



News from Blue Dog Bakery

June 2009

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We welcome Havana to the dog pack here at Blue Dog Bakery.

She comes to the office with her pal Kyle and is one of our new taste testers. She loves her job.

We are working on baking NEW treats and want YOUR input.

What kinds of treats would you like to see from Blue Dog?

Wheat free? New flavors? New combinations? New sizes and shapes? Let us know - we love your ideas.

Give those pups of yours a big hug!

Happy summer, Margot

Sad News: Even though Blue Dog Bakery was NOT involved in the Peanut Butter Recall, this winter folks were afraid to buy treats with PB in them and our sales suffered.

As a result, starting in July all **Safeway** and **Kroger** stores will no longer carry our **20 oz PB & Molasses treats**. They will add instead our **NEW 16 oz MEATY Flavors - Grilled Steak, Liver, Chicken, Beef & Bacon.**

Needless to say, this saddens us as we have so many faithful customers whose dogs love these PB & Molasses treats.

If you cannot find these treats at other stores in your area, you can order ANY of our treats by the case of (6) boxes from the grocery division of **Amazon.com**. They run some amazing promotions and usually pay the freight.

We are not able to ship directly to customers from Blue Dog Bakery.

Click on the link below to view their information.

Amazon.com

COUPONS are now available - Save \$\$\$

At long last our coupons are ready. Click on the sample coupon below and it will take you to Coupons.com to access our coupons. From their homepage, click on "Petcare" and voila! It will ask you to download printing software that protects these coupons from fraud. We will continue to offer coupons to help save you \$\$\$.

Click below for our new COUPON!

MANUFACTURER'S COUPON Expires 7/4/11

SAVE \$1.00
on any Two (2) boxes of Blue Dog Bakery® treats

0012

RETAILER: Authenticate at www.veri-fi.com. Do not accept without a dot-scan barcode below the expiration date.

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visit us at w



MEATY treats

with (4) new flavors

- Grilled Steak,
- Roasted Chicken,
- Liver and
- Beef & Bacon.

These low fat treats are made with NO ANIMAL BY-PRODUCTS! Your dog will go nuts for them.

Available now at: [Dillons](#), [Fred Meyer](#), [Frys](#), [King Soopers](#), [Kroger](#), [QFC](#), [Ralphs](#), [Smiths](#), [Jewel](#), [Lowe's](#), [Dierberg's](#), [A&P](#), [Waldbaum's](#), [Super Fresh](#), [Food Emporium](#), [Giant Landover](#), [Stop & Shop](#), [Albertson's](#) and [Amazon.com](#)

Peanut Butter & Molasses, 20 oz MORE Flavors & 16 oz MEATY Flavors are on promo at:



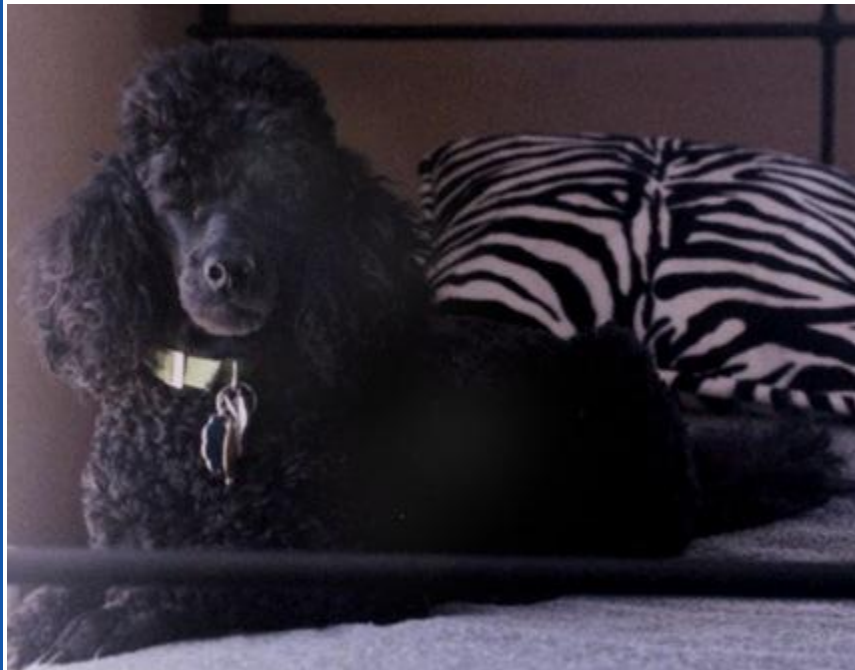
**10 oz PB Doggie Paws, 10 oz PB Softies and
NEW 12 oz Small Snacks/PB & Molasses are on promo:**



