

For immediate Release

For more information or to schedule an interview, contact Jeff Luce at Bark & Beg

A Grand Opening That's Going To The Dogs?

Marietta, June 3, 2010

Imagine a dog treat that is so pure you could serve it at your cocktail party were it not for the telltale paw or bone shape.

Jeff and Amy Luce have elevated the dog biscuit to ultimate gourmet status by using only the most nutritious, all-natural ingredients. In fact, just recently a particular chicken soup, typically used to flavor dog treats, was rejected because it contained onion powder, which is toxic to dogs.

As demand by friends and neighbors for their home made treats reached retail proportions – the logical path was to start an online business “Bark & Beg” (barkbeg.com). Now it's time for the big step. The Grand Opening of their first retail store at Town Center Mall in Cobb County is from June 18 through 20, 2010. You will find Howlin' Honey cookies (made with locally harvested honey), Peanut Butter Belly Treats, gift baskets, customized cakes for all occasions (yes, cakes for dogs!) and much more. For three days, there will be famous guests, prizes and fun activities.

Jeff and Amy's story exemplifies the American tenacity for business. They have selected a high-end niche in their industry in a difficult economy and are successful with it. Their “human tested and dog approved” treats have gained a strong foothold in the local market. One word of caution: don't expect your dog to share.

Bark & Beg is a family-owned business located in Marietta, Georgia. It was founded in 2009. Their edible dog products contain only all-natural ingredients in the strictest sense.

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