

Welcome

To IndiePet's First Retail Member Only Event at SuperZoo

With special guest, Michael Johnson of FINN CADY
Brand & Consumer Strategies presenting: Trends
in Independent Pet Retail

Al Puntillo, Mud Bay
IndiePet President



IndiePet

Independent & Neighborhood
Pet Retail Association

FINN CADY | INDIEPET.ORG BREAKFAST | AUGUST 24, 2022



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Smart people make me nervous.

ABOUT ME

- **Two decades in consumer research and strategy, with an emphasis in pet**
- **Everyone in this room is smarter than me**
- **Marketing realist, not a pet crusader**
- **Nerd / Sagittarius**



2020

FEELS LIKE THIS



TODAY'S KEY PET ENTHUSIASTS

- What have you done for me lately?
- Not opposed to spending for **VALUE**, but **NO ONE** wants to pay more than they have to.
- Short on time.
- Bombarded by an abundance of substitutable competing products.
- Confused by conflicting or dissonant messaging.
- Low on trust.
- Need products, yes; retailers...there are lots of these.
- Authenticity, Transparency & Sustainability matter.

THINGS YOU SHOULD KNOW ABOUT US

- We love pets, but not shopping for them.
- Price and Convenience are key to most of our purchases (both pet and non-pet products).
- Every pet owner (not just pet parents) wants to feed quality food & treats, but consumer spending abilities vary wildly.
- We'll spend up to the point where our level of wherewithal assuages our "quality" feeding guilt (this is a different point for everyone). VALUE!
- **We want solutions. Solve it for us and make this purchase decision go away. What job do you do for consumers?**



TEASER : ENORMOUS PET SHOPPER STUDY!!!

Stay a Step Ahead with our Latest Key Insights on the Who, What, When, Where, Why and How of Pet Shopping

Online Panel Study

- July – August 2022
- U.S. Dog Owners and Cat Owners
- $n=1200$ completes
 - 66% Dog
 - 34% Cat

Extended Interviews

- July – Ongoing
- Independent / Local Pet Store Shoppers
- $n=32$ completes to date

Disclaimer: We take great pride in our work. However, while we make every effort ensure the accuracy and completeness of the research information, we take no responsibility and assume no liability for any omission or accuracy of the third-party survey data/panels we contract. Recipients of this or any research information should always rely on their own judgments and conclusions from other relevant sources, publications, suppliers, retailers, industry professionals, etc., before making any investments.

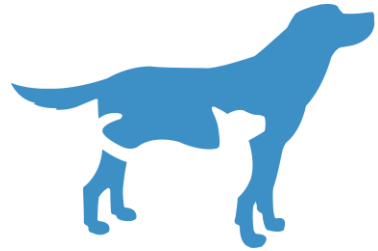


THANK YOU TO OUR STUDY SPONSORS!



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**PET FOOD
EXPERTS**



HAPPY PETS, HEALTHY PLANET

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RESEARCH BENEFITS FOR INDIEPET.ORG MEMBERS OVER THE COMING MONTHS

- Exclusive access to study discussions (*Pet Consumer Discovery* mini-symposiums) on IndieChat.
- Access to study highlights, and topic *Snapshots, Tips & Tricks* in IndiePet.org members area.



