



Woof Gang Bakery Unleashes New Store in Lutz

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

ORLANDO, Fla. (July 14, 2010) – 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 Lutz. The store is located at The Shoppes at Sunlake Center, 18875 State Road 54, Lutz, Fla. 33558, phone 813-949-DOGG (3644). This is the fourth Woof Gang Bakery in the region, with additional area stores in Lakewood Ranch, Ellenton and Sarasota.

Land O' Lakes residents Mark and Sheryl McEachern are the franchise owners of the new Woof Gang Bakery Lutz store. With two young sons, Brandon and Justin, the store promises to be child-friendly and a warm, inviting neighborhood store that welcomes visitors, local residents and their pets.

Inspired by their own Persian cats, Missy and Sadie, the McEacherns are committed to the local community and plan on partnering with animal shelters and other local rescue groups to help find forever homes for dogs and cats. Helping out in the store will be Mark's parents, Ray and Pat, making this a true family business. Their dogs, Blossom and Febe, may be spotted greeting customers and rubbing noses with visiting four-legged friends.

"We wanted to open a business that would be a part of this community, a place people will enjoy visiting," said Mark McEachern. "This is a family business with a 'feel good' atmosphere. We plan on knowing all the neighborhood dogs by name."

Woof Gang Bakery 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.

Woof Gang Bakery Lutz sells all natural gourmet treats, many of which are baked fresh on the premises. The treats are perfect fundraisers for local youth groups and animal shelters. Fresh frozen raw diets will also be a specialty.

Special order requests are welcome and free delivery service to local homes, resorts and businesses is available. A Customer Loyalty Program, carry out service, curbside pickup and monthly pet friendly events featuring animal experts will be offered.

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 Association, pet ownership and spending on pets are at an all time high, with Americans now spending nearly \$46 billion a year on their pets.

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 dog grooming 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 has 11 stores in Florida and two stores in North Carolina.

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

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