

Bunny Ears and Parrot Keychains Bring in Big Sales for Pet Retailers

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By PETS+ Staff

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ZOO SNOODS for \$21.99. We put them on our regular display dogs, and people went a little nuts for them. Had one with bunny ears, so Easter probably helped, too. Everyone wanted to try them on their dog. Once that happened, and we all laughed — sold! —
Andrea Demmons, The Tailgait Market, Asheville, NC



BIRBBER keychains! We sold so many this month — the styles are of parrots and snakes, which mimic the pets of our clients. A great add-on sale and an awesome way for clients to keep their pet in front of mind. — Sal Salafia, Exotic Pet Birds, Webster, NY

- BARK POUCH lickable dog treats, all flavors. We sold 133 units. 80g sells at \$12, and 50g sells at \$8. This is a very popular product for our private-lesson clients, as it is a high-value treat that most people have never tried before. — Stephanie Bennett, Believe in Dog Training, Houston, TX
- We sold a ton of FUSSIE CAT 2.8-ounce cans and 2.47-ounce pouches, thanks to a deal of 10 cans for \$10 or 10 pouches for \$5. One customer bought more than 20 cases of cans alone because it's the favorite of her five cats. In total, we gave away over \$3,000 in discounts, with the goal to reward existing purchasers and also jump start the pouches and other new SKUs. — Shane Somerville, Paddywack, Mill Creek, WA
- GRANDMA MAE'S Rawternative. I have to keep ordering the 3-pound bag, as it is a really big hit. Beef is the No. 1 seller, and now with new flavors I just ordered, they are flying off the shelf. No promotions at this time. — Penny Frazier, Earthwise Pet – Seabrook, Seabrook, NH

- AMERICAN NATURAL PREMIUM Woof-Itz soft baked treats, limited ingredients (approximately five), human grade. 8-ounce bag retails for \$9.99. We sampled out the bag from our treat basket. I've had them in stock for three weeks and have had to completely reorder all flavors. Blueberry, Pumpkin, Bacon and Coconut Cranberry. — Cindy Samartino, Wiggle Butt & Whiskers, Leesburg, VA
- One of our best-selling items in March was the CANOPHERA coffeewood sticks. We carry all five sizes and sold 56. The medium was the best selling, with 21 sold. \$9.99 to \$19.99. Customers are looking for alternatives to the regular nylon bone or antlers that can be hard on their dog's teeth. We have the Canophera basket display, and it displays the product well. We also take the time to educate customers on the variety of chew options we have in the store. — Karen Komisar, Sea Dog Pet Boutique, Annapolis, MD
- RAWZ cat food has been one of our fastest sellers. Cats have been particularly finicky, and a lot of customers have given it a try. — Keith Henline, Asheville Pet Supply, Asheville, NC
- We sold Easter Baskets for \$29.99 and our Brunch Boxes for \$19.99. The baskets included an Easter Lamb Chop (which everyone loves!), Easter cookies, treats and a surprise egg that contained a 15% off coupon toward their next purchase. The boxes contained a chew, like a cow ear, some treats and a bakery cookie. Both were wrapped and ready to give! — Elaina Stanley, Three Happy Hounds, Fernley, NV
- VET'S BEST and SUPER SNOOTS allergy supplements, as allergies are hitting dogs already. \$14.99 to \$44.99, depending on brand. — Nicole Olesen, Woofs & Waves, Sioux Falls, SD
- ETTA SAYS Cookie Crunchers. We have two registers, and have a 24-piece display box at each. Sold over 100! — Steve Vorpagel, Ruff Life Pet Outfitter, Petoskey, MI
- OPEN FARM Rawmix dog and cat food was our hot item. We did offer a 10%-off coupon on the food. But we firmly believe it was putting the food into the right consumers' hands, people who would spread the word and talk about the food to their family and friends. We sold 12 large dog bags and at least 12 small bags and 14 cat bags. The biggest thing is now people are calling and asking about the rest of the Open Farm line. — Ruth Sturgis, Dog Daze, North Syracuse, NY
- DR. BECKER'S Original Beef Bites was again our biggest seller. We give a sample to dogs (and an occasional cat) who come to the store. 99% of the pets eat the treat. We sold 47 units at \$14. — Diane Mullen, Winni Paw Station, Wolfeboro, NH
- With the snow melting and the rain starting, our best seller was the DOG GONE SMART assortment. Invest in the display — it truly makes a huge difference. The mitts, shammy and rugs always do great! — April Lawrence, Bone-A-Patreat, Des Moines, IA
- NALA & LUCA'S Chicken Jerky. They sent us a ton of samples to hand out to customers. That makes all the difference! — Lauren O'Hanlon, Ruff House, Fort Lauderdale, FL