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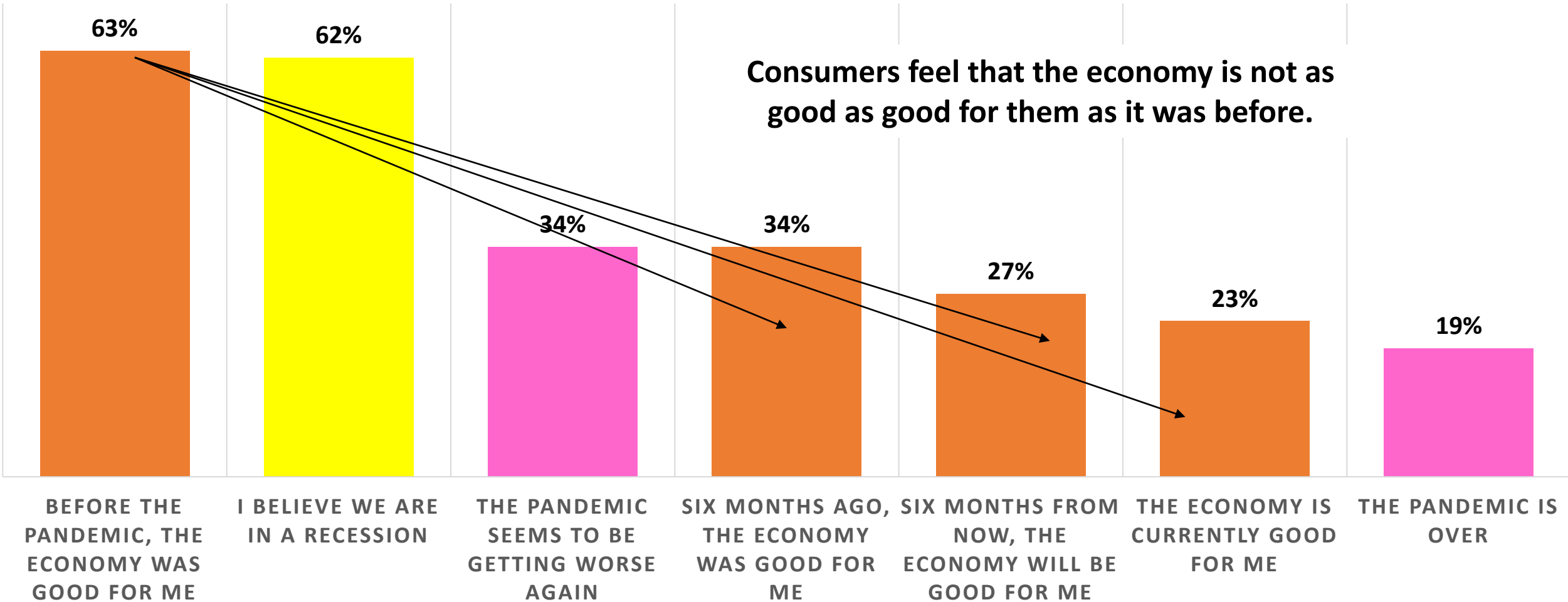


