

# The Next Step in Nutrition

Brett Weinberg, director of sales and marketing for GlobalOne Pet, Inc., manufacturers of the Rotations brand of pet foods, discusses the evolution of the rotational feeding concept and why it is perfect for pet stores.

■ By Melissa Breau

## **Pet Business: Where did GlobalOne Pet get the idea for the Rotations 3-IN-1 Complete Nutrition System?**

**Brett Weinberg:** Lucas Saxe and Michael Farmer, the company founders, looked at what they were feeding their own dogs. They realized it didn't make sense to feed their dogs the same exact food day in and day out. How could their dogs possibly get all the nutrition they needed from a single dietary formula?

They talked to the top pet nutritionists in the U.S. and Europe and found that single-diet feeding is becoming one of the big issues in pet nutrition. Then they turned to retailers, many of which said they had been advocating rotating dog foods to customers for years. However, the retailers were having trouble recommending combinations of products because they didn't really know which formulas worked well together nutritionally and without causing digestive upset.

## **PB: What are the benefits to feeding a rotational diet system?**

**Weinberg:** While there isn't a formal study out there to prove it, the hypothesis is that about 20 years ago, when dogs started eating commercial diets, allergies became more prevalent. We believe that because dogs are being fed the same thing every day, their immune systems are not

as healthy as they should be. When other nutritionally important ingredients are presented in the diet, it can trigger an immune response such as an allergy.

A rotational feeding system provides a broader base of nutrients, which provides better overall nutrition for the pet while reducing over saturation from specific ingredients. Many current brands change flavors by changing the protein source, but Rotations goes beyond changing the protein source, thus providing a much broader nutritional diet.

In the past, every time pet owners switched foods they had to transition their dog by mixing the different foods gradually to reduce the chance for digestive upset. Continuous transitioning isn't convenient, and it required the consumer to make food selections without real knowledge of which foods complemented each other. Our rotational feeding system takes the guess work out of the process, as each recipe works perfectly with the others for better nutrition and digestive health.

We started with kibble because the majority of dog owners are feeding kibble, but we're expanding the concept to other forms of pet food as well. The idea is to reach the broadest spectrum of pet owners by making it easy. It's a convenient system—three unique kibble recipes in a box.

## **PB: What has been the biggest problem in developing this kind of system? Why hasn't it been done before?**

**Weinberg:** The issue pet owners are concerned about with rotational feeding is digestive upset. We figured out that digestive issues are really caused by changing the levels of the key ingredients and not the ingredients themselves. Our recipes are formulated to provide the same levels of the key food groups—proteins, vegetables, carbohydrates, and other vitamins and nutrients—which eliminates the digestive upset concern.

To validate the concept, we conducted a variety of tests using kennels, university consumer test programs and in-home testing. We were able to test the concept with a broad mix of breeds and ages of dogs. Part of the test was to ensure outstanding palatability against leading dog food brands, but we also wanted to test that we had achieved even palatability across the three recipes. The results were outstanding. And in the study, not one dog had a digestive upset issue when transitioning from one recipe to the next.

## **PB: What are the advantages for retailers in selling this kind of food?**

**Weinberg:** The reason people go to independent pet stores is for quality and service. These "pet parent" consumers expect to find the best products available and they expect to have someone who can explain why a product is better for their pet. The rotational feeding system concept lends itself perfectly to this selling proposition.