- **SMALL BATCH** Lightly Cooked! It's always a great seller for us, but they did a \$5 off 2-pound and \$7 off 5-pound bag promo through Astro Loyalty, and people loved it. Every SKU was up over the prior month, and we sold almost double what we did the previous month on some SKUs. — Jennifer Guevin, Holistic For Pets, Bradenton, FL
- We are really seeing growth in OC RAW. We do extremely well with their bulk and now have the freezer room to expand into Meaty Rox as well. It's gone extremely well. It is always helpful when the brand rep comes up to do a staff training as well. It is currently our second most popular raw food in the store and gaining ground quickly! — Kelly Hilzendager, Treat Play Love, Grand Forks, ND
- One of our best-selling chews remains the PEAKSNPAWS Yak Chews (predominantly the jumbo). The jumbo retails for \$19.99, and we have a hard time keeping them in stock! We had a lot of dogs in the store in March, so they immediately sniffed out the yak chews. Once we explained what they are, pet parents typically bought at least one for their dog. We sold 47 total with the jumbo being the most popular. — Carradine Smith, Dog Days Barkery, Mobile, AL
- The best selling product we had would be the APPLAWS Chicken Breast for cats, 2.47-ounce cans. We sold 72 in March. We did not have brand support or any promotions running. We sold them at \$2.68 each. We sold so many because we have a regular with two cats that eat a lot of food, so she tends to stock up on product when she comes in. — Lynsi Rathbun, All About Pets, Hilton Head Island, SC
- **BREWSCUITS!** 15% off MAP, and they flew out the door! — Ed Blausten, Dude Ranch Pet Resort, Glen Allen, VA
- **TRICKY TRAINER** dog treats, 12-ounce Peanut Butter for \$11.99. — Robin Greenough, Greenfield Farmers Cooperative Exchange, Greenfield, MA
- We had lots of new puppies in, so sold a lot of **DOGGIE DESIGN** choke-free harnesses! No specials at all, just a lot of people needing cute harnesses for their dogs. And if we were out of a particular color/size, Doggie Design ships incredibly quickly, so we're able to satisfy those customers. — Diana Farrar, Fifi & Fidos Pet Boutique, San Antonio, TX
- New to us, private-label **MAGGIE & DUKE'S** all-natural dog treats, as well as leashes. The treats are a big hit! — Brian Rapp, CountryMax Stores, Victor, NY
- All **KOHA** canned goods, dog and cat. We ran a brand-sponsored promo on that line, and it crushed. — Krista Schmidt, St. Peters Bark!, St. Petersburg, FL
- **NATURAL FARM** dental treats. The clients loved them for their doggos! Mini were \$10.99, small were \$13.99, and regular were \$15.99. — Nicole Boldt, Nicole's Pampered Paws, Waterloo, IA
- We rearranged our chew bar in February, and customers "rediscovered" **EARTH ANIMAL** No Hides after months of stagnant sales. We have the twists (\$1.25), 4 inch (\$5.49), 7 inch (\$10.99), and 11 inch (\$15.99). 22 units sold. — Katherine Ostiguy, Crossbones, Providence, RI