**WE WON'T EVEN SCRATCH THE
SURFACE OF THE STUDY IN OUR
BRIEF TIME TODAY...**

**STAY TUNED TO INDIEPET.ORG
FOR MORE!**



CONSUMER SENTIMENT / SNAPSHOT IN TIME

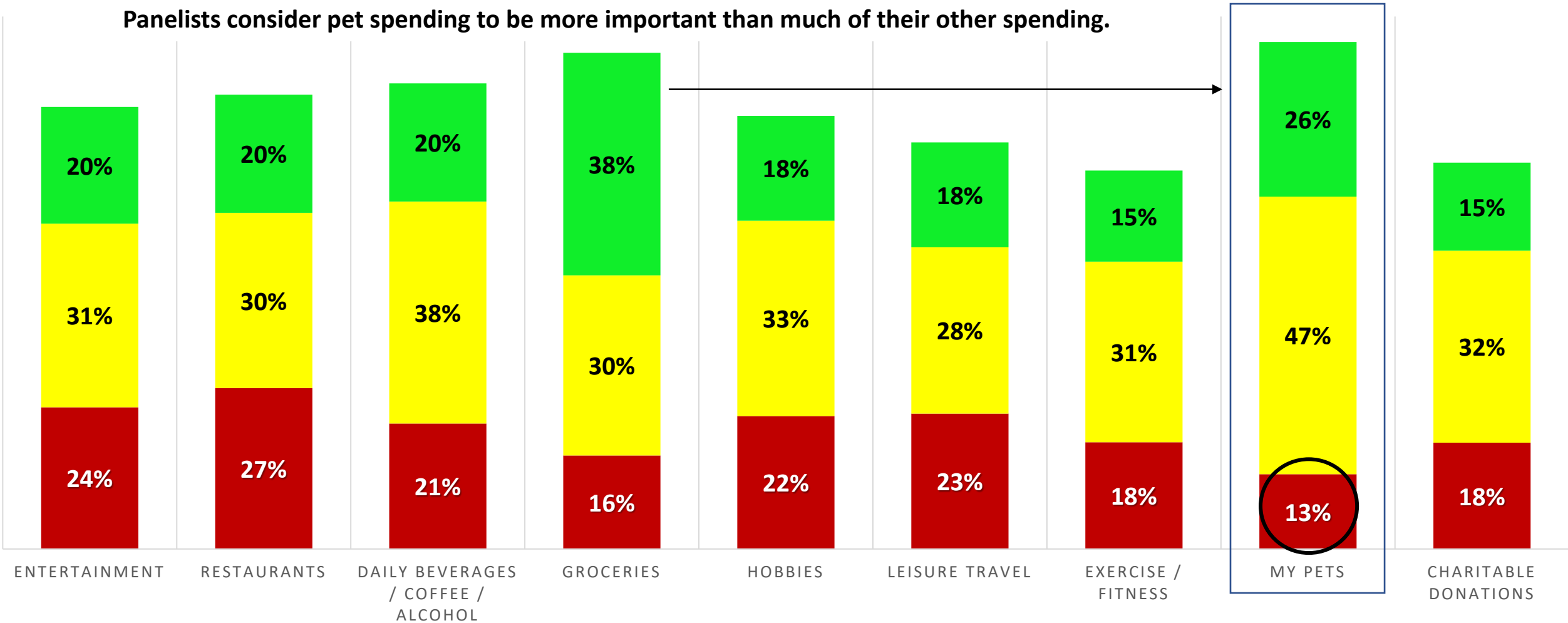




IN THE NEXT SIX MONTHS, MY SPENDING:

■ Will decrease ■ Will not change ■ Will increase

Panelists consider pet spending to be more important than much of their other spending.





