



...Being The Chief, Cook, and Bottle Washer

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Husband and wife team Jennifer and Jonathan Lewis, the founders of Liquid-Vet®, always hoped that their tiny, American-made, woman-owned manufacturing business would one day have retailers fighting for exclusivity over their tasty, easy to use, and fast acting formulas for animals. While the Liquid-Vet Formulas were selling well in a few hundred independent pet stores in the USA and Canada, it was simply too difficult for the couple to single-handedly run every single aspect of a pet supplement manufacturing facility here in the USA without several more hands. After many hard years and a personal bank account on empty, the pair was about ready to throw in the towel until that day finally came when not one, but seven major retailers decided to pull the trigger almost at the same time!



Jonathan and Jennifer quickly realized that getting in the stores was just the first of many battles in the war on shelf space. With only a couple of products on the shelf, Liquid-Vet did not command enough attention from the buyers to even get an e-mail reply or call back to address out of stock situations, incorrect pricing, and many, many other issues that the couple themselves had little to no control over. In addition, many of the independent retailers were dropping Liquid-Vet once these long-time customers saw the products were being sold in the large chain stores such as Wal-Mart. Hence, sales were slowing, and some retailers were dropping Liquid-Vet altogether.

Putting their lab coats and hair nets back on, the former scientists scrambled and in less than 90 days developed all new hip and joint care formulas for dogs, cats, and horses, redesigned all packaging, and created marketing materials to relaunch channel exclusive Liquid-Vet® formulas. The duo stopped the immediate new product-related bleeding, but now the essential “3Ms” as they now call it (i.e. manufacturing, marketing, and merchandising) needed to be addressed and addressed fast in order to keep the doors open at their tiny St. Petersburg, FL manufacturing facility.

Despite having excellent credit and a profitable small business, Jonathan and Jenn were denied funding by several large lenders until a fellow local small business owner recommended talking to his small local bank. The bank was extremely impressed with the couple’s business plan and helped secure Liquid-Vet’s future with a SBA backed loan.

When asked about their biggest business achievement, Jonathan said, “Jenn and I are now able to stop forcing our children to help us at the plant several nights a week in exchange for pizza and extra dessert instead of sitting down together for dinner at home. Plus, we are able to offer good jobs to a number of new employees which is our way of supporting the USA Made economy. That makes us proud.”

Come see them at SuperZoo at Booth #6260 as show specials will be offered – **free shipping & 10% off!**

For more information, please visit the Liquid-Vet® website, www.LiquidVet.com.