- We started a Mind & body package at our facility. This is an enrichment activity with a treadmill session. We sold six this month at \$30. We use WEST PAW Feast Mat and Creamy Treat for smaller and medium dogs and a frozen stuffed KONG for larger breeds. Dogs went home happy. It also helped them be a little more calm in their kennels while boarding with us. Win-win. — Keela Huotari, Yellowstone Kennels, Sidney, MT
- TUCKER'S Dog food is becoming a good seller for us. People like the bulk box price, which is less than some of the other brands, but the quality seems good, too. I have not done any promos around it, but people have been asking for it. The bulk box sells for \$99.99. — Randy Walker, Lakeshore Pet Boutique, Douglas, MI
- Holiday toys, mostly P.L.A.Y. Had great window displays. — George Beebe, Pawkis, Eastsound, WA
- PRIMAL Kibble in the Raw freeze-dried dog food. Offered \$30 off the regular price on 9-pound bags and \$10 off 1.5-pound bags. Sold over 75 units, which is great for a new product. — Frank Frattini, The Hungry Puppy, Farmingdale, NJ
- STEVE'S REAL FOOD Freeze-Dried Raw Dog Food diets are the leader in the freeze-dried dog diet category. Everyday selling without any promotions on the category. 70% increase in year-over-year unit sales in March. — Jeff Jensen, Four Muddy Paws, St. Louis, MO
- RED BARN Chew-A-Bulls — overstocked and had a promo, sold dozens of units. \$9.99. — Dawn Hanner, Eastside Dog, Redmond, WA
- Any of the ZIGNATURE kibble has been a big seller recently. We sold almost 91 bags at one location alone. — Bill Huffor, Furry Friends Inc, Colorado Springs, CO
- This is a question I struggle with every month. Because our shop is part of our humane society, we have limited amounts of each retail item. This helps us have a larger variety of items. We also have limited storage space for extra inventory. For instance, last month we sold three of the KONG Glow Aquarium Cat Toy. Which was all that we had. This item is fairly popular and sells well for us. We sell them for \$19.99 each. To save on shipping costs, we may only place an order with the distributor once a month. — Laura Burton, Lollypop Farm, Fairport, NY
- Our FUSSIE CAT rep is running a BOGO special on some of their cans. Customers went crazy for it. — Jennifer Stanislawski, Eden Garden and Pets, West Allis, WI
- We did a leprechaun gold coin hunt in the store for the week leading up to St. Patrick's Day. When someone found a gold coin, they could bring it to the counter for a pick from the pot of gold prize bucket. It contained either discounts, a dog toy or a bakery cookie. Customers loved it, and it cost us almost nothing because everything except for the cookies were from our vendors. — Michele Saharic, Barkley's Marketplace, Flemington, NJ
- We are selling a lot of collagen chews and continue to sell a lot of bully sticks despite the cost. The FRANKLY PET Mega Collagen Chews are really doing well. — Barbara Clemmens, Aardvark Pet Supplies, Inc., Thornwood, NY
- Dog food! Mostly NATURE'S LOGIC, and we did not run sales, but we do offer a "buy 12 get 1 free." — Samantha Youngblood, Youngblood's Natural Animal Care Center and Massage, Wilkinson, IN

