



News from Blue Dog Bakery

May 2010

May Day!

...beware of noses.

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Sometimes, when you smell like Blue Dog Bakery treats (which smell extremely good) the dogs just can't contain themselves from getting close to the camera -- and me.* I recommend you take a sniff for yourself.

Blue Dog kicked off the month in San Diego, CA -- where we attended the 2010 Walk for Animals. I included some of my favorite photos from both the Mighty Texas Dog

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Walk, as well as the Walk for Animals so you can get a glimpse of all the fun we are having traveling to these events.

Additionally, I have included a sweet story about a young boy's empathetic and loving nature. It put a smile on my face, and hopefully it will on yours as well.

Give those dogs a big hug from me.
Lara

**Photo taken at the 2010 Walk for Animals.*

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Blue Dog Bakery 6 lbs. MORE Flavors in Costco LA NOW!

Congratulations to Ringo & Wilson!

Congratulations to Ringo and Wilson -- our May Blue Dogs of the Month! To see their winning photo and read more about them, check out our [Blue Dog of the Month](#) feature.

Thank you to everyone that submitted photos for Blue Dog of the Month - May! 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!

We chose from each pool of photos submitted on a monthly basis -- we please re-send your photos each month if your pooch is not chosen.

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 (or break) 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.

Check out a review from Lapdog Creations [here](#).

No Charge for Love

Each month, I receive a number of endearing, cute, funny and sometimes tear-jerking stories from our Blue Dog Bakery fans. This past weekend, I received the following from Debbie, and it pulled at my heart-strings.

A farmer had some puppies he needed to sell. He painted a sign advertising the 4 pups and set about nailing it to a post on the edge of his yard. As he was driving the last nail into the post, he felt a tug on his overalls. He looked down into the eyes of a little boy.

"Mister," he said, "I want to buy one of your puppies."

"Well," said the farmer, as he rubbed the sweat off the back of his neck, "These puppies come from fine parents and cost a good deal of money."

The boy dropped his head for a moment. Then reaching deep into his pocket, he pulled out a handful of change and held it up to the farmer.

"I've got thirty-nine cents. Is that enough to take a look?"

"Sure," said the farmer. And with that he let out a whistle. "Here, Dolly!" he called.

Out from the doghouse and down the ramp ran Dolly followed by four little balls of fur. The little boy pressed his face against the chain link fence. His eyes danced with delight. As the dogs made their way to the fence, the little boy noticed something else stirring inside the doghouse.

Slowly another little ball appeared, this one noticeably smaller. Down the ramp it slid. Then in a somewhat awkward manner, the little pup began hobbling toward the others, doing its best to catch up...

"I want that one," the little boy said, pointing to the runt.

The farmer knelt down at the boy's side and said, "Son, you don't want that puppy.. He will never be able to run and play with you like these other dogs would."

With that the little boy stepped back from the fence, reached down, and began rolling up one leg of his trousers. In doing so he revealed a steel brace running down both sides of his leg attaching itself to a specially made shoe.

Looking back up at the farmer, he said, "You see sir, I don't run too well myself, and he will need someone who understands."

With tears in his eyes, the farmer reached down and picked up the little pup. Holding it carefully he handed it to the little boy.

"How much?" asked the little boy.

"No charge," answered the farmer, "There's no charge for love."

Adventures in the land of Blue Dog

Over the past few weeks, I have made two separate trips - one to Austin, TX and another to San Diego, CA. to supply faithful dog owners with samples of our Blue Dog Bakery treats while they participate in dog friendly events. Below I have included a few of my favorite photos. For more, visit us on [Facebook](#).

In Austin, I attended the Mighty Texas Dog Walk, put on by the Texas Hearing & Service Dogs, which aimed to beat the World Record for "Largest Dog Walk" -- I have not heard if they did yet or not...it certainly seemed plausible.



"Hook 'em Horns!" A spirited Basset Hound.



Scoobey-Doo and the Mystery Machine! (Holding our Blue Dog treats.)

Down by the beach, the San Diego Humane Society hosted it's 2010 Walk for Animals. Animal lovers flocked for 3/4 mile walk to raise money for the human society -- and we made sure they were ready with Blue Dog treats.



Treat time for these dogs, all available for adoption at the San Diego Humane Society.



Just cruisin' along on his remote-controlled Harley.

I have loved every event I have participated in -- so if you or your local humane society have an upcoming walk, run or gathering, let us know. We'd love to donate treats and add you to our [community calendar](#). E-mail me at lara@bluedogbakery.com.

Blue Dog Bakery needs back into Walmart!

Blue Dog Bakery treats are no longer available at Walmart! Help us make this change temporary by e-mailing us your requests to have Blue Dog treats back in Walmart stores. Additionally, keep hounding your store managers to bring our treats back to your store.

We are back in Fred Meyer thanks to everyone who called and e-mailed asking why we were no longer on their shelves. You made the difference!

Additionally, if you are still having trouble finding our treats at Kroger, Safeway, Costco 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 always order treats from us at www.bluedogbakery.com.

16 & 20 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 on-line [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.