



## PRESS RELEASE

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### PREMIUM QUALITY FROM HOLLAND



At the SuperZoo 2016 Mr. Miller Inc. launches an innovative pick and mix display with oven baked dog biscuits.

Mr. Miller is the US brand of a Dutch bakery for pets. They produce exclusive dog biscuits which are traditionally slow oven baked at their bakery in The Netherlands. 12 delicious dog biscuits, made from high-grade ingredients, are presented in a characteristic 3D Dutch windmill display. The attractive self-serve concept allows owners to pick the treats most suitable for their dogs. The range consists of options for puppies and adults as well as grain free and gluten free varieties.



The display is almost 8 feet tall so that the windmills will be visible from every point of view in a store. It is made from premium quality steel and lockable, polycarbonate containers and can be placed as an end-cap or against a wall. The Mr. Miller display adds value to the customer experience at pet food stores.

With the Mr. Miller Program the retailer has lots of benefits: free use of the innovative display, unique concept, order stock online, minimum order quantity, fast delivery, high margin!



*Mr. Miller is innovative in the US because of the filled biscuits in their assortment.*

**Note to the editorial office:** Please visit our booth #2101 at the SuperZoo in Las Vegas from August 2-4<sup>th</sup> or contact Merel van Keulen (Account Manager) by phone: (347) 732 2733 or email: [info@mistermiller.us](mailto:info@mistermiller.us) for more information.