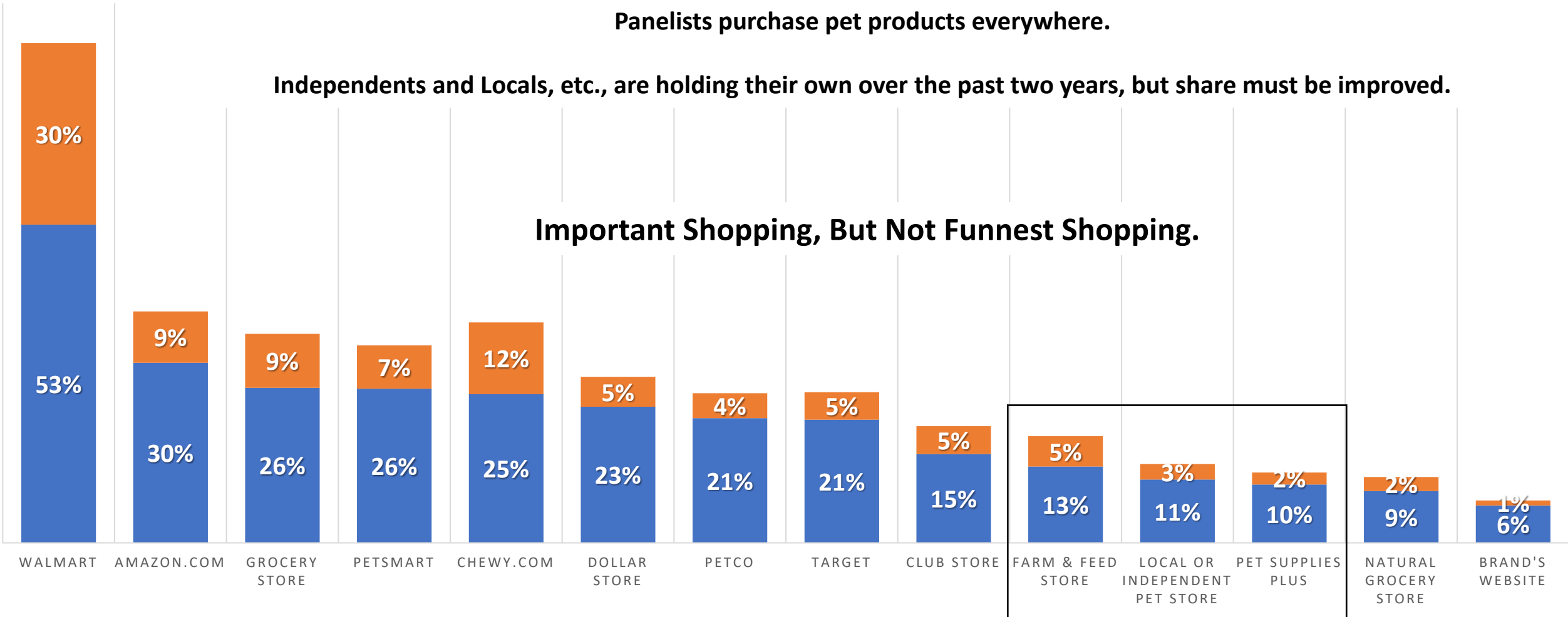
PET PRODUCT PURCHASE VENUES (PAST SIX MONTHS)

■ Any Pet Products ■ Most Of Your Pet Products

Panelists purchase pet products everywhere.

Independents and Locals, etc., are holding their own over the past two years, but share must be improved.

Important Shopping, But Not Funnest Shopping.

