

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release



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Dr. Dalton's Premium Treats Expands with The Pet Team to Support Their Growth in the Western Region

The Pet Team is now representing Dr. Dalton's Premium Treats as a leading clean, high protein dog treat for specialty pet stores.

SANTA BARBARA, CA (March 21, 2017) – Pet owners are treating their pets to premium pet food, spending \$23 billion in 2015 in this category following many of the same trends in human nutrition.¹ With pet treats reaching a 29% growth from 2012-2017 to reach \$4.39 billion, distinguishing what makes a truly healthy dog treat is important in today's high growth market.² To meet the increasing demand for cleaner, more protein-rich premium treats, Dr. Susan Dalton, founder and CEO of Dr. Dalton's Premium Treats (www.drdaltons.com), is pleased to announce The Pet Team as her new sales representatives for the Western region.

The availability of healthy, nutritious dog treats into wider distribution channels supports the increased demands of health-conscious pet owners for premium treats to supplement dog food during the day.³ Studies show that owners are willing to spend extra for healthy treats to show love for their pets.² Dr. Dalton's Premium Treats provide dogs with essential protein, which is also great for pet groomers, dog sitters, and pet trainers.

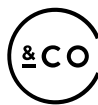
Linda Hill, founder of The Pet Team, likes the combination of healthy premium dog treats with Dr. Dalton's expertise as a dog trainer. The Pet Team is highly selective and only carries premium pet products for specialty pet stores and boutiques in the western region covering California, Nevada, Colorado, Arizona, and Hawaii. Hill is excited to represent Dr. Dalton's Premium Treats, stating "I like the packaging and ingredients. Susan has a good story, as she uses these treats as a trainer, and consults regarding how to use the treats with training."

Hill particularly likes that Dr. Dalton's Premium Treats are made from 100% high-grade meat made and sourced in the US with zero additives, preservatives, or fillers. When trying the treats with her own dogs, Hill reports that her 4lb poodle who is a picky eater, just loved the treats. And, her other dog, who eats everything, instead of gulping the treat, chewed it. "Dogs like things that are crunchy," Hill notes.

¹ Entis, Laura. (2016, September 7). Pets are Basically People. *Forbes*. Retrieved from <http://fortune.com/2016/09/07/pets-are-basically-people/>

² Mintel Research. (2017, September 21). US Sales of Pet Treats Outpace Dog/Cat Food Over the Last Five Years. Retrieved from <http://www.mintel.com/press-centre/social-and-lifestyle/us-sales-of-pet-treats-outpace-dogcat-food-over-the-last-five-years>

³ Technavio Research. (2017, July 6). Global Pet Treats Market – Key Drivers and Forecasts from Technavio. Retrieved from: <https://www.businesswire.com/news/home/20170706005990/en/Global-Pet-Treats-Market---Key-Drivers>



As a dog trainer, Dr. Dalton created these premium treats specifically for her customers as part of her training program using positive reinforcement because she saw such a lack of clean, protein rich treats that are made in the US for the US market. Treats are the cornerstone of working with special needs dogs, and when Dr. Dalton couldn't find a healthy treat that she could use while training, she started to make her own. Dr. Dalton knows that healthy, nutritious dog treats serve as the best high-incentive reward when helping dog owners bond with their dogs.

Dr. Dalton recommends using her treats anytime, whether in dog training, during play, or while exercising. The treats are perfect to carry in pockets, as they are neither greasy nor crumbly.

About Dr. Susan Dalton and Dr. Dalton's Premium Treats

Dr. Susan Dalton grew up surrounded by animals of all kinds - dogs, cats, chickens, snakes, and even salt water fish. After receiving her Ph.D., she worked with troubled adolescents and served as both a university professor and researcher.

Dr. Dalton began training dogs after adopting Cassie, a 10-week old border collie who had been rescued from under a car. Cassie was traumatized; fearful and aggressive. When Dr. Dalton consulted various experts on how to best rehabilitate Cassie, all of the trainers she spoke with labeled the pup unworkable - a hopeless case.

Susan began reading everything she could about dog training, and personally developed a highly effective program based on positive reinforcement. Using this philosophy, she founded the California School for Dogs Inc. in 2009. Since then, Dr. Dalton has trained hundreds of dogs - specializing in frightened, aggressive and traumatized animals.

With healthy treats a cornerstone of her training program, Dr. Dalton wasn't satisfied with the dog treat options available to her. She started making her own treats in 2012, using clean and simple ingredients like chicken, beef, and pork. It was her clients who convinced her to make her treats available for purchase. Since then, Dr. Dalton has mastered the creation of a dog treat that is both healthy and *doggy delicious*.

All of Dr. Dalton's Premium Pet treats are sourced, produced, and packaged in the USA. They can be purchased at Amazon.com and at www.DrDaltons.com, and are available both as a single purchase and on a monthly subscription basis. These wonderful treats come in three flavors – Simply Beef, Simply Chicken and Meat Medley (made from beef, chicken, and pork).

For more information about [Dr. Dalton's Premium Treats](#), or to interview Dr. Susan Dalton, please contact Bryn Crutchfield at bryn@christieand.co or call 805-969-3744. Visit www.DrDaltons.com.

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