



### **Who is the founder?**

Portland Pet Food Company is family-owned by founder and Top Dog Katie McCarron, her husband, David, and their children, Matt and Maggie.

### **When and where was the company started?**

2014 in Portland, OR.

### **What are the company's values, mission, etc.:**

Our mission is to provide dogs with the same quality products that their humans eat. Focused on simplicity, local sourcing, and sustainability, we provide pet owners with meals and treats that they can feel good about giving to their dogs.

With our background in nutrition and health, we worked alongside the Oregon Food Innovation Center to develop a line of homestyle dog meals that follow Association of American Feed Control Officials (AAFCO) guidelines without any additional supplementation.

PPFC's products reflect our commitment to offer the quality assurance pet parents are looking for in their pet's food and treats. As humans, we do not add supplements to our meals, nor do we feel it is necessary to add supplements to a dog's meal who eats natural, whole foods. We focus on simplicity and keeping true to creating products with limited ingredients that are healthy and nutritious. Our meals are 100% sourced and made in the USA with USDA certified meats, fresh vegetables, and whole grains. No animal by-products, preservatives, artificial colors, artificial flavors or supplements are ever added to our products. Our motto is "Crafted by Humans – Loved by Dogs."

### **Was there a motivational/inspirational story behind the creation of the company?**

In 2014, Rosie, Katie's 14-year-old poodle, lost her appetite and her health declined. Determined to find something healthy that Rosie would love, Katie began cooking meals for her at home using locally sourced, natural ingredients, and Rosie loved it. She regained her appetite and stayed strong for two and a half more years, living to 16 ½ years old! Just like that, Portland Pet Food Company was born.

Today, PPFC helps dogs thrive with the same nutritious meals and treats that were formulated in Katie's kitchen years ago, with the same focus on fresh, local ingredients and sustainability.

### **What are the key selling points that our teams can use?**

#### ***Unmatched Product Quality***

- 100% human-grade and entirely sourced and made in the USA.
- Portland Pet Food Company only uses quality meats that you would eat in a local restaurant.
- Premium, quality ingredients are used in our pouch meals, such as Cascade Natural Meats, Lundberg Family Farms Rice, Bob's Red Mill Flours, and Jacobsen Sea Salt.
- "Our food is not allowed to be called dog food... because it's not! It's human food for dogs!"

#### ***The Most Convenient, Flexible Way to Feed Fresh***

- Fully cooked, ready-to-eat homestyle dog meals that can be used as a rotational meal, meal topper, kibble mixer, or soft treat.
- Only meal pouch on the market that is microwavable for the truly picky dog.
- Two-year shelf life.
- Convenient pouch – BPA-free, Eco-friendly.

#### ***Typical Customer Characteristics***

- Our customers are seeking natural, human-grade ingredients in a meal for their dogs with NO animal by-products, preservatives, artificial colors, artificial flavors, or supplements added.
- Many customers are interesting in trying "fresh food," but they are unwilling to pay for a full subscription. Our meals are a great way to reap the benefits of fresh food without having to exclusively serve it!
- Customers tend to live an active life with their dogs. Our meals are great for road trips, camping, backpacking, and refueling very active dogs.
- The exceptionally high palatability makes this a perfect product for picky dogs, and the natural nutrition is great for senior dogs, dogs on a limited diet, or dogs with dental issues.
- Great for dog owners that already cook for their dogs but want the convenience of a ready-to-serve meal.

#### ***A Business that Does Good***

- Family-owned and operated, woman-owned business.
- Portland Pet Food Company is a member of the Good Food Guild – the only pet food manufacturer in the country with this honor.
- 5% of all net profits are donated to local non-profit animal shelters and programs.
- Accredited as a top-20 brand by the Pet Sustainability Coalition.
- Committed to ethical sourcing and sustainable production.

**🐾 How is the quality of the product different from others in the market?**

- 100% of ingredients are sourced and made in the USA.
- No animal by-products, preservatives, artificial colors, artificial flavors, or supplements are ever added to our products.
- Portland Pet Food Company believes in sustainable sourcing. We work with Pacific Northwest-based breweries to repurpose spent grains for our dog treats, as well as local growers and farmers to repurpose pomace from crushed fruit. When possible, we purchase vegetables and grains from local Pacific Northwest farms.
- All 100% USDA certified meats come from Cascade Natural Farms.
- Portland Pet Food Company is a member of the Good Food Guild – the only national trade association uniting food and drink crafters committed to sustainable and socially just production practices.



Weight	100% PPFC Rotational Meal	50% PPFC Mixer / 50% Other	25% PPFC Topper / 75% Other
6 lbs	$\frac{1}{3}$ of a pouch per meal	2 Tbsp per meal	1 Tbsp per meal
	18 pouches every 4 weeks	7 pouches every 4 weeks	3 pouches every 4 weeks
	\$108 per month	\$41.93 per month	\$17.97 per month
15 lbs	$\frac{2}{3}$ of a pouch per meal	5 Tbsp per meal	1 Tbsp per meal
	38 pouches every 4 weeks	15.5 pouches every 4 weeks	3 pouches every 4 weeks
	\$229 per month	\$92.25 per month	\$17.97 per month
30 lbs	1 pouch per meal	$\frac{1}{2}$ pouch per meal	2 Tbsp per meal
	56 pouches every 4 weeks	28 pouches every 4 weeks	6 pouches every 4 weeks
	\$335 per month	\$167.72 per month	\$35.94 every 4 weeks
40 lbs	$1\frac{1}{3}$ pouch per meal	$\frac{2}{3}$ of a pouch per meal	2 Tbsp per meal
	74 pouches every 4 weeks	37.25 pouches every 4 weeks	6 pouches every 4 weeks
	\$443 per month	\$223 per month	\$35.94 every 4 weeks
45 lbs	$1\frac{1}{2}$ pouches per meal	$\frac{3}{4}$ of a pouch per meal	3 Tbsp per meal
	84 pouches every 4 weeks	42 pouches every 4 weeks	9.25 pouches every 4 weeks
	\$503 per month	\$251.58 per month	\$55.41 per month

\*Based off Avg. kcal of PPFC 9oz Pouch.

\*\*Based off Avg. Daily kcal needs of a healthy, average activity level, adult dog (adjust for age, weight, and activity level of your dog.)

\*\*\*Based off 2 Feedings a day.

\*\*\*\*PPFC is a rotational meal, mixer, or topper and does not add artificial supplementation to any of its products.