



The Secret to Making Everyone Happy...A Joint for Everyone!

(Saint Petersburg, FL – 23FEB17)

Husband and wife team Jennifer and Jonathan Lewis, the co-founders of the Liquid-Vet® brand of holistic formulas for pets, always hoped that their tiny, American-made, woman-owned manufacturing business would one day have retailers fighting for exclusivity over their extremely tasty, easy to use, and fast products. While the couple was exceeding expectations in 500 or so independent pet stores in the USA and Canada, it was simply too difficult to operate a production facility here in the USA and pay the bills. After many hard years and a bank account on empty, the couple was about ready to throw in the towel until that day finally came in late 2016 when not one, but seven major retailers decided to pull the trigger almost at the same time!



What Jonathan and Jennifer did not realize was that in the pet industry, exclusivity to the different classes of trade (grocery chains, pet specialty chains, independent stores, etc.) was critical to keep all channels selling strong and remain competitive (and hence making buyers happy) and not lose the momentum the team had worked years to achieve.

Putting their lab coats and hair nets back on again, the former scientists scrambled and in less than 90 days developed all new joint care formulas for dogs, cats, and horses, redesigned all packaging, and created marketing materials to launch channel exclusive Liquid-Vet® formulas while still maintaining its industry leading brand identity.

When asked about their biggest business achievement in 2016, Jonathan said, “Jenn and I are now able to stop forcing our children to help us at the plant several nights a week in exchange for pizza and extra dessert instead of sitting down together for dinner at home. Now, we are able to offer good jobs to several new employees this year and do our thing to support the US economy. That makes us proud.”

For more information, please visit the Liquid-Vet® website, www.LiquidVet.com, or contact Liquid-Vet® at the address or phone number below.

Liquid-Vet® by COOL PET® Holistics
P.O. Box 76405
Saint Petersburg, FL 33734
Email: info@LiquidVet.com
Phone: 888-671-4292
Website: www.LiquidVet.com

