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*For Immediate Release:*

## **Generation Dog Offers Safe, Nutritious Pet Food Alternatives to Concerned Dog and Cat Parents**

*April 5, 2007 (Homewood, AL):* A new store located in Downtown Homewood has dogs barking for joy. With all the recent attention on pet food safety, **Generation Dog** is anxious to spread the word about several safe and nutritious alternatives for pet owners nervous over the potentially tainted pet food products on the market. According to owner **Catherine Bres**, "All our treat and food lines are all natural and made with human grade ingredients. In fact, my boyfriend D.J. samples most of the treats!" None of Generation Dog's product lines were affected by the recent recall and Bres is even known to throw away products ordered if she is surprised to find that they contain artificial colors or questionable ingredients. "If I took as much care with my own food as I do with that of the dogs I serve, I'd be much healthier!" Bres asserts.

The **Merrick Pet Food Line** is a staple at Generation Dog with both wet and dry options and age specific formulas for puppies and seniors. "It has a slightly higher price-point than some of the other premium foods out there but most think it is worth the price for the peace of mind that comes from knowing that your pets will be safe." Merrick has been around for many years and handles all their own manufacturing so that they have stricter control over the quality. And in addition to using human grade ingredients, they even use organic chicken in their poultry entrees. Such formulas as "Turducken" and "Grammy's Pot Pie" are sure to be a hit with dogs of all shapes and sizes - as well as for their human companions concerned with keeping them healthy. Generation Dog also carries several of Merrick's cat food options.

Another line that pet lovers should consider which is available through Generation Dog is the raw food diet from **Love Your Pet Bakery** in Park City, Utah. The raw food was originally developed in 1994 when 2 year old Golden Retriever, Jackson, was accidentally poisoned and

unable to walk for 9 months. Having lost almost two-thirds of this body weight, Jackson was quite ill. Love Your Pet owners **Valarie and Doug Whitehead** knew that he had the will to survive if only they could provide him with the proper nutrition. This spurred them to do exhaustive research on animal nutrition only to discover that most vitamins and natural enzymes are destroyed upon cooking food. They started feeding him raw food and he began to thrive, ultimately living another 15 years. After such a success story, Love Your Pet began to offer the raw food diet to others concerned about their pets' nutrition. It is now available in four meaty flavors including Wild Elk and Wild Venison, "the only two natural occurring sources of Omega 3 & 6 fatty acids other than Salmon", according to Doug Whitehead, who is also a human physician. The raw food is fresh, organic and contains no fillers or grains so there is no danger from the tainted wheat gluten that is keeping major pet food companies in the headlines. You can also opt to have formulas that contain vegetables and a specially formulated supplement for additional nutritional benefits.

While you would expect the food selection at Generation Dog to be limited with such high standards on quality, the opposite is actually true. Many companies share the sentiments of Love Your Pet Bakery regarding pet nutrition so treat options in Generation Dog are plentiful. They range from **Paws Gourmet's** baked treats iced with carob and yogurt to Wild Copper River Salmon Jerky (also from Love Your Pet) and "wine" options in varieties such as "Barkundy" and "Pinot Leashio" from **Bark Vinyards**.

Other unique products in the Generation Dog boutique range from designer collars to fashionable feeders. There is also a collection of beds that can be customized to match the décor of your home as well as a large collection of "doggie bling" ranging from hair accessories to pendants and collars. For those who will spare no expense for their pampered pet, Generation Dog offers a Mahogany Murphy Bed that hides away and is mistaken for a high end piece of furniture when not in use as your best friend's bed.

Pampering Dogs does not stop with Generation Dog's boutique. The **Rub-a-Dub-Dog Bathhouse & Spa** located on the premises treats dogs to warm baths, massages, facials and "paw-di-cures" with or without polish. For those who enjoy the bonding experience of bath time but hate breaking their backs leaning over the tub, Generation Dog offers a do-it-yourself option. People can bathe their own dog in our 4ft elevated tubs and use all the spa quality shampoos, conditioners & spritzers. Aprons, fluffy towels and dryers are all provided as well to create a stress-free bath experience for dog and owner alike.

Whether visiting for the unique products in the boutique or to be pampered in the spa, all furry friends at Generation Dog are treated like family. In fact, the store's motto is "Where Dogs Are Family", which Bres takes very seriously. "Dogs love us unconditionally and expect nothing in return except food, water and companionship", says Bres. "All the pampering is one way we can give back to them for all the joy they bring into our lives. After all, who would we rather spoil than those in our life who expect it the least and appreciate it the most."

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*Generation Dog Boutique and Rub-a-Dub Dog Bathhouse & Spa are located at 1825 B 29<sup>th</sup> Ave South in Downtown Homewood. Owner Catherine Bres is originally from Birmingham and a graduate of John Carroll High School. She went to college at Loyola University in New Orleans, where she lived until Hurricane Katrina pushed her to follow her dream of opening her own business back to her hometown of Birmingham. Three year old Golden Retriever Mix "Cooper" keeps Bres company and is in charge of security and treat quality control in the Homewood boutique.*