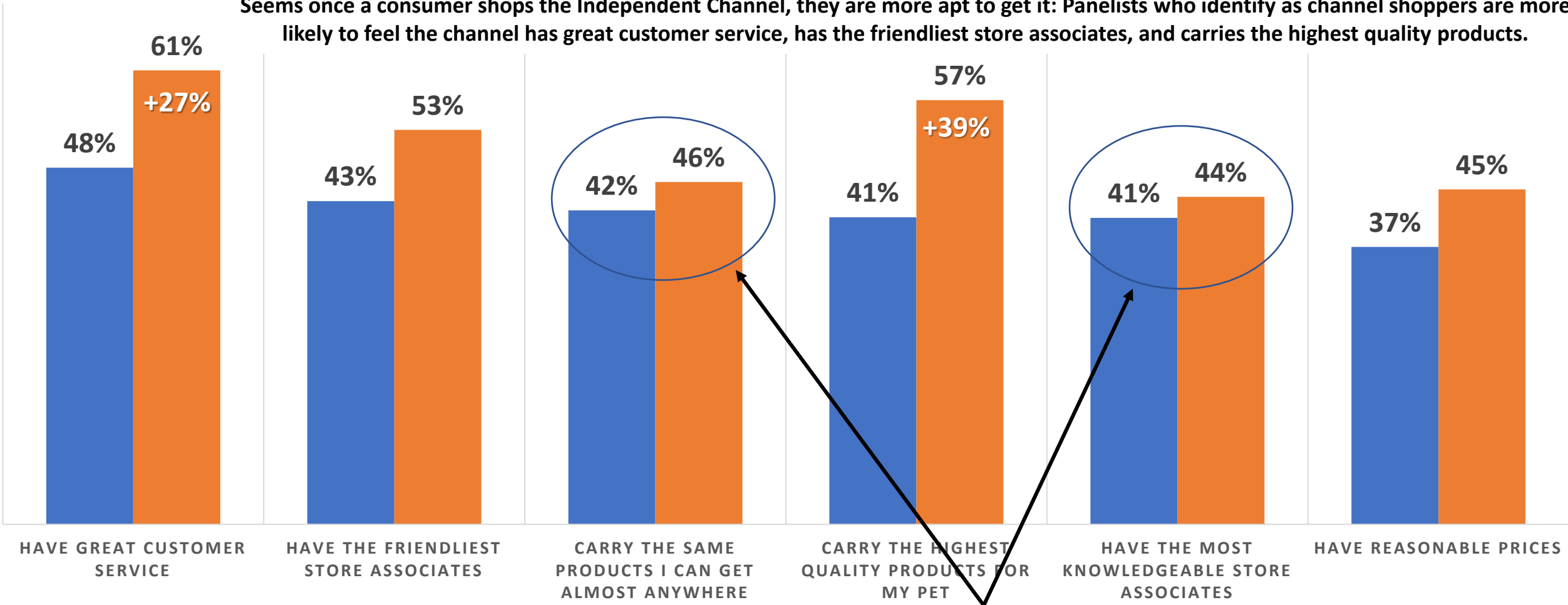




PERCEPTIONS ON INDEPENDENTS

■ Total Agree (T2B) ■ IndiePet.Org Indy Shoppers Agree (T2B)

Seems once a consumer shops the Independent Channel, they are more apt to get it: Panelists who identify as channel shoppers are more likely to feel the channel has great customer service, has the friendliest store associates, and carries the highest quality products.



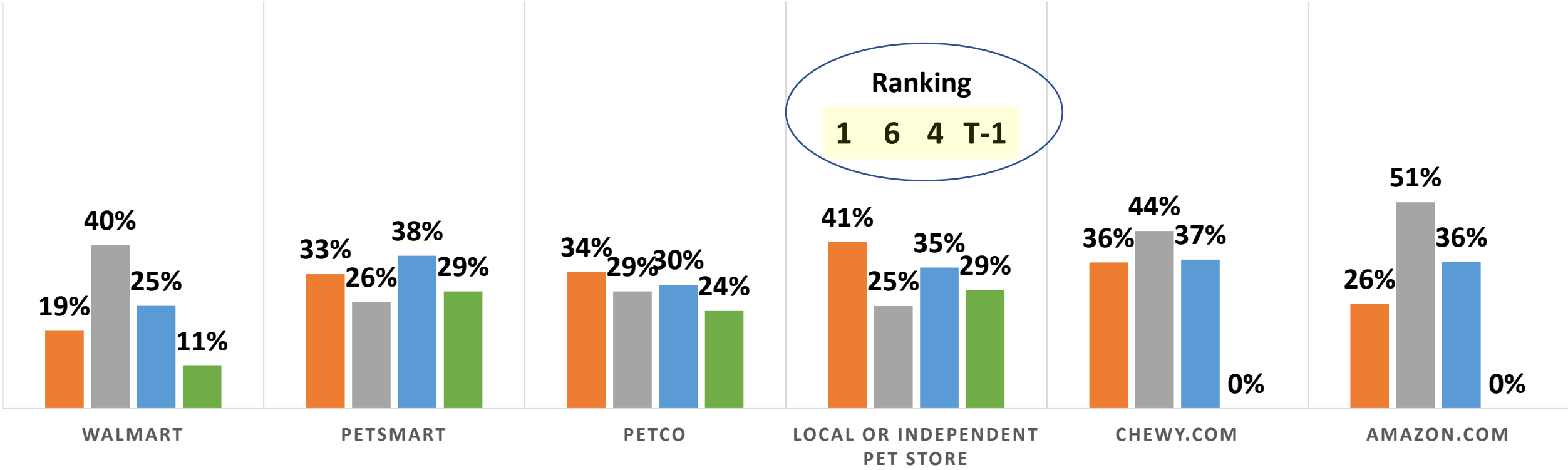
The Independent Channel has an opportunity with their own shopper base to improve perceptions regarding assortment exclusivity and store associate knowledge.





