



**For Immediate Release**

Contact: Jeanne Blandford  
203-861-4000  
jeanneb@chickensoupforthesoul.com  
<https://chickensouppets.com>

**Chicken Soup for the Soul Pet Food and Burgham Sales Ltd. To Expand Distribution to Canadian Pet Specialty Stores**

-----

**Family-Owned Companies Look to Bring Super Premium Pet Food to More Independent Pet Retailers**

**Cos Cob, CT, August 31 2020** Chicken Soup for the Soul Pet Food, a family-owned supplier of super premium pet food, announces its agreement with Burgham Sales Ltd., a full-line distributor of pet supplies to independent pet retailers and pet chains in Canada, to expand distribution to Canadian pet specialty stores beginning September 1, 2020.

“We have been looking to expand distribution in Canada and feel that Burgham is a perfect match,” says Ed Uebele, SR VP Sales and Marketing for Chicken Soup for the Soul Pet Food. “As a family-owned business they share the same customer intimacy and care that Chicken Soup for the Soul has been demonstrating for the last 16 years. Quality and value combined with a positive retailer relationship.”

“Our super premium, affordable pet food is already widely appreciated throughout North America for its healthy ingredient decks as well its affordable price point,” says Jim Simplot, VP Sales and National Accounts for Chicken Soup for the Soul Pet Food. “We look forward to working with Burgham’s passionate and resourceful sales team to expand our Canadian presence.”

“We are very excited to be working with Chicken Soup for the Soul! Their brand recognition is off the charts and we look forward to supporting the existing network of dealers while growing the brand to a new level, by offering the entire line to the Canadian market,” says Steven Schlichtmann, Vice President of Marketing and Operations for Burgham Sales Limited

Burgham will represent Chicken Soup for the Soul Pet Food exclusively in the Quebec and Ontario markets as well as help to expand presence in the Atlantic Provinces.

## **ABOUT CHICKEN SOUP FOR THE SOUL PET FOOD**

Chicken Soup for the Soul has been providing super-premium pet food for over 16 years. The company makes dry and wet dog and cat food as well as treats that are available at independent pet specialty stores nationwide and select products are available online. The company's mission is to help all pets eat well through its affordable pricing and its work with shelters and pets in need. A portion of all proceeds from the sale of Chicken Soup for the Soul pet food goes to Chicken Soup for the Soul's Fill-a-Bowl... Feed-a-Soul™ program. The program, which was launched in 2016 in association with the American Humane, aims to provide over a million meals annually to shelter pets."

[www.chickensouppets.com](http://www.chickensouppets.com)

Like Chicken Soup for the Soul Pet Food on Facebook: [www.facebook.com/ChickenSoupPets/](https://www.facebook.com/ChickenSoupPets/)

See Chicken Soup for the Soul Pet Food on Instagram: [www.instagram.com/ChickenSoupPets/](https://www.instagram.com/ChickenSoupPets/)

## **ABOUT BURGHAM SALES LTD.**

Burgham Sales Ltd. is a family business operating for 65 years. They are a full-line distributor dealing with independent pet retailers and pet chain stores operating all across Canada. They are dedicated to offering a product range that meets the ever-changing needs of the Canadian marketplace. Their sales team effectively offers the best service and support to the pet retailer, offering detailed information on all new and existing brands they carry.

Text End

\*\*\*\*\*