Life Lessons from the Family Dog

by Dana Jennings

Our family dog started failing a couple of months ago. Her serious health problems began at about the same time I was coping with my own - finishing my radiation and hormone therapy for prostate cancer.



Since last summer, I've learned that my cancer is shockingly aggressive, and the surgery, radiation and hormone treatments have left me exhausted, incontinent and with an AWOL libido. These days I'm waiting for the first tests that will tell me the status of my health.

Even so, as I face my own profound health issues, it is my dog's poor health that is piercing me to the heart. I'm dreading that morning when I walk downstairs and ... well, those of us who love dogs understand that all dog stories end the same way.

Her full name is Bijou de

Minuit (Jewel of Midnight) - my wife teaches French. She is a 12-year-old black miniature poodle, and she is, literally, on her last legs. Her hind quarters fly out from beneath her, her back creaks and cracks as she walks, she limps, she's speckled with bright red warts the size of nickels, her snore is loud and labored (like a freight train chugging up some steep grade) and she spends most of the day drowsing on her pillow-bed next to the kitchen radiator.

Bijou's medicine chest is impressive for a 23-pound dog: A baby dose of amoxicillin for chronic urinary tract infections; prednisone and Tramadol for pain; phenobarbital for seizures; Proin for incontinence - all of it wrapped in mini-slices of pepperoni.

She is, I realize, "just" a dog. But she has, nonetheless, taught me a few lessons about life, living and illness. Despite all her troubles, Bijou is still game. She still groans to her feet to go outside, still barks at and with the neighborhood dogs, is willing to hobble around the kitchen to carouse with a rubber ball - her shrub of a tail quivering in joy.

I know now that Bijou was an important part of my therapy as I recovered from having my prostate removed. I learned that dogs, besides being pets, can also be our teachers.

Human beings constantly struggle to live in the moment. We're either obsessing over the past ("Gee, life would've been different if I'd only joined the Peace Corps."), or obsessing over the future ("Gee, I hope my 401K holds up"). We forget that life, real life, is lived right now, in this very moment.

But living in the moment is something that dogs (and cancer patients) do by their very nature. Bijou eats when she's hungry, drinks when she's thirsty, sleeps when she's tired and will still gratefully curl up in whatever swatch of sunlight steals through the windows.

She'd jump up onto my sickbed last summer, nuzzle me and ask for her ears and pointy snout to be scratched. It made both of us happy as she sighed in satisfaction. And she was the subject of one of our favorite family jokes as I recuperated: "You take the dog out. I have cancer."

In spending so much time with Bijou, I began to realize that our dogs, in their carefree dogginess, make us more human, force us to shed our narcissistic skins. Even when you have cancer, you can't be utterly self-involved when you have a floppy-eared mutt who needs to be fed, walked and belly-scratched. And you can't help but ponder the mysteries of creation as you gaze into the eyes of your dog, or wonder why and how we chose dogs and they chose us.

Dogs also tell us - especially when we're sick - of our own finitude. And, partly, that's why we cry when they die, because we also know that all human-being stories end the same way, too.

Good dogs - and most dogs are good dogs - are canine candles that briefly blaze and shine, illuminating our lives. Bijou has been here with us for the past 12 years, reminding us that simple pleasures are the ones to be treasured: a treat, a game of fetch, a nose-to-the-ground stroll in the park.

Simple pleasures. As I lazed and dozed at home last summer after surgery, there was nothing sweeter to me in this world than to hear Bijou drinking from her water dish outside my door. It was if her gentle lap-lapping ferried me to waters of healing. I'll miss her.