



Woof Gang Bakery Unleashes New Store in Estero

Dog Treat Bakery and Pet Boutique Franchise Caters to Lee County's Health-conscious Pet Owners and Pampered Pups

ORLANDO, Fla. (Dec. 7, 2009) – Woof Gang Bakery, the nation's fastest-growing gourmet dog treat bakery and retail store franchise, announces the grand opening of their newest location in Estero. The store is located at 20301 Grande Oak Shoppes, Suite 114, Estero, Fla. 33928, phone 239-949-WOOF (9663).

Estero residents Pam and John Borrisove are the franchise owners of the new Woof Gang Bakery Estero store. They share a passion for animals and a desire to educate customers about the importance of proper nutrition and all around care of their pets. Participating in the store's daily activities are their two daughters, Kayla and Sydney, both of whom are avid animal lovers.

The Borrisove family is committed to the local community and keen supporters of animal rescue organizations, regularly assisting local shelters with supply donations and adoption efforts. They are the proud "pet parents" to a chocolate Labrador named Nemo and two cats, Bubbles and Oreo -- both rescued from shelters.

The Borrisoves are wholeheartedly enthusiastic about this new venture and look forward to providing hand-baked dog treats, natural pet foods and quality products for cats and dogs.

"We always want what is best for our kids, and that includes the four-legged ones as well," said Pam Borrisove. "It's important to provide all of our children (human and furry) with the healthiest choices to live happy and fulfilled lives."

"With education, understanding and compassion, we can help make this a better pet community and build lasting relationships with owners and their pets," added John Borrisove.

Woof Gang Bakery Estero specializes in healthy, natural pet foods and treats, including hypo-allergenic, wheat-free and grain-free selections, plus food, treats and supplements specially formulated for hip and joint issues. The store offers a variety of fun, fuzzy, floatable and tough toys, as well as fashionable accessories, collars and leads, and a wide range of pet grooming products.

Special order requests are welcome and delivery service to local homes, resorts and businesses is available.

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. The company is committed to providing superior products that enhance the well-being of companion animals.

Today, more than ever, a remarkably high demand exists for these products and services. According to the American Pet Products Manufacturers Association, pet ownership and spending on pets is at an all time high, with Americans now spending approximately \$46 billion a year on their pets.

What some have dubbed “recession proof,” the pet industry continues to show marked growth in food sales. Premium pet food sales contribute significantly to this increase, with more Americans conscious about the quality of food they are feeding their pets.

A recent survey by the Associated Press found that although Americans may be spending less on themselves, they're not cutting back on their pets. Only one in seven pet owners said they had decreased spending on their pet during the past year, even as spending on other expenses declined.

About Woof Gang Bakery

Woof Gang Bakery is a leader in the pet franchise industry and a one-stop shop for superior pet necessities as well as stylish accessories, all competitively priced. Woof Gang Bakery offers hand-made, gourmet dog treats, premium pet foods, and a unique collection of stylish accessories, collars, leads, toys, bowls and distinctive doggie spa products.

It is the Woof Gang Bakery company mission to provide wholesome, quality products that enhance the well-being, health and happiness of beloved animal companions.

Woof Gang Bakery currently serves customers with locations in Coral Springs, Ellenton, Estero, Flagler Beach, Jupiter, Lakewood Ranch, Naples, Orlando, Palm Beach Gardens and Sarasota, Fla.

Franchise opportunities are available. Visit www.WoofGangBakery.com for more information.

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