- FUSSIE CAT Fine Dining cans! My store ran them with a BOGO promotion, and with a low starting price (they retail for \$1.10 per can), it was a great trial opportunity for new Fussie Cat customers. The promotion was also supported by generous samples and bag stuffers! We tripled our Fine Dining can sales between February and March. — Mackenzie Howell, Concord Pet Foods and Supplies (#19), Smyrna, DE
- Collagen Braids from TUESDAY'S NATURAL DOG COMPANY flew off the shelf. Last month, they were a margin buster at \$4.99 retail. — Brett Foreman, Eupawria Holistic Pet Center, Owego, NY
- K-9 KRAVING frozen Chicken, Beef and Veg 5-pound rolls did very well for us. We were ordering and selling them by the case of six. They retail for \$21.49 per roll. Customers like this line because it is a small local business for us. We see a lot more of our customers gravitating towards frozen and freeze-dried foods. Our staff is talking about frozen and freeze-dried first before bringing up kibble to those customers interested in a better food for their pet. This greatly helps with sales. — Diane Marcin, Benny's Pet Depot, Mechanicsburg, PA
- STEVE'S REAL FOOD. We ran a promotion twice and sold 60 bags of Quest frozen, 17 freeze dried, and 100 pounds of various sized other frozen recipes. All pre-sale prices were current SRP. — Angela Velasquez, The Kitty Bodega, Houston, TX
- FROMM dog food dry. 44.5% of all dry dog food. — Jen Ware, Bill's Wonderland of Pets, Magnolia, NJ
- My biscuit bar is top selling, and I get bulk biscuits from a few different vendors. Had a total of 89 sales from the biscuit bar. After that, duck feet are the next best-selling product, and I get those from <http://wholesalepettreats.com> with 61 sold in March. Next is odor-free bully sticks from TUESDAY'S NATURAL DOG COMPANY with 45 sold in March. — Roxanne Denicola, Cafe Bonejour Pet Boutique and Barkery, Bay St Louis, MS
- Training treats for dogs, new puppy time. — Susan Roraff, Susie's Petpourri, Reedsburg, WI
- OPEN FARM — best-selling brand in terms of dollars, with an emphasis on transparency and the new bags with QR codes that our staff are now pointing out to customers. HONEY I'M HOME Buffalo Collagen Strip Dog Treats, 12-inch, 1-count — new product that is doing very well. 46 units in March. — Pennye Jones-Napier, The Big Bad Woof, Washington, DC
- Licking mats and snuffle-type mats. MESSY MUTTS came out with some fun multi-use snuffle mats with a good price point at \$24.99 at a 54% margin for us. Also LICKIMAT is another great company that has dog and cat products. Cat ones sell great for cats that throw up that learn how to eat slower and not throw up hence making the customer MUCH more happier. — Lori Colburn, Nature's Pet Market Orenco, Hillsboro, OR
- WOOF large PUPSICLE. No special promotion, but we did talk about it a lot because our "test" dog loved it and it kept her busy for over half an hour. The large sell for \$25.99, and they have add-ons to go with the Pupsicle to fill or make your own. — Paula Gorman, Pet Supplies 'N' More, Muskego, WI