WHICH IS MOST ACCURATE FOR EACH RETAILER?

- Has the highest quality
- Is the most convenient place to shop
- Has the best variety / widest assortment
- Has the most knowledgeable store associates



Ranking
1 6 4 T-1





LET'S DIG A BIT DEEPER INTO INDEPENDENT CHANNEL SHOPPING TRIPS...

We asked 32 (and counting...) Independent Channel shoppers to share some specific insights about their most recent in-channel shopping trip...

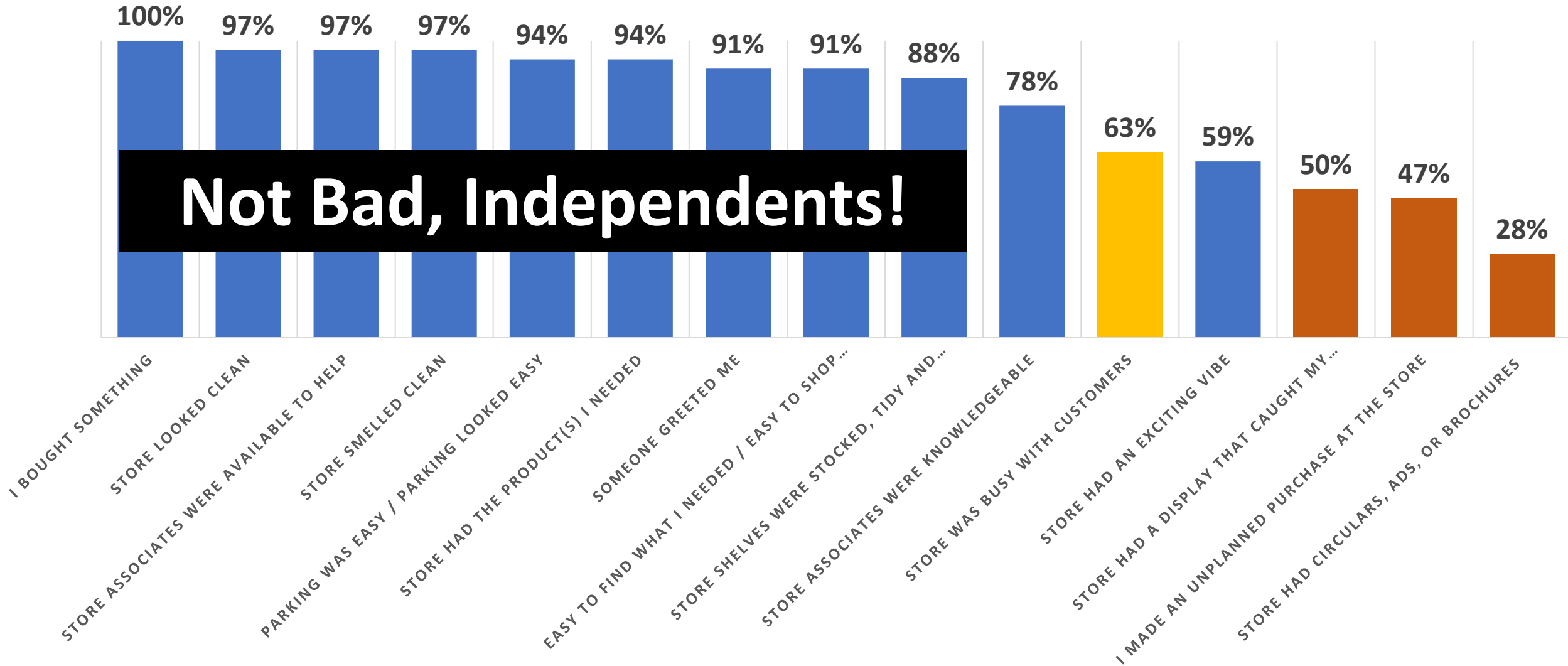
WE MUST BE DOING SOMETHING RIGHT!

