REGIONAL SHOWS PACK PUNCH
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WONDERCIDE SCORES A SWEET DEAL
Find out how the team behind Wondercide Natural Products impressed one savvy entrepreneur of “Shark Tank” enough to earn a $500,000 investment to take its natural flea and tick product line to the next level. (PAGE 11)

Plenty to Smile About
Soaring sales in the natural dental health segment, particularly natural chews and treats designed to supplement oral hygiene for dogs and cats, are giving retailers plenty of reason to grin. (PAGE 46)

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Lori Greiner watched impassively as her fellow “Shark Tank” panelists tried to strike a deal with Stephanie Boone and Laura Alter of Wondercide Natural Products. The pair accepted her offer, and she let her excitement show: “I’ve been waiting a long time to do something like this!”

Boone, founder and CEO of Wondercide, and Alter, chief marketing officer and business partner, had gone on the show seeking a $500,000 investment to grow distribution to pet retailers.

Impressed by the team, the business and the products, Greiner offered the Austin, Texas, business $500,000 for 3 percent equity in the company and a 50-cent royalty on every unit sold until repaid. The investment puts a $16.6 million valuation on the company.

Boone told the panelists the company was selling 80 percent of the product online with 70 percent margins—which caught everyone’s attention.

Although the show aired in March, it was filmed last summer, and the two partners were sworn to secrecy about the outcome until the airdate. In July 2014, they first submitted an application to appear on the show, but they missed the cutoff for the 2015 season and had to reapply six months later.

“’Shark Tank’ took many months of intense preparation on top of the hard work we put into Wondercide each day,” Alter said. “We watched every ‘Shark Tank’ episode, prepared answers for every question ever asked, zeroed in on other consumer packaged goods companies, studied each of the Sharks’ previous deals, pulled together every metric for our business from the last five years, and practice-practice-practiced,” Boone said.

The motivation for launching Wondercide was extremely personal.

“In 2008, when my dog Luna became deathly ill from a conventional flea and tick treatment, I started on this journey to create safe and effective alternatives to pesticides used on pets, families and in homes,” Boone said.

Wondercide’s products have test results that prove its effectiveness, unlike many natural products, according to the company.

Prior to “Shark Tank,” Wondercide delivered triple-digit growth year-over-year since its inception, and the initial product concept has expanded to more than 30 natural products.

“You have to truly understand your business inside and out and have a killer product, story and team,” Boone said. “And you’ve got to know your numbers. I am beyond proud of what we have accomplished, and to have Lori Greiner join us in our mission to protect pets and families is incredibly gratifying,” she added.

Wondercide Gets Sweet Deal On ‘Shark Tank’