



## **Woof Gang Bakery Unleashes New Orlando Store Catering to Health-conscious Pet Owners and Pampered Pups**

### *Dog Treat Bakery and Pet Boutique Franchise Expanding into Central Florida*

ORLANDO, Fla. (Aug. 17, 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 Orlando. The new store is located at 5024 Dr. Phillips Blvd., Orlando, 32819 (phone 407-292-9663).

Orlando resident Kay Hodgson is the franchise owner of the new Woof Gang Bakery Orlando store. She is passionate about pets and wholeheartedly enthusiastic about this new venture.

Hodgson is an avid supporter of animal rescue organizations and a proud “pet parent” to a menagerie of four-legged friends. All rescued or adopted from shelters, her pack includes two greyhounds, two Dalmatians, two beagle mixed breeds and a whippet.

“I am excited to be a part of the local community and to open an entirely new type store for pets and the people who love them,” said Kay Hodgson, Woof Gang Bakery franchise owner. “In our store, customers will find healthy, quality products in a friendly, fun environment.”

Woof Gang Bakery Orlando 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 dogs with 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 is available.

### Growth in Central Florida

A leader in the pet franchise industry, Woof Gang Bakery has assertive expansion plans for the Orlando area, which is the location of the company’s corporate headquarters.

As part of the growth strategy, seven new Woof Gang Bakery stores are projected to open within the next two years in Central Florida. The company is actively seeking new franchisees to own and operate stores and initial interest has been extremely encouraging.

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, Flagler Beach, Jupiter, Lakewood Ranch, Naples, Orlando, Palm Beach Gardens, Sandestin and Sarasota, Fla.

Franchise opportunities are available. Visit [www.WoofGangBakery.com](http://www.WoofGangBakery.com) for more information.

###

#### Media Contact:

Cara Allen

[cara@woofgangbakery.com](mailto:cara@woofgangbakery.com)

407-227-2338