Go Independents!



- **Half of our shoppers claimed to shop that specific store at least monthly – and only two shoppers said it was their first-ever visit to that store.**
- **100% of our shoppers bought something at the store on that trip.**
- **Nearly half of our shoppers bought something they hadn't planned to purchase on that trip.**
- **Fifty-six percent of our shoppers talked to a store associate (besides check-out) on that trip.**
- **Fifty-one percent of our shoppers traveled 4+ miles to visit that store, and 56% claimed that that store is not the nearest available place at which to purchase their pet products.**
- **100% of our shoppers (100% Top 3 Box) were at least somewhat satisfied with their most recent shopping trip and only one shopper would not recommend that store to a friend or colleague.**

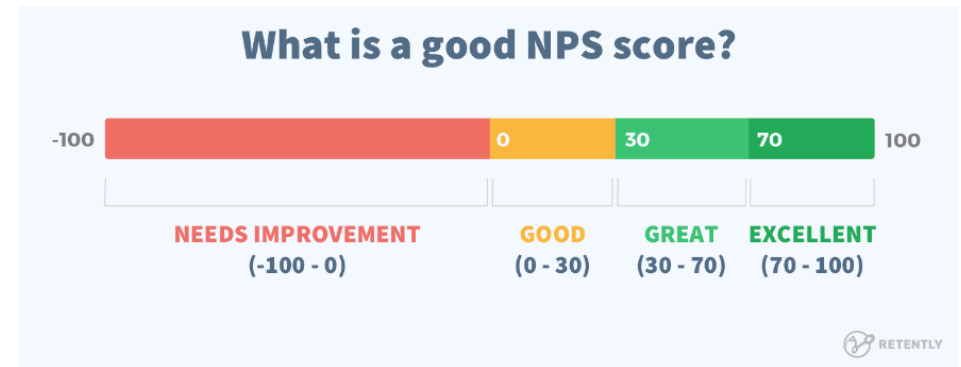
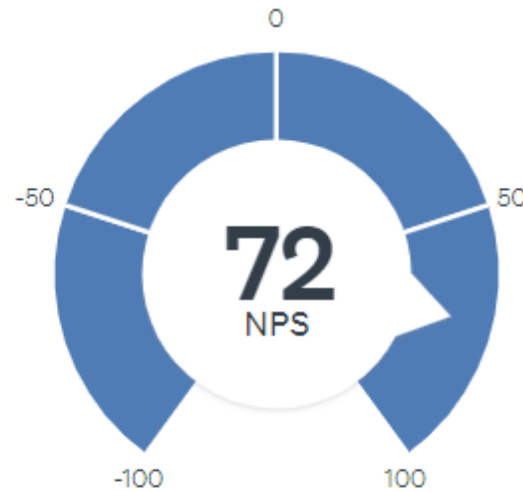
SHOPPERS RECENT VISIT HIGHLIGHTS



SHOPPERS RECENT VISIT HIGHLIGHTS : NET PROMOTER SCORE

How likely is it that you would recommend this store to a friend or colleague?

Wow!



| DETRACTORS (0-6) | PASSIVES (7-8) | PROMOTERS (9-10) | NET PROMOTER® SCORE |
|------------------|----------------|------------------|---------------------|
| 3% 1 | 22% 7 | 75% 24 | 72 |



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The Elephant in the Room

PRICE.

When everything is equal, price always wins.

So never be equal!



