

### **Quiz 1: Why is Grandma Mae's Country Naturals different?**

- 1.)**What are some important selling points of Grandma Mae's Country Naturals?
- 2.)**How were the formulas developed?
- 3.)**Where is Grandma Mae's Country Naturals kibble produced?
- 4.)**How can food from small plants be superior to mass produced?
- 5.)**How else does Grandma Mae's ensure its food is of the highest quality possible?
- 6.)**Do pets like this food?
- 7.)**What else is special about the facilities where Grandma Mae's is produced?
- 8.)**Why is the quality or certification of the dog food plant so important?
- 9.)**What other foods are produced at these facilities?
- 10.)** Who owns Grandma Mae's Country Naturals?
- 11.)** Why is a pet food owned by independent pet stores good for our customers and their pets?
- 12.)** Why is a pet food owned by independent pet stores good for our store?



## **Quiz 1: Why is Grandma Mae's Country Naturals different?:**

Our ingredients, our facilities, and our ownership

### **1.) What are some important selling points of Grandma Mae's Country Naturals?**

#### **Important Selling Points Include:**

- All-natural, fresh, and high quality ingredients purchased in small quantities.
- Almost all ingredients from the USA and nothing ever sourced from China.
- Even most of our vitamins and minerals are US-sourced!
  - Any vitamins not made in the US are sourced from Canada, the UK, or Germany.
- **NO** corn, wheat, soy, dairy, gluten, ethoxyquin, by-products, artificial colors, flavors, fillers or unnecessary ingredients.
- Only whole grains where grains are used.
- No potatoes in grain free formulas.
- Every batch tested to be Salmonella-Free.
- Made weekly in small batches to stay fresh.
- We have never had a recall!
- Owned by independent retailers just like us!



### **2.) How were the formulas developed?**

The formulas were designed by Dr. Martin Glinsky and Dr. Tom Willard. Dr. Glinsky was one of the leading experts in the field of Animal Nutrition for 35 years who has a PhD in Animal Nutrition from University of Illinois and Dr. Willard is one of America's most respected pet nutritionists.

### **3.) Where is Grandma Mae's Country Naturals kibble produced?**

Grandma Mae's Country Naturals kibble is produced at two small, highly certified facilities in:

- Upstate New York, USA by Southern Tier Pet Nutrition (STPN)
- Ohio by Ohio Pet Foods (OPF)

### **4.) How can food from small plants be superior to mass produced?**

With a large-volume formula it is impossible to obtain ingredients of the same quality and freshness as compared with a formula produced in smaller quantities. Virtually all mass-produced formulas use pre-manufactured ingredients, whereas with Grandma Mae's Country Naturals, the ingredients are whole and include food items like tasty fresh chicken, carrots, apples, etc. Like the fresh food you eat! Plus, large pet food companies have executives whose sole purpose it is to try to obtain the most product from the least expensive ingredients. The biggest recalls have all been from large plants, not small ones.

**5.) How else does Grandma Mae's ensure its food is of the highest quality possible?**

Not all ingredients with the same name are created equal. For example, one chicken meal could be 60% protein and another could be 70% protein. We buy only the highest quality ingredients that are only available in small quantities. As a small company, we are able to maintain stricter quality controls, shorter lead times, and we can perform extra tests on our ingredients. We send back ingredients that fail and have never had a recall. Finally, our kibble is made with a unique low-temperature, slow cooking process that helps retain high levels of protein, vitamins and minerals for optimal nutrition and digestibility. This means dogs and cats will get more nutrition from less food, which makes their stools smaller too.

**6.) Do pets like this food?**

All these reasons are why even picky-eaters have shown over and over again that they love to eat Grandma Mae's Country Naturals, making their owners very happy! You will have very few returns from customers who try it.

**7.) What else is special about the facilities where Grandma Mae's is produced?**

- They are two of the most highly certified plants in the USA.
- They are two of only a few certified organic pet food producers in the United States.
- The plants have earned three of the most stringent certifications that pet food facilities can have including the Highest Level of Organic Certification in the US, Oregon Tilth Certification and EU (European Union) Certification ... and Europeans are picky!
- The facilities require strict ingredient testing.
- All meat must come from animals that pass additional inspections ensuring they are disease free, and thus are human grade. (A lot of other premium foods use ingredients that don't meet these standards.)

**8.) Why is the quality or certification of the dog food plant so important?**

The plant where the food is made is almost as important as the ingredients. Quality control must be a priority in order to maintain the quality of the fresh ingredients, such as chicken, during production. If the plant has inferior quality control, even good ingredients can spoil or get moldy.

**9.) What other foods are produced at these facilities?**

Many small, very high-quality brands are made at STPN and OPF including Newman's Own, Annamaet, Life's Abundance, Abady, Verus, and Blackwood's.

**10.) Who owns Grandma Mae's Country Naturals?**

It is an exclusive private label pet food line owned by the NexPet co-op for independent pet stores and 35 owners of independent pet stores all over the US.

**11.) Why is a pet food owned by independent pet stores good for our customers and their pets?**

- Grandma Mae's is the only pet food owned by Independent Pet Stores. This means it does not have people looking to make huge profits behind it, no huge advertising budget and no fancy headquarters. This allows us to focus our attention on making a high quality food.
- Without the high overhead costs, our food is a great value for its high quality, making it a great best value for customers. We don't want customers switching their pets to a cheap, unhealthy food, but we do want to offer customers an alternative that is very high in quality and affordable for most.
- The independent pet store owners who own Grandma Mae's have devoted their lives to pets and are committed to providing their customers with the best quality food possible. Unlike with big companies, what's good for pets comes first and profits come after that. This is why people trust independent businesses like us the most.

**12.) Why is a pet food owned by independent pet stores good for our store?**

- Selling Grandma Mae's Country Naturals is a way for independent pet stores like ours to build a high quality brand of pet food and keep it our own. Plus, the store can make great margins on this food.
- Because we are independent owned, you won't see Grandma Mae's in mass merchants, Petco/PetSmart, Tractor Supply, other national chains, on chewy.com, amazon.com direct or on other major online retailers. This means when you recommend Country Naturals to a customer, she will remain your customer.

