



## News from Blue Dog Bakery

February 2010

# Happy Valentine's Day!

Love through your dog.

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Dogs = Love?

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February is the shortest month of the year and one of our favorites here at Blue Dog bakery. Why? Because it was the love we had for our dogs that started us on this biscuit adventure. And now our treats help other dog lovers from coast to coast give their dogs love too.

This month I've included an interesting article called "Love in All the Wrong Places," about how dogs bring love in to our lives.

This month I also have two exciting pieces of news. First, we have a NEW treat that we know YOUR dogs will love.

And second, Blue Dog Bakery treats will be BACK in Fred Meyer stores. Yipee!!

Give those dogs a big hug from me.  
Lara (Margot's sidekick)

## Congratulations to Patches!

Congratulations to Patches -- our February Blue Dog of the Month! To see Patches' winning photo and read more about her, check out our [Blue Dog of the Month](#)

feature.

Thank you to everyone that submitted photos for Blue Dog of the Month - February! We think every dog is a winner, so find your photos on our [website](#) or our [Facebook page](#).

Submit your dog to be the Blue Dog of the Month by e-mailing us a photo, your first name, hometown and a few sentences telling us what makes your dog special. (Note: Dogs only please)

Even if your dog isn't chosen, we will post your photo on our website to show the world how cute s/he is!

## NEW Super Stars small treats!!



Our NEW Super Stars assorted flavors small dog treats are perfect for mouths of all size and make a great training treat. They have a flat, round shape that makes them easy to chew and come in three delicious meaty flavors: Grilled Steak, Roasted, Chicken and Smoked Bacon. Like all of our products, they are baked fresh in the USA with no animal by-products, no additives or preservatives and no artificial colors or flavors. You can find them at these grocery retailers: A&P, Waldbaum's, Food Emporium and Super Fresh.

## Love in All the Wrong Places

article from [Petplace.com](#)

You try the bars. You try the laundromat, even though you have a washer/dryer at your house. You hope to bump into true love at the supermarket, maybe in the produce department as you nonchalantly decide between iceberg and romaine lettuce.

Perhaps you're looking for love in all the wrong places. According to recent scientific studies, walking your dog increases your chances of meeting other people. That's one more reason (besides keeping your pets happy and your carpets clean) to take your dog on morning and evening walks.

"Dogs act as 'social ice breakers' and help people strike up friendly conversation with each other," says Dr. June McNicholas, senior researcher at the University of Warwick, in Great Britain. "We are probably much more sociable than society allows us. It is difficult for us to strike up conversation with a complete stranger - all sorts of ulterior motives may be suspected. But being with a dog or other pet gives a safe, non-threatening, neutral topic to start a conversation."

Or, as author and romantic columnist Michael Webb says, "It's the greatest trick in the book!" Webb, who has authored the best-selling *The RoMANTic's Guide: Hundreds of Creative Tips for a Lifetime of Love*, says using a dog to meet people is becoming more common.

Dog owners also have set up "play dates" for their pets as a non-threatening way to meet people. Two people may feel more comfortable arranging play time for their canines, assuming the dogs get along, because it's not an actual "date" with all that implies - it's more relaxed and natural.

Pet play dates can also take the sting out of rejection. "The 'play date' is a disguise," he explains. "It's easier to be rejected or turned down for suggesting a date for your pets rather than you."

McNicholas showed that most people who walk their dogs can't help but meet other people. As proof, she conducted two studies to test the "social catalyst" affect of dogs. Both studies used guide dogs because they are trained to ignore passersby; McNicholas wanted approaches to be instigated by people and not dogs. In both studies, many more people felt comfortable

approaching and speaking to someone with a dog, even if that person was made more intimidating (the handler would be dressed very sharply or scruffily, and the dog wore a studded collar and a frayed rope for a leash).

#### What If Fido Hates Mr./Ms. Right?

Other independent surveys confirm that owning a dog can be a social asset. One survey concluded that almost 60 percent of people met others through their pets. But don't rush out to get a puppy just yet - this is a commitment that can be as deep as any you form with another person. Like any relationship, you should get a pet because you're ready, not to use as a "babe" or "guy" magnet.

Pets can also doom a relationship. If your pet and potential soul mate don't get along, most people suggest jettisoning the human. After all, your pet was providing unconditional love before that special person came along. He'll still be loving you if the relationship goes south.

To explain the importance of the "love me, love my pet" phenomenon, Webb repeats a true story: "A guy went to his girlfriend's house with a set of stars that hang down from the ceiling. Each star had a different saying on it, expressing how he felt about her. One star, however, hung lower than the rest, about a foot from the floor and eye-level with her cat." That star expressed affection for her cat (and provided a toy to play with) because the man knew that if her cat didn't approve of him, the relationship was n't going anywhere. Getting along with a love interest's pet is so important, Webb says, that if they're allergic, "they'd better get medication."

"That pet is family," he says.

## Blue Dog Bakery is back at Fred Meyer!

Good news! You will be able to find Blue Dog Bakery treats in Fred Meyer again in about six weeks. THANK YOU to everyone who called and e-mailed asking why we were no longer in Fred Meyer. You made the difference!

If you are still having trouble finding our treat at Kroger or Safeway or anywhere else, continue to let us know.

We forward your e-mails and requests on to our buyers to help lobby to get your favorite treats back to your local stores.

You can still order treats from us at [www.bluedogbakery.com](http://www.bluedogbakery.com).

### 16 & 20 oz. boxes on promo at these retailers:



### 10 & 12 oz. boxes on promo at these retailers:



## Would you like to see our treats at Wegman's?

If you would like to see our treats at Wegman's, please fill out a request online [here](#). They bring products in based on customer requests.

Wegman's requests that you e-mail them with with the name of the product, size, where you've seen it carried, and the UPC number (bar code). If you are unsure of the UPC number, feel free to e-mail us at [bluedog@bluedogbakery.com](mailto:bluedog@bluedogbakery.com).

[Forward email](#)

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