LET'S PLAY TO OUR STRENGTHS

INDEPENDENT CHANNEL ADVANTAGES & OPPORTUNITIES

OUR STRENGTHS

- Actual Stores for Engagement, Services, and Spectacle
- Passion & Authenticity
- Actual Human Associates to Advise, Consult, Serve, and Impart Wisdom
- Locality / Community
- Pet & Product Expertise
- Product Quality & Exclusivity

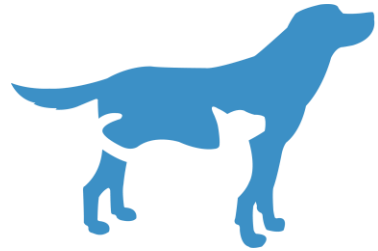
OUR OPPORTUNITIES

- New Shoppers
- Visibility & Local Awareness
- Image Perception / Zeitgeist
- Cohesion & Unity
- Trends, Insights & Data

We'll explore these research topics together in upcoming IndieChat sessions!



BE SURE TO THANK OUR STUDY SPONSORS ON THE SHOW FLOOR! THEY CARE ABOUT YOU AND YOUR SUCCESS!



**PET FOOD
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A PEOPLE-FIRST APPROACH TO PET

Distribution is our expertise, but people are our focus. With a thoughtful approach to creating deep, long-lasting value, we invest in relationships that build businesses, support people, and grow our industry. **We know that when we do right by people, we ultimately do right by pets.**





community matters

That's why we created our Indies Strong Pledge



- We pledge to grow our businesses together by:
- over-investing in IPS channel marketing, merchandising, training, and most importantly, trade and co-op funding
 - maintaining a level playing field by strictly enforcing our MAP policies
 - innovating products that will be exclusive to IPS for a period of time following their introduction
 - listening, learning, and striving for excellence in all that we do.

To sign up for our Indies Strong newsletter, contact Krista Olsen, Head of Trade Marketing, at kolсен@earthanimal.com.

earthanimal.com
   



HAPPY PETS, HEALTHY PLANET



NUTRITIOUS

- 🐾 Complete protein
- 🐾 Prebiotic

HYPOALLERGENIC

- 🐾 Perfect for rotation diets
- 🐾 Great for dogs with food sensitivities

SUSTAINABLE

- 🐾 Over 300 million gallons of water saved in the last year
- 🐾 Less land
- 🐾 Fewer greenhouse gases

MORE!

- 🐾 Humane
- 🐾 Founded by a woman entrepreneur
- 🐾 Made in the USA

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Supporting Indy Pet in partnership with



Some things never change.

FROMM

Tom Nieman
4th Generation Owner
Fromm Pet Food

"I only sell through professional pet-food retailers because I only make professional-quality dog food."

"Amazing, this 'logic' stuff!"

When consumers want the best, they go to professionals. That's why I only sell Fromm® products through professional pet-food retailers, and that's where I wanted our New Formula dog foods. Only professionals could properly explain how a protein philosophy as simple as ours could result in a dog food that's so radically different—and *better*. And it's worked. With the help of our professional retailers, Fromm New Formula has really taken off. A long time ago, Fromm made a commitment to professional pet-food retailers, and they made a commitment to Fromm. Today, that commitment stands as strong as ever, and if you have any questions about it, you can call me toll-free at 1-800-325-6331. When something works as good as this partnership, no need to mess with it. That's logic, too.

Pet Age Magazine, 1991

FROMM Performance Competition Maintenance Low Fat Pure Urinary

Premium is our family's pedigree™




Today

Tom with sons Dan & Bryan
4th & 5th Generation
Fromm Family Pet Food

Still family owned & operated.
Still dedicated to the neighborhood retailer.

Call 1-800-325-6331 or email info@frommfamil.com
for a distributor near you

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fromm Family PET FOOD

BSMPartners™

Committed to Your Success

Helping your business succeed is
not a job to us, it's our passion.

At BSM Partners, we have been in your shoes, navigating the wide chasm between a dream and reality. This is what drives us. We succeed by seeing you succeed.

We are a proud founding sponsor and
continuing supporter of Indiepet.org



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