



NUTRITION YOU CAN TRUST

A unique franchise opportunity to own a business centered around a love for pets.

Pet food is one of the hottest and fastest growing industries, with an annual spend of \$124 billion.

Pet Market Spending is on the RISE!

As consumers shift towards a healthier lifestyle themselves, they want the same for their beloved pets. Pet Parents will gladly spend money on high-quality, fresh, nutritional pet food as well as high-end pet grooming.

The value of the U.S. pet industry, which doubled over the last decade, will reach over \$124 billion by the end of 2022¹, making this a lucrative market for decades to come.

With pet care spending at an all-time high, it's a great time to own a Pet Wants franchise.

Pet food and treats alone make up the biggest portion of the national pet food market at \$50 billion annually... pet grooming is an additional \$2.5 billion market with customers spending several hundred dollars a year¹.

Pet Wants serves two of the hottest pet care sectors, pet food and grooming, producing recurring revenue for our franchise owners.

Take Control of Your Future Doing Something You Love!

Pet Wants focuses on a love for pets and the flexibility to live the work life you've always dreamed about.

We'll teach you everything you need to know to run your business. All you need is the desire to succeed and the willingness to follow a proven system. In return, enjoy the rewards of owning your own business – purpose, pride, free time, wealth and the life you deserve.

If you're ready to work for yourself, Pet Wants is the right choice! With a Pet Wants franchise, you can:

- Help the pets in your community live a longer, healthier and happier life and make a real difference
- Build a successful business with ongoing support, innovative marketing, and extensive training
- Create peace of mind, financial security and a legacy for future generations
- Become a pet expert in your community



The Pet Wants Story

Pet Wants was created in 2010 after a serious health issue with a beloved pet. After several trips to the vet's office and thousands of dollars, the creator of Pet Wants took matters into her own hands to find a solution.

After much research, the issue boiled down to one common factor ... food.

Vital nutrients are missing from the foods our pets eat every day.

Many of the nationally recognized premium branded foods sit on store shelves and in warehouses far too long, losing key nutritional values.

Pet Wants was created because there is a better a way to feed and protect our pets!

It's Simple. Pet Wants is Different for 3 Reasons...

- 1 Fresh is Better.** We use only the freshest ingredients and slow-cook our food in smaller batches to lock in the nutrients. Our food is 100% guaranteed fresh and never sits for long periods. Customers can buy as much or as little as they need whenever they want.
- 2 Ease and Convenience.** Pet Wants food is made to order and delivered right to customer's front door with auto delivery enrollment. Fresh and nutritionally packed food is always available, all for the same price as most premium commercial pet foods.
- 3 A Trusted Solution.** Pet Wants customers trust our integrity, ingredients, price and know we have their pets' best interests in mind. As a franchise owner, you'll have the knowledge to compare Pet Wants quality ingredients to any brand on the market.

With Pet Wants, You'll be in Business FOR Yourself ...Never By Yourself!

- A proven and successful business model that is easy and inexpensive to implement
- Ongoing operational support and training to help you continually improve your business
- Solid marketing programs that generate leads, attract customers and grow revenue
- One affordable franchise fee gives you access to two profitable businesses - pet food and grooming.



Premium Pet Food Brands

- High quality, health-targeted nutrition
- Higher cost
- Less convenient, less options, may need to be refrigerated
- Purchased from vet's office or specialty stores
- Small consumer base
- Time intensive to prepare

Opportunity to Fulfill Unmet Need

Value Pet Food Brands

- Low nutritional value, contains fillers & inexpensive ingredients
- Lower cost
- More options, convenient
- Big consumer base
- Conveniently purchased at supermarkets
- Easy to prepare & store
- Can cause sensitivities
- Long manufacturing & shelf life, resulting in loss of nutrients

Pet Wants Fulfills Industry Need



- Consultative Approach to Healthy Pets
- High Quality Nutritional Value
- Health Targeted Nutrition
- Reasonably Priced
- Convenient to Purchase & Receive
- Delivery Options Available
- Climate Controlled Facilities
- Easy to Prepare & Store
- Trusting & Hassle-Free Experience for Loyal Customer Following
- Manufactured, Shipped, and Delivered in 6 Weeks



Pet parents spend over \$28 billion on pet food and treats — a booming industry.



In both good times and bad, pet parents will always care for their furry family members. Pet food and pet grooming are a recurring necessity that provide franchise owners with a predictable, year-round revenue stream.