- Grooming for Easter holiday season with bright springtime bows. — Mary Simpson E & M Pets, Countryside, IL
- WOOF Pupsicle Pops. \$22.99-\$24.99. Sold over 24 of them in our tiny store. I think the company did an Instagram campaign. — Julie Johannes, Happy Hounds Pet Supply, Bigfork, MT
- We had some wet weather so we offered our chews at 20% off. Goat horns, antlers, Benebone, Gorilla and Canaphera wood. Later in the month, WOOF Pupsicles came in. We sold dozens! — Rebeca Santos, Pets Love and Happiness, Huntsville, AL
- Our best selling product in March were the new WOOF Pupsicle toys + treats. We didn't even receive the product until mid-March and had ordered a large (for our store) quantity and sold out of the toys within one week, and we have a list of backordered ones as well. We sold 15 total toys and 10 bags of the treat refills. — Tiffany Walker, Thr!Ve Healthy Pet Market, Franklin, TN
- KONG has been killing it across the board for us. I have been buying their products by the display and just rotating them. I'm not reordering anything (except the Classic line), and it's keeping it fresh! — Paige Elder, Buzz N' B's Aquarium and Pet Shop, Erie, PA
- NORTHWEST NATURALS Salmon treat \$14.99. No specials, just a popular protein. — Kirsten Puhr, The NW Dog, Poulsbo, WA
- NUTRI SOURCE canned cases. Promo \$12 per case. Customer had to purchase full case, no mix and match. — Julie Sterling, Julz Animal Houz, Marysville, WA
- We had a sudden uptick in the sale of duck feet. No idea why, no specials, nothing, just all the sudden folks started buying several at a time off our treat bar. Who knows?! We finally sold out of the NATURAL CRAVINGS brand (they were small and dry) and brought in BARKWORTHIES (which I usually don't like), and they are much nicer. — Adina Silberstein, Queenie's Pets, Philadelphia, PA
- Beef jerky strips that we order from NEW ENGLAND RAWHIDE were one of our top sellers at 162 pieces. They are sold individually for \$1.59 and cost \$.95. No special. Our customers love the price point, and dogs love the chew. — Shelly Nicastro, Essex Bird Shop & Pet Supply, Essex, MA
- Our UCARI allergy testing kits have sold well this month. You mail them a small amount of your dog's hair, and they send you a comprehensive list of the foods and ingredients that they are highly allergic to, mildly intolerant to, and safe to consume. It's usually a three to four page list, and it helps us choose the best food for their pet. — Taylor England, Earthwise Pet Lake Nona, Orlando, FL
- SAINT ROCCO'S treats. 40 bags at \$13. No promotion, but becoming one of our best-selling brands. — Susan Nagel-Ress, Winky's Pet Boutique, Chester, NJ
- We finally purchased a 12 foot display and brought in KONG. What was I waiting for? Oh my goodness! Our guests were so happy with the new products, and we were able to educate them about using toys as training tools and enrichment for their dog. This increased our sales, and also brought attention to all the other products we carry as everything was now shown clearly. We didn't offer any sales, just did some social media posts and a live about the benefits of the new toys and products we brought in. — Lisa Kirschner, Sit, Stay, 'N Play, Inc., Stroudsburg, PA

- Bolt on perches. We make them here. Great markup, but make them in our spare time. We stock 100 to 200 bolt-on perches from various companies. Cost us less than \$1 in materials, and they sell for \$10-\$18. — Paul Lewis, Birds Unlimited, Webster, NY
- Bakery cookies sold very well in March. We got in some new designs, including leprechauns for St. Patrick's Day. The only item that outsold cookies (by quantity) is bully sticks from our treat bar. All of our cookies are baked by LUCKY BISCUIT PET BAKERY and they are gorgeous!! We sell them for \$3.99 each. — Amy Schiek, Lucky Dogs, Skaneateles, NY
- We had a lot of the holiday-themed JOLLY PET Jolly Soccer balls on hand coming out of the winter, so we promoted them at 40% off and they sold fantastically! — Cassie Nilsson, The Mill Stores, Whiteford, MD
- We do fill-your-own Easter baskets! This was our second year doing them, and they were even more popular than last year! We start with a base price, which covers the cost of the basket, basket fluff, basket wrap, bunny ears, and four treat-filled eggs. Then they fill it with whatever they want to from our store and we wrap it up for them! (No discounts on what they fill it with, they pay full price for those items.) This year, we also did golden eggs in some of the baskets, which meant they got a percentage off their entire basket if they got a golden egg. We also make limited-edition Easter cookies that we sell in small Easter buckets, so those were a hit again this year as well! We also launched our very first Barkuterie Board, which was Easter themed and those sold like crazy too! Lastly, we also did a Mystery Egg raffle. I contacted some of my brands for products, and I filled a large egg with some items, and every purchase that was made in-store for the month of March was able to enter a ticket to win the egg! This was a huge hit and brought people into the store in addition to what we were already doing! This was my first time doing something like this so I will absolutely be doing more raffles like this throughout the year! — McKenna Burzimati, Roxie's Barkery, North Adams, MA
- Gourmet dog cookies from PREPPY PUPPY Bakery. Best looking cookies I have found, with a smell that makes humans want to eat them. I do seasonal posts/ads on Facebook, sometimes that gets engagement, sometimes not (Valentines did, Easter did not). For a very small store in Western Oklahoma that doesn't specialize in dog products, I think 35 units (of varying SKUs) in one month is significant. Most are a much welcome upsell to my regular cricket, worm, rodent customers. Those are the REAL bread/butter of my sales. I WISH that they had better (basically any) promo offers. — Amber Hudson, The Aquarium Pet Store, Weatherford, OK
- BARKWORTHIES 6-inch bully stick. No special promotion but again, part of our "farmer's market/pink bucket" display, and most things in there do very well. We sold 25 at a price of \$5.99. — Erin Pattrick, Woof Gang Bakery & Grooming Summerville & Moncks Corner, Summerville, SC
- Flea and tick products. We are in Florida, and it's warming up here! — Debbie Lange, Benson's Canine Cookies, Lakeland, FL
- Grooming was booming for us! Been selling more dog food since a competitor closed. — Doug Staley, Pet Palace of New City, New City, NY

