

Breeder's Choice®

CARE • INNOVATION • PURITY

COMPANY FACT SHEET

OVERVIEW: Breeder's Choice Pet Foods is a wholly-owned division of Central Garden & Pet Company. An industry innovator in new product development since its early days of providing high quality, diet-specific foods to breeders and zoos, the company is regarded by the industry as one of the purest, premium makers of natural pet foods for dogs and cats. Although many of its products were developed for specific pet health concerns, all are intended to be used as ongoing preventative care in adding longevity to a pet's life.

FOUNDED: 1947 by Harold Taylor

MARKET

CATEGORIES: Premium natural pet foods, biscuits and grooming aids for dogs and cats

OFFICES:

Breeder's Choice Pet Foods
16321 E. Arrow Highway
Irwindale, California 91706

Office: (626) 334-9301
Consumer Information Line: (800) 255-4286
www.breeders-choice.com

**KEY
PRINCIPALS:**

- Jeff Sutherland, President
- Tim McElroy, Chief Financial Officer
- Scott Matthews, Vice President of Sales & Marketing
- Bill Dilbert, Vice President of Operations
- Steve Dunnegan, National Sales Manager
- Heather Records, Creative Director
- Phil Abreo, Marketing Manager

EMPLOYEES: 64

PRODUCTS:

- **AvoDerm Natural** – The Company's flagship consumer pet food, made with real avocados, AvoDerm food products for dogs and cats are designed to improve and maintain the skin and coat. The line includes dry and canned formulas, kookies, booster and shampoo.
- **Active Care** – Catering to pets which by the nature of the breed are prone to painful or achy hips and joints, Active Care was developed with a food scientist to offer not only a foundation in preventative care, but as an ongoing remedy for existing problems such as hip dysplasia, arthritis and general stiff and achy joints.
- **Pinnacle** – An allergy-free dog and cat food product line combining the wholesome blend of holistic ingredients to offer an all-around superior pet nutritional feeding program.
- **Advanced Pet Diets Select Choice (APD)** – A dog and cat product line that is formulated through state-of-the-art technology to offer improved digestibility and advanced health plus more higher performance levels.
- **Health Food for Dogs** - A fun and healthy alternative to many premium pet foods.

**MEDIA
CONTACT:**

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Celebrating 60 years as a leader in natural pet food.