Pet Wants Advantages

- Use of national brand and logo creating awareness and trust
- Private label pet food formulas making you an expert in the market
- Superior ingredients optimizing pet health and well-being
- Extensive training giving you the knowledge to succeed
- Proprietary and customized website that generates leads and new business
- Point-of-sale and inventory systems to stay organized and cutting-edge
- Customer relations management system that builds relationships
- Exclusive and protected territories to grow business in your local community
- Low start-up costs making the dream of owning your own business possible
- Learn and share best practices at regional and national conferences
- Public relations support to continually build the brand
- Pre-launch and grand opening assistance
- Social media marketing support to always stay in touch with customers
- Promotional videos that speak to your customers and show value
- Public events marketing systems to connect with your local community
- Operate from home or small office giving you maximum flexibility and work life balance
- Store branding, design, layout and merchandising to reach leads and generate customers

 **61% of US pet owners are willing to pay more for foods that target their pet's dietary needs.**

Making a Real Difference.

Our Vision

To make a real difference by helping improve the health, vitality, and longevity of pets through natural nutrition, quality services, and education - one community at a time!

Our Mission

Pet Wants' promise is to provide our clients with the freshest and most trusted pet food available. Made fresh in small batches using natural ingredients in the USA. Delivered locally, by the pound, to our customer's door. Pet Wants products allow our owners to prevail in the battle of mass-produced pet foods.

Starting Your Pet Wants Business

Pet Wants customers are all around you! They're your friends, family, neighbors, co-workers, local businesses and every member of your community. Simply mention your love of pets and the desire to create a better and healthier life for them and growing your Pet Wants business while doing what you love is easy.

Your Pet Wants business can be started in your home, small office or store, with or without employees. The only requirement is that you can safely receive products, store them and use a branded vehicle to deliver food and treats to customers. You are in control of how slowly or quickly you start and have the flexibility to begin your business with comfort and ease.

We believe business ownership is about the journey and it just takes that first step to start, and we will be with you every step of the way.

"This is my son and our cockapoo puppy, Brutus. We've had Brutus on food from Pet Wants since we got him at 12 weeks old. I feel good knowing that Brutus is eating food that is good for him and it feels even better when I know I am supporting a local family."

-Bob B., N. KY



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100% Fresh and 100% Guaranteed. Our specially crafted pet food formulas are made by the pound to ensure freshness and optimal nutritional value.

Superior Products & Business Model

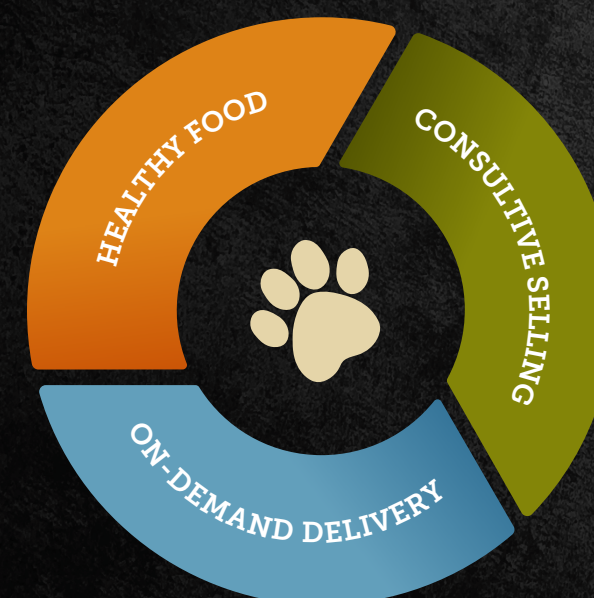
Pet Wants is dedicated to providing high-quality, nutritionally complete and a well-balanced line of pet food. Our food is exclusively crafted to be fresh, healthy, sugar-free and free of fillers and animal by-products. All Pet Wants food is designed to meet or exceed the nutritional levels established by the Association of American Feed Control (AAFCO) nutrient profiles for "All Life Stages" and include only the best sourced ingredients because fresh ingredients equal better food. We never use corn, wheat, soy, dyes or other ingredients associated with common pet health issues and only provide our pets with the best. Pet Wants offers adult dog and cat foods and specialized formulations for puppies, kittens, less active seniors and leaner options to help with weight control.

