or preservatives."

Pam and John Borrisove, the owners of Woof Gang Bakery Estero, were encouraged to start a store after scouring the web for a good franchise opportunity in the pet industry. Pam says, "We like to make every shopper here at our Woof Gang Bakery feel like they are part of a family. We get to know our customers and their pets and really take the time to educate them on why an all-natural diet will not only benefit their animal in the end, but also their pocketbook. Our use of all-natural ingredients in our baked goods and the ability to see them being baked right on the premises make a huge difference in the eye of the consumer."

The amount of love and care put into every treat at Woof Gang Bakery has obviously paid off for 4-month-old Bella, an English Bulldog puppy who is a regular customer of the Estero bakery. Bella has a heart defect, and her pet parent does not know how much time

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she has left to live. However, it just so happens that Bella's guardian angel is a cardiac nurse, who feels that it was nothing short of a godsend that Bella was destined to be her dog. Because Bella has a weak heart, her pet parent has put her on an all-natural diet in the hopes that she will live a longer and healthier life.

Kay Hodgson, the owner of Woof Gang Bakery Orlando, says that she has helped many dogs overcome their food allergies just by switching their diets to a better quality food. When asked what sets Woof Gang Bakery apart from other pet stores and boutiques, she says, "Our service is very different. We take it one step further and offer adoption days. We really try to give back to our loyal customers. Plus, the décor is very unique!"

John Borrisove of Woof Gang Bakery Estero sums up nicely the franchise's philosophy when he says, "Eating a poor diet will make your pet sluggish. If you wouldn't eat bad food yourself, why should you be feeding it to your dogs?"

Proving that health and happiness do go hand in hand, Woof Gang Bakery is looking to expand in key markets throughout the United States. The sky is the limit for this health-conscious franchise, as they continue to sell affordable, all-natural treats to loving pet parents and their dogs in Florida and, hopefully soon, across the nation. 🐾