



Portland Pet Food Company Returns to SuperZoo as the Original Pioneer in Shelf-Stable Fresh Pet Meals

Proven product performance, national retail growth, and a spot on the 2026 Inc. 5000 list — for the third year running — marks another breakout year

PORTLAND, OR, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Las Vegas, NV – (August 12, 2026) – Portland Pet Food Company, the brand that brought fresh, gently cooked meals to the shelf-stable pet category, returns to SuperZoo, Booth 3400 (August 12-14) with significant momentum—new product innovation, national retail expansion, and recognition as one of the fastest-growing wet food brands in the country.

Recognized for redefining what shelf-stable pet food can be, Portland Pet Food Company crafts gently cooked, human-grade meals with 11 or fewer whole-food ingredients—no synthetic supplements or artificial fillers. Unlike pouch-based entrants mimicking canned food, PPFC's recipes look, smell, and taste like real food because they are.

"We weren't inspired by a trend—we started from scratch in a kitchen, solving real mealtime challenges for our own pets," said Founder Katie McCarron. "Now, as the market catches on to what fresh really means, we're proud to lead with integrity, transparency, and results."

Last Year's SuperZoo Launches Are Already Paying Off

Innovation continues to fuel Portland Pet Food Company's growth in the pet channel, with last year's SuperZoo launches already making a significant impact: Winnie's Lamb N' Rice is the #1 new item in wet dog food year-to-date, generating more sales than any other item in the category with no prior-year sales, while the Mixed 4PK ranks #12 among new wet dog food launches.

Source: SPINS Pet Channel, Year-to-Date data, Date Updated 7.12.2026

Momentum Backed by Milestones

PPFC arrives at SuperZoo celebrating:

A place on the 2026 Inc. 5000 list of fastest-growing privately held companies in America — marking the company's third consecutive year on the list

A spot on the Top 50 Fastest-Growing Women's Businesses list for the fourth year running

Founder & CEO Katie McCarron named a 2026 Enterprising Women of the Year Honoree

Growth to over 9,000 retail locations across the U.S., Canada, and Asia

#1 fastest-selling major brand in the wet dog food category, according to SPINS data, *Among brands with an ACV of at least 30%

Continued sales velocity in key accounts fueled by rising demand for real-food nutrition

With strong demand from both consumers and retail partners, PPFC remains focused on

offering clean-label, flexible nutrition that works within real-world routines—and doesn't require freezers, fuss, or full diet overhauls.

Built for Retail Success

PPFC's products are shelf-stable, space-efficient, and proven to deliver strong cost-per-pound trade-up value. The brand helps complement existing kibble purchases rather than cannibalize them, offering retailers an easy way to grow basket size while meeting rising shopper demand for real-food nutrition.

For more information, visit portlandpetfoodcompany.com.

About Portland Pet Food Company

Portland Pet Food Company (PPFC) is a woman-owned and led business in Portland, Oregon that makes human-grade pet food and treats with 100% U.S.-sourced human-grade ingredients. Founded in 2014 by Katie McCarron after discovering the benefits of human-grade food for her aging dog, Rosie, PPFC now offers simple recipes with 11 or fewer ingredients and no preservatives. The company serves pets across the U.S., Canada, and parts of Asia. PPFC has earned recognition as a Top 10 Social Steward pet food brand by the Pet Sustainability Coalition and recognized by the Upcycled Food Association Certification, while being named among the Top 50 Fastest-Growing Women's Businesses for the fourth consecutive year in 2026 and landing on the Inc. 5000 list for the third consecutive year. In 2026, Founder & CEO Katie McCarron was also named a 2026 Enterprising Women of the Year Honoree.

Katie McCarron

Portland Pet Food Company

kmccarron@portlandpetfoodcompany.com

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