

# Pet Business

DECEMBER 2011

\$15.00

The business resource for pet retailers



## INDUSTRY RECOGNITION AWARDS

**Focus On:** Gourmet Diets

**Profile:** Pet 'n Shape

**Show Review:** Backer Christmas Show

# Shaping Success

*Pet 'n Shape president, Ahdee Abramson, talks about his company's success in the freeze-dried treat category and why the company continues striving to revolutionize the category.*

By Lindsey Wojcik

Ahdee Abramson knows determination goes a long way. When Los Angeles-based Pet Ventures entered the pet treat category with Pet 'n Shape chicken jerky treats in 2005, Abramson put his determination to work.

He sold product door to door around the Los Angeles area and made deliveries to retailers out of the back of his car before the company gained distributors. "It was a grind, but we were fortunate enough to gain some stores that gave us the momentum to go to local distributors," says Abramson, president of Pet 'n Shape. "We started to build up a distribution network and we were fortunate for some national distribution."

Pet 'n Shape has come a long way since



Abramson's days of door-to-door selling. In addition to gaining national distribution, the company began to develop its product lineup. After much experimentation, it now boasts a finely tuned catalog. "We always knew we

wanted to expand outside of chicken jerky and diversify our product lineup," Abramson says.

The lineup includes a variety of chicken, duck and lamb treats, long-lasting chews and most recently freeze-dried treats for dogs and cats. "Those really set us apart from just being a chicken jerky company to really kind of changing a category that has been very much the same for many years."

The company recognized the popularity and benefits of freeze-dried treats but



**MAMMOTH**  
DOG TOYS FOR LIFE™



**MAMMOTH**  
MAMMOTHPET.COM

Toll Free: 888-738-2008

MammothPet.com | Sales@MammothPet.com  
PO Box 1645, Mammoth Lakes, CA 93546

wanted to find a different approach to the category. "We felt it was a perfect opportunity to take freeze dried and add real fruits and vegetables, thereby also giving the animal the added vitamins and nutrients," he says.

The company worked with its vendor partners to develop a treat with the right mix. The result was one of Pet 'n Shape's best selling treats. In 2010, Pet 'n Shape introduced Freeze Dried Chicken Liver PLUS

As Pet 'n Shape ventured outside of its chicken jerky beginnings, it has continued to focus on controlled growth in order to maintain its core values, which include quality, service and support.

treats with real fruits and vegetables in a variety of flavors:

Pumpkin & Apple, Banana & Kiwi, Peas & Carrots and Sweet Potato & Broccoli.

With the success of the chicken liver flavor, Pet 'n Shape quickly moved toward its next freeze-dried launch—its Freeze Dried Peanut Butter PLUS, available in three flavors: Apple & Banana, Celery & Carrots and Blueberry & Strawberry. "We were the first to do that—to take peanut butter that we know dog love and freeze dry it with real fruits and vegetables," he says. "We're really excited about that in terms of changing or evolving the category."

As Pet 'n Shape ventured outside of its chicken jerky beginnings, it has continued to focus on controlled growth in order to maintain its core values, which include quality, service and support. "We believe in quality products and outstanding customer

service for everybody we touch," Abramson says. "We're always there to support those who support us."

That support reaches retailers through sampling programs for its freeze-dried line, coupons and signage. The heavy sampling program and eye-catching packaging is what Abramson thinks makes Pet 'n Shape stand out. "We're pretty confident that when the consumer tries [our product] that they will

buy it," he says.

The company continues to thrive on determination as it prepares for more growth. "We want to grow and evolve into new products, perhaps enter different categories in the future," Abramson says. With more mobility, Abramson says, Pet 'n Shape will continue to be a good partner to its customers. "We believe that service is what it comes down to." **PB**

**four paws**

## Wee-Wee<sup>®</sup> Patch Indoor Potty!

**four paws**  
**Wee-Wee**  
**PATCH**  
indoor potty

**four paws**  
**Wee-Wee**  
**PATCH**  
indoor potty

Great for indoor and outdoor use  
Perfect for dogs and puppies in training  
Looks and feels like real grass with built-in attractant  
Our elite spray attracts your dog for easy cleanup

Think Grass!  
Real grass with built-in attractant  
Available in Small and Medium sizes

**S**  
Small Tray  
Size: 20" x 20"

**M**  
Medium Tray  
Size: 20" x 30"

### Looks and Feels Like Real Grass!

- The Patch is perfect for indoor and outdoor use
- With a built in attractant that helps make training easy
- Replacement grass mats available separately
- Available in Small for dogs under 15 lbs and Medium for dogs under 44 lbs

Call Your Four Paws Sales Representative Today For More Details

The Home Of Quality Pet Products  
Four Paws 50 Wireless Blvd., Hauppauge, NY 11788  
Phone: 631-434-1100 Fax: 631-434-1183 [www.fourpaws.com](http://www.fourpaws.com)