- Raw food, bulk program. Converting more customers to raw, and taking advantage of bulk ordering to save them money. — Eric Mack, Purrrfect Bark Market, Columbus, NC
- Birthday bakery treats. Had an influx once people knew I had these treats. — Patty Kalvelage, Spoiled Dogs Company, Grinnell, IA
- NORTHWEST NATURALS Freeze-Dried Functional Toppers, combining a high-quality protein with nutritional supplements ... Beef Liver with Turmeric, Chicken Breast with New Zealand Green Mussels, and Salmon with Shiitake and Maitake Mushrooms. We sold 24 canisters ranging in price from \$13.95 to \$14.95. Even though we are a cat shop, these toppers are for cats and dogs so it's great for our mixed-pets households. — Sherry Cassin, Meow Mini Mart, Jersey City, NJ
- Pajama pants. We sell super comfortable, pet-themed PJ pants for people, and they sold really well in March. We were moving lots of things around, so I think they just caught extra attention. — Joanna Shaw, All Pet & Equine Supply, Mountain Home, AR
- Baked biscuits are always a top seller. We sell our own brand that our customers love. — Alexis Quiroga, Pawsitively Sweet Bakery, San Antonio, TX
- Collagen chews. Current trend. No special promo. Two cases, small unit size. — Beverly Novakovic, Feed & Seed Station, Kenosha, WI
- Farmina N&D Prime Boar 15 pounds. — Gloria Von Zech, The Principled Pet, Collingswood, NJ
- DALE EDGAR Hip and Joint K9 wafers. No promo or special, not really sure why we sold so many in March. Customers must have run out at the same time. — Robin Jerdee, Beast Buffet, Monroe, WI
- Treat bar by the ounce is almost always a top seller — we refresh regularly so it's always interesting to see what's on offer. — Kathy Palmer, The Fish & Bone, Portland, ME
- Easter treats, bandannas and bow ties. — Jennifer Moore Baker, Grateful Dog Bakery, North Ridgeville, OH
- HAPPY HOWIE'S Beef Sausages. I did a BOGO on them and had them right at the front desk so no one could miss seeing them when they came in. We sold 50 of them. — Jennifer Hall, All Things Pawssible, Charlottesville, VA
- Our biggest hit was a little mom 'n pop boutique brand, all handmade items. All are braided throw tugs, various sizes of snuffle balls or crinkly whimsical animal shapes, in bright happy colors. They range from \$6.99 to \$12.99 for the largest snuffle balls (about 12" in diameter). The very first week offered, we sold over 90 of them. We had to place an immediate re-order! It was fun to see them sell so well, and to support a local cottage industry business! — Savanna Skinner, The Savvy Dog, Longview, WA
- Grooming had the highest increase. March is typically the time it gets busier (after a lull in January and February), and we also had a price increase first of the year. My next highest increasing department was the misc. department. I can't drill down, but my guess is it's the start of flea/tick season, and we're selling a lot of Seresto collars! — Nicoll Vincent, For K-9s & Felines, Westfield, MA

