

# New Pet Food Start-Up Will Donate a Pound for Every Pound Sold

*A new pet food start-up built on a benevolent promise is using crowd-funding to launch their online, direct-to-consumer business.*

MEADVILLE, PA - PENNSYLVANIA, UNITED STATES, September 11, 2014 /EINPresswire.com/ -- Pet food start-up [pound4pound](#) Pet Foods is launching a line of all-natural dog foods with a distinctive promise: for every pound purchased, a pound will be donated to an animal shelter. They will begin shipping food to consumers' homes in January 2015, working with customers to determine which recipe is ideal for their pet, and the frequency that it should be delivered. They are using a unique go-to-marketing strategy, choosing to utilize crowd-funding on [Kickstarter](#).



For every pound you buy, a pound is donated to a shelter

The donated pounds will be contributed to animal shelters near their headquarters in Northwest Pennsylvania at launch, and they plan to expand their donation network as sales increase. The three dry dog food [recipes](#) for sale are all-natural and use real meats like chicken, lamb and turkey as the first ingredient. These recipes are formulated to a quality that would fit in on the shelves of any pet store, and because they are shipping directly to the consumer and cutting out retailers, their pricing is comparable to what you'd pay for similar brands in major pet chains.

The Kickstarter campaign launched in early August, with a goal of raising \$75,000 by October 4th. The rewards for customers who choose to 'back' the campaign range from straight-forward - bags of dog food being pre-sold at a discount; to distinctive – allowing customers and their dogs to be featured on the company's website as '2 & 4-legged heroes', or even getting your pet's silhouette added to upcoming products as the company expands into dog treats and cat food.

More information about the recipes, ingredients, and donations can be found at their website: [pound4poundpets.com](#). The Kickstarter campaign & video are currently live at <https://www.kickstarter.com/projects/1497407023/pound4pound-pet-food>.

Anthony Lang  
Pound4pound Pet Foods  
814-282-6910  
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.