



Realtree® Performance Dog Food:
Sporting and working dogs that are
fed the best perform the best. No
purse dogs allowed!

Fredericton, New Brunswick, Canada

Corey Nutrition Company is a family-owned manufacturer specializing in the formulation and safe production of high-grade pet foods. Corey is first in the world to use human food safety protocols in their processes to ensure the safety and quality of pet food.

- Corey Nutrition Company and Realtree® partner to launch Realtree Performance Dog Food in July 2013.
- Corey is a featured vendor in Realtree's Lifestyle Booth at one of the largest national tradeshows in the country, spawning several major licensing deals for Corey.
- Corey, with its Realtree Performance Dog Food, obtains access to several major U.S. retailers.

CASE STUDY

Corey Nutrition Company reaches U.S. hunters and sportsmen with the help of the Realtree Brand and marketing expertise.

Corey Nutrition Company, based in New Brunswick, Canada, is a producer of premium dog and cat foods sold primarily in bulk to breeders, kennels and other bulk-users of pet feed. Corey is a family-owned company with a firmly established reputation as a pioneer in the pet food industry. It is the world's first pet food manufacturer to produce human-food-safe certified pet food and the first pet food manufacturer to use vacuum-fat infusion, a process that increases the available fat in the kibble, which translates into higher energy levels and endurance for dogs. The food is specially formulated to support working and sporting breeds that are extremely active with high daily energy demands.

How does a Canadian company with a fantastic product crack the U.S. market?

Corey has been selling a retail product in Canada for more than 15 years and had been eyeing the U.S. market for some time. However, it lacked brand recognition and the channel access, both requirements for a successful launch. Located in the northeast, Corey realized that a large proportion of its customers, hunters and outdoorsmen, owned one or more hunting or working dogs that would benefit from their premium high-energy dog food. Corey also knew that camo, especially Realtree camo, was wildly popular and had a huge presence among the hunting and sporting population. From Corey's perspective it seemed logical that the Realtree name would provide the perfect vehicle to introduce a retail product that would appeal to its target market. Realtree could also provide distribution options that were currently unavailable to Corey in the U.S. market.





CASE STUDY

“**Realtree® was our first and only choice.** – Quinn DeLong, Sales and Marketing Manager for Corey Nutrition Company”

Quinn DeLong, Sales and Marketing Manager for Corey Nutrition Company indicated that Corey never considered any other company to partner with. “Realtree was our first and only choice.” Corey approached Realtree and Realtree® Performance Dog Food launched in July 2013.

Corey Nutrition gets the exposure and access it's looking for with Realtree® Performance Dog Food

In a very short time Realtree and Corey cemented a strong business partnership. Both companies have taken steps to ensure the success of the product. For Realtree's part, it has provided exposure through tradeshow, advertising and social media. Realtree provided Corey space in its Lifestyle Booth at one of the largest national tradeshow in the country. This helped Corey reach an unprecedented number of companies and enthusiasts associated with hunting and outdoor activities from all over the world.



“**We were thrilled to see the high level of interest and approval from the attendees. The amazing thing was the level of brand obsession for everything Realtree.** – Lee Corey, Founder and CEO of Corey Nutrition Company”

Lee Corey, founder and CEO of Corey Nutrition Company, noted that this show immediately produced results. “We were thrilled to see the high level of interest and approval from the attendees. The amazing thing was the level of brand obsession for everything Realtree. One agreement was signed on the show floor. Cabela's SportingDog Adventures was signed as an official partner and will feature and promote Realtree Performance Dog Food in upcoming episodes on the Pursuit Channel, Wild Television Network, and CarbonTV among others throughout 2015.”

Realtree gave Corey six full-page ads in Gun Dog Magazine, provided space as a featured product on its website and has allowed Corey to advertise on its website as well. Realtree provides Corey with social media shout-outs on Twitter, Instagram and Facebook, calls attention to Corey's social media announcements, and gives its followers opportunities to obtain free Adventure Packs of the dog food to try.

Corey has been aggressive in its marketing efforts too. It has invested heavily in advertising as well as education initiatives to help consumers understand the value of premium dog foods as an investment in the overall health and wellbeing of your best friends. The company has published informational videos on YouTube to help people understand how the food is manufactured. Corey also created infographics sell sheets to help consumers understand the process and key nutrition factors so they can recognize the value of the brand and that it's suitable for nearly all dogs, not just sporting or working breeds. Corey has put personnel in stores across the country to have one-on-one conversations with consumers and hand out samples. According to Quinn DeLong, “It's really important to have someone in there talking about the food.”

Realtree has benefited through its relationship with Corey. Corey currently enjoys relationships with farm and feed stores and Canadian Tire, a large retail chain in Canada. To date, Canadian Tire has agreed to carry Realtree dog food in approximately half of its 490 stores. Farm and feed stores have not traditionally shown interest in camo products. However, with exposure to Corey's new Realtree dog food this is changing. Understanding the appeal of camo to its



CASE STUDY

core consumers who are also hunters and outdoorsmen, talks are now underway between Realtree® and these retailers to explore licensing opportunities. According to Nolen Sweet, Licensing Account Manager at Realtree, "Without Corey's connections, we would still be searching for ways to make inroads with these retailers."

The Realtree - Corey Partnership has evolved into a family affair

The relationship between Realtree and Corey is not just about business, it's about becoming part of the family.

"Realtree has been very pleasant, professional, genuine and helpful. They are interested in us and who we are and they treat us as very much a part of their family and their team. – Quinn DeLong, Sales and Marketing Manager for Corey Nutrition Company"

"The relationship between Corey and Realtree has been a true partnership," DeLong emphasized. "Realtree has been very pleasant, professional, genuine and helpful. They are interested in us and who we are and they treat us as very much a part of their family and their team." After Quinn and members of his staff met the Realtree team in person at a recent tradeshow, he stated, "We were very happy and surprised that the people at Realtree were so very down to earth and very passionate about what they do. They are very concerned that you are getting the best service you can get and that you are getting everything you need to execute at your best level."

Realtree and Corey anticipate extending the partnership into the future. Both parties would like to extend the product line to include more package sizes as well as new formulations.



About Realtree

Realtree is the leading licensor of camouflage patterns in world, with 70 percent market share. We are partnered with more than 2,000 manufacturers who produce 18,000-plus products utilizing our camouflage patterns and brands. These products are offered by 35,000 retailers, resulting in \$4 billion in annual sales. Realtree is more than the world's most effective camouflage. We are a media company with television shows, DVD titles and web properties that extend our reach into millions of households nationwide. And we are a marketing company with 30 years of experience in using integrated marketing strategies to keep Realtree patterns and brands at the forefront of the outdoor industry.

For more case studies and information on developing a business relationship with us, please visit:
BUSINESS.REALTREE.COM.