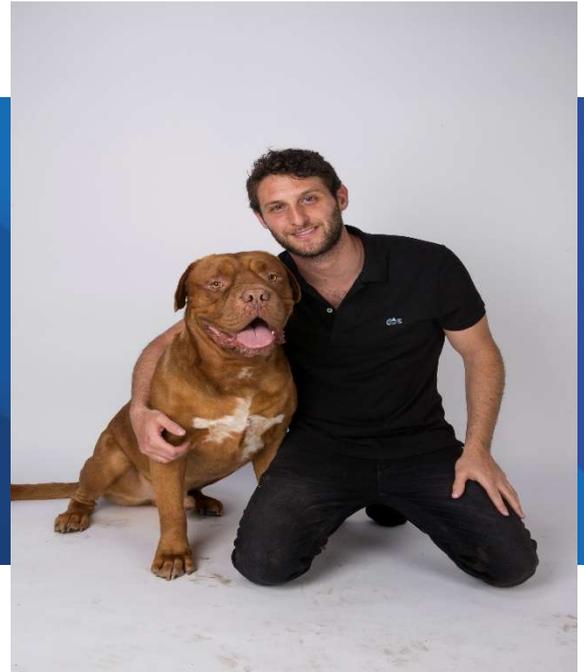




Success stories

WAG stays ahead of the pack - a success story



Business growth and diversification

In 2008, Jeremy Goldman, the founder of WAG, had a dilemma. As a dog owner, he realised that not all treat companies had been good. In fact, many contained bad things that didn't do dogs any good. By swiftly leveraging the gap in the market for natural dog treats, he began his entrepreneurial journey by working with local Australian butchers to sell one of the first Australian-made '100% natural & single-ingredient dog treats' in Melbourne. The passion project soon turned into a business.

From humble beginnings at the local St Kilda Farmers Market over a decade ago, WAG now has 38 employees across its business. The company distributes to 800+ retail stores in Australia and continues to be the market leader in natural dog treats.

Commerce and Growth in export

Recent additions to the range such as Coffee Wood Chews and Free-Range Venison Bones are examples of innovative and sustainable treats being brought early-to-market by WAG, ahead of the competition. In the pipeline for 2022, the business will also be launching its first range of Functional Jerky Treats and Insect Protein Snack range.

E-commerce and growth in export trade

The pandemic came as a blessing in disguise for WAG, which helped grow the DTC revenue over 80% through e-commerce channels. Besides its own website, WAG uses multiple e-commerce sales channels such as Amazon, eBay, Catch and Kogan.

There is also a growing global demand for natural Australian-made pet treats and WAG is currently exporting to markets in the USA, Canada, Hong Kong, Taiwan, Singapore and South Korea

through both a direct and there is also a growing global demand for natural Australian-made pet treats and WAG is currently exporting to markets in the USA, Canada, Hong Kong, Taiwan, Singapore and South Korea through both a direct and distributor arrangement.

"Raj connected us with the perfect specialist who was incredibly helpful in engineering new processes and finding the right equipment to scale up our operations in an efficient and cost-effective manner", explained Jeremy Goldman - CEO.

Capacity building

Through the EP Programme, Growth Facilitator, Raj Gopal assisted WAG in creating a robust action plan that included help identify business opportunities and connect the business with the right providers & build manufacturing processes and systems.