

# A New Breed of CPG

## A Unique Go-To-Market Model

### — EDUCATION —

Educating pet parents about pet food ingredients in a friendly and factual manner is the cornerstone of BLUE's brand communication.

Every week Pet Detectives, BLUE brand ambassadors, meet and interact with tens of thousands of pet parents at the point of purchase.

TV, print and internet messaging encourages pet parents to compare ingredients and decide for themselves.



### — INNOVATION —

BLUE has the broadest product portfolio of any natural pet food brand in the U.S., so pet parents can select the product that's best for their dog or cat.

Product Type	BLUE Line	Lifestage	Breed Size	Features
Dry Wet Treat	LPF Wilderness Basics Freedom	Puppy/Kitten Adult Senior/Mature	Toy Small Medium Large	Function Flavor Form

### — INVESTMENT —

We are currently the #1 advertiser in the Wholesome Natural market segment, by a wide margin, and one of the top advertised brands in the industry.

BLUE Life Protection Formula, Wilderness, Freedom and Basics are all supported in key communication vehicles.