



## **Woof Gang Bakery Is Unleashed**

### *Dog Treat Bakery and Retail Store Meets Growing Needs of Local Pet Owners*

PALM BEACH GARDENS, Fla. (Jan. 2008) – Woof Gang Bakery, a Palm Beach Gardens-based company, has opened its first store, launching an innovative concept in the multi-billion dollar U.S. pet industry.

The first two Woof Gang Bakery corporate-owned stores are now open in Palm Beach Gardens, Fla. (Mirasol Walk shopping center, 6271 PGA Blvd.) and Jupiter, Fla. (Abacoa Plaza, 5500 Military Tr.).

Woof Gang Bakery was founded on the principle that caring pet owners want to provide their pets with the happiest, healthiest quality of life possible.

With a slogan reading, "gourmet dog treats made with love," Woof Gang Bakery takes the pet franchise to a whole new level by offering hand-made, wholesome dog treats baked on site. Tail wagging treats include Snickerpoodles, Nutty Squirrels, Paw Lickin' Chickens, BBQ Beef Bones, Cheese Dogs, Pumpkin Pie Fire Hydrants and custom Woof Gang Bakery Bones.

Woof Gang Bakery also provides premium pet foods for dogs and cats, organic treats, natural supplements, distinctive canine spa products and fun and functional boutique items such as collars, leashes, bowls and toys. Conveniently, Woof Gang Bakery is a one-stop shop for superior pet necessities as well as stylish accessories, all competitively priced.

Today, more than ever, an exceptionally high demand exists for these products and services. According to the American Pet Products Manufacturers Association's (APPMA) 2007-2008 National Pet Owners Survey, pet ownership and spending on pets are at an all time high. Americans now spend \$41 billion a year on their pets – double the amount spent on U.S. pets 10 years ago, with annual spending expected to continue to soar.

Pet ownership is currently at its highest level with about 63% of U.S. households, or 71 million homes, owning at least one pet. And dogs still dominate as the largest group of households owning a pet. Nearly 45 million U.S. households own at least one dog and there are nearly 75 million dogs as pets in the U.S.

As pet owners become increasingly conscious of the treats and food they feed their pets, Woof Gang Bakery will meet the demands and exceed the expectations of these discerning consumers.

### About Woof Gang Bakery

Woof Gang Bakery provides wholesome, quality products that enhance the well-being, health and happiness of beloved canine companions. Woof Gang Bakery's gourmet dog treats are flavorful, healthy and hand-made using only the finest natural, human-grade ingredients, with no added salt, sugar or preservatives.

Woof Gang Bakery also offers the very best in pet care products, including a wide selection of premium dog and cat foods suited to individual pets' needs. Organic foods and treats and natural supplements are available. Woof Gang Bakery carries a unique assortment of stylish boutique items, apparel, collars, leads, bowls, toys and distinctive doggie spa products.

Experience our treats to drool over and other good dog delights. There's no better way to treat your best friend!

Woof Gang Bakery franchise opportunities are now available.

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