

## The Barkers Dozen Unveils Paw Street Barkery Brand Dog Treats

*Organic dog treats will replace retired “The Barkers Dozen” brand; Chief Taste-Tester and Mascot Bobby Barker promoted to VP, Op-paw-rations.*

Jan. 19, 2013 — CHICOPEE, Mass. — The Barkers Dozen, an organic and eco-friendly dog treat company based here, today announced that it has changed its brand name of organic dog treats from The Barkers Dozen to “Paw Street Barkery”, effective immediately.

The change was necessitated to better align the company’s organic dog treat brand with its recently opened retail store location, Paw Street Barkery, located at 685 James Street here. The new store, which officially opened in late 2012, gives Western Massachusetts residents, visitors and their dogs the opportunity to fully experience and sample the wholesome goodness, quality ingredients, fun and love that is baked into every organic dog treat that the company makes.



While the brand name has changed, the ingredients and lineup of organic dog treats baked by the company remains the same as before. The company engaged a third party to conduct a branding study with the objective of creating a new brand name that would best reflect the company’s upbeat, yet conscientious values and culture.

“While ‘The Barkers Dozen’ brand name has served us very well over the past four years, with the opening of our first brick and mortar store, it was time to create a fresh new look for our treats, and our brand,” said Shawn Sherry, company president and CEO. “The new Paw Street Barkery name encompasses the qualities we want our organic dog treats to be known for – fun, uniqueness and local.”

To support the new name launch, the company unveiled a redesigned consumer website, [www.pawstreetbarkery.com](http://www.pawstreetbarkery.com), a new corporate website at [www.thebarkersdozen.com](http://www.thebarkersdozen.com), and new packaging for its organic dog treats.

Coinciding with the new brand, the company announced that chief treat taste-tester and mascot, Bobby Barker, was named vice president of op-paw-rations. Barker was instrumental in building the company’s customer base for the past four years through its Facebook and Twitter profiles. In his new role, Barker will oversee all new product development and operations for the company’s online store, retail location and private label customers.

Taking the role of mascot and chief taste tester for the company will be Baxter Barker, a new hire for the company and nephew of Bobby Barker. Like his uncle, Baxter enjoys belly-rubs, playing fetch, barking at squirrels and tasting Paw Street Barkery brand organic dog treats. Look for Baxter on Facebook and be sure to follow him on Twitter for the latest news, contests and more.

*The*  
**Barkers Dozen**



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**About The Barkers Dozen:**

With the goal of providing Homemade Organic Pet Treats that everyone could afford, The Barkers Dozen was founded in 2009. In the midst of the 2008 pet food scare, company founders Shawn Sherry and Anthony Newman saw an opportunity to start an organic dog treat business where customers could feel safe and secure about what they fed to that loyal member of their family.

The Barkers Dozen treats use the highest-quality, human-grade organic ingredients and are made in a variety of shapes and sizes to satisfy any furry friend. The gourmet dog treats are made on demand and in small batches to ensure the freshest product possible for customers, without artificial preservatives. Feeling a responsibility to the world in which we all live, its packaging is renewable or recyclable.

In 2011, Sherry assumed sole ownership of The Barkers Dozen, following a year of historic growth. Later that year, continuing its belief in social responsibility, The Barkers Dozen began utilizing staff from the Aditus group, a non-profit which helps those with special needs to be able to enter the work force. In addition, The Barkers Dozen donates a portion of its profits from every sale to two animal shelters in its local market.

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