- FLUFF AND TUFF is ALWAYS our best seller. Clients love the durability of the toys and really like the shapes! — Loree Shirazi, Paw Pleasers, San Diego, CA
- HAPPY HOWIE'S continues to be a big seller. I purchased a handmade wood display 36 inches by 56 inches by 56 inches high. It really helped the store look open and inviting. — Heather Miller, Just For Pets, York, PA
- Cow ears! We sold 200 during March. No special promotion. They sell for \$3.49 and provide a healthy chew for pets of all sizes and ages. — Janet Cesarini, Pupology, Georgetown, TX
- Overnight pet stays. No promotions provided. — Carol Kelel, Pet Sitter with Dog Gone Walking, Aurora, OH
- Easter products and fresh-baked Easter treats. Brunch toy line by P.L.A.Y. — Staci Alonso, Bone-Ito, Reno, NV
- Our hot product is yak chews. We sell 24 to 30 ounces a day on weekdays, and that can double on the weekends. We sell by bulk/weight at \$2.50/oz. Our customers like picking the "right size" out of the big bucket on our bulk bar. We have gone back and forth between PEAKS & PAWS and ADVANCED PET PRODUCTS for stock depending on who can give me the best discount. Don't be afraid to ask for a better price — the worst they could say is no. We purchase about 100 pounds at a time, and both give us free shipping (huge discount in and of itself). We have seen a big difference in quality, and these two suppliers have the best products in our opinion. — Jennifer Williams, Ball Ground Hounds, Ball Ground, GA
- ETTA SAYS chews. These are consistently a good seller for us. We sell them for \$3.49/\$3.99/\$4.99. — Pam Campbell, Bonediggity Barkery & Gifts, Gatlinburg, TN
- One of our top sellers last month were the LAZY DOG COOKIE CO Limited Ingredient dog biscuits. We did not have any promotions, but they are on Astro Loyalty so for every eight you buy, you get one free. People appreciate that they are made locally and made with six ingredients or less, all of which you can pronounce, with zero fillers. The biscuits come in six delicious flavors and retail for \$10.99. — Corey Heenan, Boutique And Pet Spa, Altamont, NY
- We offered a Pot o Gold drawing on St Paddy's day, where the first 20 customers got to draw from the pot and every ticket was a winner, from bags of treats all the way up to a free bulk box! Customers loved it! — Becci Scott, The Fetching Dog, Scottsdale, AZ
- Goat's milk powder. People wanted something highly palatable for their pets, and it worked. We brought in the small packets for them to try, and then they bought the canister or frozen. — Jennifer Pastorini, Dusty's Den, Sonora, CA
- LUPINE (guaranteed even if your pet chews). — Kristi May, Legend Acres, Surprise, AZ
- Vintage Farmhouse framed wall art. Clients love this because it looks great with most decor and is the perfect complement to many dog photos. Also it's unique in that it is hand-crafted in the midwest from reclaimed barnwood and each piece includes a description of where the wood came from and how it was originally used. — Stephanie Smith, Stephanie Lynne Photography, Waukesha, WI
- Personalized dog tags were my most popular item in March. — Sandra Dominguez, The Houndsmith, Corona, CA

