

Consumers recommend Victor Pet Food primarily due to dog preference and performance

What factors would most encourage you to recommend Victor Pet Food to others?

Select all that apply. (N=113)

My dog(s) like it **71%**

My dog(s) perform well on it **19%**

Consistent high quality products

Great value for the price **50%**

Positive experience with customer service

Competitive pricing

Frequent promotions and discounts

Ethical and sustainable business practices

Brand resonates with me and my lifestyle

Philanthropic giving

Other **19%**