3 Profit Centers

Healthy Food: We serve a growing niche of pet owners by offering premium dog and cat food and treats.

Consultive Selling: We understand the nutritional needs of the pets we serve and provide ongoing support and product recommendations.

On-Demand Delivery: We make replenishing pet food easy with automatic delivery ensuring nutritional food is accessible anytime.



The Pet Wants Services Model – Clean Food, Clean Pets, Groomed for a Healthy Life

Pet Wants owners now have TWO reasons to bring customers in the door – pet food and grooming – for a total, all-encompassing approach to pet health and wellness.

We meet the needs of our customers where and when they want through food, treats and grooming services.

How Can Grooming Further Grow Your Pet Wants Business?

Pet food and grooming go hand-in-hand. Every grooming client is a food customer, and every food customer is a grooming client. Pet Wants serves our pets and their owners with a holistic approach that allows us to go deeper and truly get to know all the needs of our Pet Wants pets.

Groomers often see more than pet owners and can help identify skin issues, dander, flaking, hot spots, yeasty paws, infected ears and assess overall well being of our beloved animals. Sometimes a change in diet is all that is needed. The Pet Wants consultative approach helps to assess every aspect to ensure our pets live a happy and healthy life.

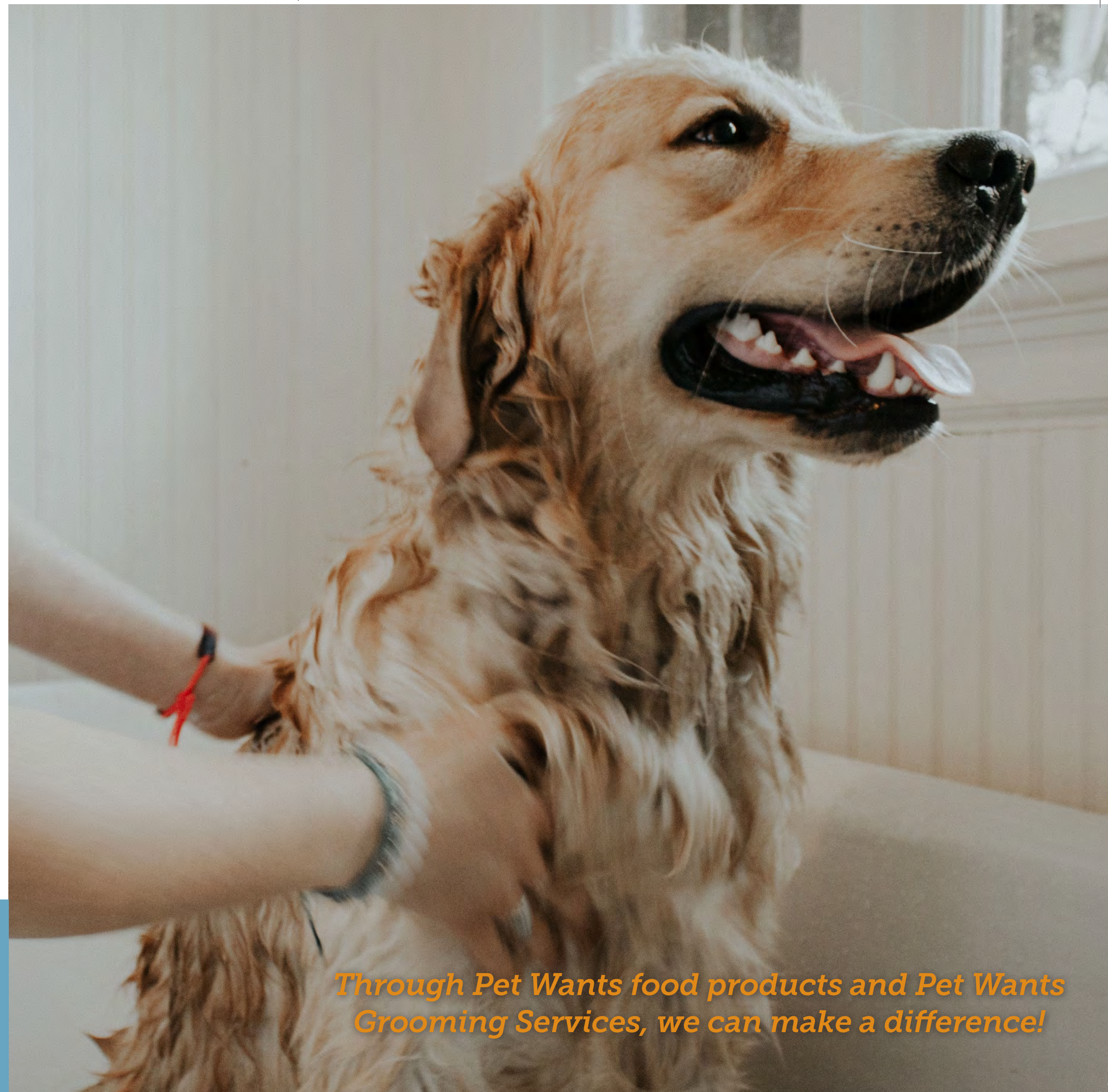
Pet Wants Grooming

Grooming is an important element for overall pet wellness and vital to the well-being of our pets. Here are just a few of Pet Wants Grooming Services:

- Haircutting
- Bathing
- Nail Trimming
- Ear Cleaning
- Blow Outs
- Flea Dipping
- Cat Grooming

"We're confident about who we are and what we provide to our customers. The extensive training we received has allowed us to become experts in our community."

-Ryan & Jennifer - Pet Wants, OR



Through Pet Wants food products and Pet Wants Grooming Services, we can make a difference!

Grow Your Business with the Strongest Marketing Program in the Industry



Pet Wants' Marketing Works

Avoid costly marketing mistakes. Pet Wants has done the work for you and invested time and money on research to test, continually update and perfect our business and marketing systems. Through our National Branding Fund, we provide new marketing strategies, programs, and tools that work. You'll have a steady supply of innovations and improvements that make our marketing the best in the industry. With our unbeatable track record, you can rest assured you'll have the best training and support possible to become THE local and respected pet food expert in your community.

We'll Provide Everything You Need and More!

Here are just a few of the many marketing resources available:

- Customized Business Cards
- Customer Referral & Loyalty Programs
- Direct Mail Campaigns
- Online Ads
- Vehicle Wraps