- We are doing well with yacky chews and bulk treats. Prices vary. — Lesli Miller, Delilah's Pet Shop, Bloomington, IN
- PLAQUEOFF POWDER — 60g at \$22.99. No promotion or help necessary. These sell because our staff all love them, and we have a story to tell about them. — Virginia Schetter, Wagz Elevated Pets, Fort Collins, CO
- Our brand reps sponsored these very popular sales: FUSSIE CAT BOGO on Fine Dining Pate cans, Mousse cans and pouches; WERUVA/BFF cat products 25% off; and NORTHWEST NATURALS 10% off all products excluding 25-pound boxes. — Jodi Etienne, Razzle Dazzle Doggie Bow-Tique, Bradley, IL
- FROMM Crunchy O treats continue to be a big hit in our stores. There are so many flavors now including the new Bacon, Blueberry, Banana that sell very well. The fact that they are light and able to be broken for even tiny dogs means you can buy a bag for all of the dogs in the house, no matter the size. — Sandy House, Paws 'N Effect, Hamden, CT
- Grooming and ZIGNATURE Lamb (it was on sale). — Kris Lamoreaux, Healthy Pets Mountain West, Cottonwood Heights, UT
- One of our best sellers was CBD DOG HEALTH. We sold SEVEN units at full price. Extra Strength Calm was the highest price at \$118.99. — Beth Kidd, Dogs By Design, Irwin, PA
- We had a BOGO deal on FROMM canned food ("BOGO," all formulas, no limit, supported by Fromm). A BIG hit with customers. — Susan Weyrauch, Total Dog Company, New Hope, MN
- Top Sellers this month have been Canned Foods. Fromm, Weruva, Evangers, Koha, Rawz, Nutrisource. Too many differences in prices. \$2.89-\$5.49 ish. — Paul Lewis The Green K9, Eustis, FL
- Walk-in nail trims. We advertised on Facebook, no appointment necessary during grooming hours (which for us is Wednesday through Saturday) for \$8. We had over 50 — many were not current grooming customers, so we feel like it opened us up for new business. — Shari Wilkins, Lake Dog and Their People, Eufaula, OK
- Brand support for our 10 year Anniversary Sale-A-Bration was a huge success. Deep discounts to our customers on in-store products by GRANDMA MAE'S, STELLA & CHEWY'S, PET RELEAF, WERUVA, NORTHWEST NATURALS, NUTRISOURCE and RAWZ. — Denise Strong, Pawz On Main, Cottonwood, AZ
- The WOOF Pupsicles have sold well for us. — Chase Pierce, Tailwaggers, Whitefish, MT
- Dog puzzles, any type. People seem to really be into that right now. I had to re-order a few times. — Diane Baum, You Pet'Cha, Morris, MN
- Locally made dog collars. People always love to get their dogs new collars in the spring. No special promotion. Customers also like that they are handcrafted here in Maine. Price \$25 to \$30. — Elysa Cooper, Junebug's Beach House, Kennebunkport, MA

- WHIMZEE dental chews — bags and bulk boxes are always a hit here. The bags retail for \$19.99, and the bulk boxes have assorted shapes in them and retail for \$55.99. Some customers prefer the single open bulk chews, which range from .99 cents to \$8.50, depending on the shape. Customers are always looking for a variety to give to their dogs, and these chews are so popular. We sell about six to 10 bags a week and two to three bulk boxes in addition. — April Wright, The Dog and Cat, Essex Jct, VT
- FINLEY'S TREATS — people are loving the small size, and the dogs are loving the taste! — Kim Sykes, K9 Manners & More, Broken Arrow, Ok
- No. 1 dry goods product was NUTRISOURCE Lamb and Rice Large Breed. Brand frequent-buying program helps. — Mark Roberts, Pet Life by Roberts, Salina, KS
- Car magnets with dogs and cute pet phrases. Customers were looking for inexpensive gifts. Price was \$4.99, sold 24 units. — Trina Messano, Doggie Cakes, Port Richey, FL
- No-Hide chews by EARTH ANIMAL. The small ones are \$5, and the large are \$10. I sell about 20 of each every week. — Pam Alerine, Style Mutt, Cleveland, OH
- Based on units sold, it was TAILBANGERS Holiday/Seasonal cookies. Units were 308, priced \$3.49 each. — Claudia Loomis, CB Pet Market, Washington, NJ

What's the Brain Squad?

If you're the owner or top manager of a U.S. pet business serving the public, you're invited to join the PETS+ Brain Squad. Take one five-minute quiz a month, and you'll get a free t-shirt, be featured prominently in this magazine, and make your voice heard on key issues affecting the pet industry. Sign up [here](#).

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