



**KRISER'S**  
**NATURAL PET**

**PRESS RELEASE**

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**KRISER'S NATURAL PET DEBUTS PUPPY & NEW DOG STARTER KIT WITH  
ACCLAIMED TRAINER PAUL OWENS DURING  
NATIONAL TRAIN YOUR DOG MONTH**

*New quick-start guide developed by The Original Dog Whisperer includes training DVD, handbook and valuable Kriser's coupons perfect for new puppy parents*

**SANTA MONICA, Calif (January 20, 2015)** – [Kriser's](#), a multi-unit pet retailer specializing in natural pet food, supplies and grooming, has partnered with The Original Dog Whisperer Paul Owens, author of five pet training books, to create a Puppy & New Dog Starter Kit, available exclusively in the 26 Kriser's locations nationwide. The kit, in-stores starting in January for National Train Your Dog Month, features a training DVD, a handbook featuring health and wellness and training tips and \$95 worth of Kriser's coupons, making it a must-have for any new pet parent.

"Kriser's takes great pride in leading the healthy pet movement in our communities, and training and the health and wellness of newly adopted pets is critical to all of us at Kriser's," says Brad Kriser, founder and CEO of Kriser's Natural Pet. "Education is at the core of who we are. The Puppy & New Dog Starter Kit is the perfect educational program for new pet parents."

Kriser adds, "New pet parents can become quickly overwhelmed with the demands of a puppy or super energetic rescue. The Starter Kit provides multi-media instruction and shows them exactly what to do and how to do it, all using positive training methods. We at Kriser's feel the Starter Kit will benefit dogs and their families for decades to come."

A unique feature of the Puppy & New Dog Starter Kit is the Read It / Watch it design, contained in the training booklet. Not only can new pet parents watch the training videos on the enclosed DVD, the Read it / Watch It feature allows people to watch a video clip of the behavior on their smartphone or tablet, simply by scanning the appropriate QR code in the training booklet.

Paul Owens, known by many as the Original Dog Whisperer, is celebrating his 40th anniversary of professional dog training and is one of the leading proponents of nonviolent, reward-based dog training in the world. A best-selling author of the original Dog Whisperer and Puppy Whisperer books and DVDs, and a frequent guest trainer in one of Kriser's Southern California stores, Owens has created this kit specifically for the Kriser's customer.

"I am very excited to be able to introduce this unprecedented program for new puppy and dog adopters, and I can think of no better retail partner than Kriser's Natural Pet," says Owens. "Their

dedication to providing natural pet food and supplies, combined with their focus on great service and education, is a model for others to follow.”

The coupons found in the kit help any pet parent get outfitted for their new arrival. With discounts on food, training treats, health and wellness supplements, leashes, collars and toys, plus a “Free Puppy Bath” or discount towards Krisher’s outstanding grooming services, the kit makes for a perfect start to a pet’s new life.

The Puppy and New Dog Starter Kit is sold at the 26 Krisher’s stores in Chicagoland, Greater Denver, the Houston area and Southern California for \$19.99. For more information visit <http://originaldogwhisperer.com/krisers>.

### About Krisher’s

Krisher's, often referred to by its customers as the "Whole Foods for pets," is a multi-unit pet retailer specializing in natural pet food, supplies and grooming. It was founded by lifelong pet owner and healthy pet advocate Brad Krisher after he was exposed to the benefits of the natural pet lifestyle for his own furry family members. Since opening its first store in Chicago in 2006, Krisher's has launched 26 locations in four markets – Chicagoland, Denver, Southern California and Houston – all based on a model of educating consumers and providing an unparalleled shopping experience and a clean and inviting store layout. All products sold in Krisher's stores are carefully selected by Brad and his team, and endorsed as "Krisher's Approved" only after extensive review. In addition to carrying a large variety of natural food and treats brands, which have no corn, soy or by-products, Krisher's also offers grooming services and a wide selection of toys and supplies.

At the forefront of the all-natural segment of the flourishing pet industry, which is expected to reach more than \$58 billion in 2014, Krisher's has grown steadily with an unwavering commitment to pets. In addition to its recent 2014-2015 Retailer of the Year Award from Pet Product News International and finalist spot in Pet Age's Business of the Year Awards in the Natural Products category, Krisher's also received the Best Overall Multi-Unit Pet Retailer at the 2013 Global Pet Expo. As a result of its education-oriented model, Krisher's had a 35 percent revenue increase in 2014, and Krisher's continues to see double-digit comp store sales since its founding. For more information, please visit [www.krisers.com](http://www.krisers.com). Follow Krisher's on Twitter or Instagram [@kriserspets](https://www.instagram.com/kriserspets), or 'like' us on Facebook at <http://www.facebook.com/kriserspets>.



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