- Promotional Videos, Educational Materials & Product Comparison Tools
- Local PR Campaigns
- Store Branding & Layout Examples
- Ongoing Training and Support

 Pet Parents LOVE to talk about their pets. One third of pet owners find out about new products from a friend or relative.⁴



Letterhead & Envelopes



E-Mail Templates



Marketing Brochures & Printed Ads



Press Release Templates



Customized Web Site



Social Media Support



Thank You Cards



Presentation Materials



Branded Promotional Items



Marketing Resources



Commonly Asked Questions

What makes Pet Wants different?

We strive to be the best at what we do. Our specially crafted dog and cat food and treats are always fresh with no fillers, dyes or by-products and delivered right to our pet's front door. Customers can order products on a schedule or as needed basis so nutritionally, well-balanced foods are available anytime. Best of all, Pet Wants customers are loyal and more than willing to spread the word.

What if I don't have any prior experience?

It's okay. You'll follow a proven operating system that has already helped others succeed. We're prepared to teach you everything you need to know to run a successful business. All you need is a passion for pets and drive to succeed.

Will I receive training?

Yes. Pet Wants offers an extensive 5-day training program where you'll learn every phase of the business to hit the ground running with the tools you need to succeed:

- A strategic plan to become THE trusted name in your community
- Access to exclusive software and systems that are always accessible, so you never feel alone
- Methods to create alliances with referral sources - like veterinarians, breeders, pet stores, day care centers, trainers, groomers and other pet professionals
- Guidance to connect with local marketing opportunities - like farmer's markets, fairs, festivals, dog shows, fundraising programs and more - all designed to bring customer's directly to you

How do I receive payment?

It's simple. Customers pay upfront when ordering. Your new franchise can be operated as a cash business with little to no account receivables. You only order the food you need so working capital is minimal.

Are there growth opportunities?

The answer to that is a resounding YES. Pet Wants is a model that grows with you when you're ready to take next steps and add new products and services, like grooming. As you gain trust and a deeper understanding of your customer's needs, you will be poised for future growth and success.

SOURCES

¹ 2020-2021 APPA Pet Industry Market Size, Trends & Ownership Statistics

³ 2020 American Pet Products Association

⁴ 2017-2018 APPA National Pet Owners Survey



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PetWants.com



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We are searching for passionate pet lovers who want to keep the animals in their communities healthy and safe, and create a loyal following for years to come!