

(FOR IMMEDIATE RELEASE)



Encompass Pet Group Announces Transformation to Focus on High Growth Consumer Pet Businesses

SARASOTA, FL (September 2023) – Encompass Pet Group, known for its best-selling Snuggle Puppy calming toys and its award-winning DOGPerfect retail stores is transforming its Choice Pet Products division from a regional distribution company serving independent pet retailers to a logistics arm focused on propelling the growth of its consumer-focused businesses. Choice Pet Products will continue to serve independent retailers until the end of October 2023.

“This transformation will allow us to focus our energy, our capital and our logistics expertise across our core consumer pet products, new products, and recent acquisitions to accelerate our growth,” said Encompass CEO Troy Shay.

Rob Emery, Encompass Pet Group founder added, “It has been a privilege to serve independent retailers over the last several years and we support their mission to help pet parents raise healthy pets. We will continue to be independent retailers ourselves via our DOGPerfect stores within greater Sarasota.”

About Encompass Pet Group

Encompass Pet Group is a multi-faceted business operating in several areas within the pet industry across consumer products and retail experiences. Its mission is to deepen the relationship between pets and their owners by providing best-in-class products and services that enhance the wellbeing of pets and help them live healthier, happier lives.