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## Champion Dog Food Brand Shares Secret Behind Business Success

*New book—Feeding Champions—Celebrates the Family and Passion of Bil-Jac Super Premium Dog Food*

**Medina, OH** (March 10, 2010) – [Bil-Jac Foods](#), a family owned and operated leading manufacturer of super premium dog foods and treats, is launching its first book—*Feeding Champions: The Story of Bil-Jac, The Life and Passion of Bill Kelly* (Bil-Jac Publications, April 2010). Slated to hit bookstore shelves nationwide on April 1, 2010, the new book gives a thorough history of dog food in America and the story of founder, Bill Kelly's, passion for dog nutrition. *Feeding Champions* offers a comprehensive look into the Bil-Jac difference, as well as an inspiring success story of the family owned and operated business, which is still thriving today.

In his youth, Bill Kelly was interested in animal nutrition. *Feeding Champions* shares the story of how Bill and his brother Jack developed the first patented dog food, meat-based formula, giving a more nutritious alternative to grain or gluten-meal based dog food. This experience came from his youth, when the family fed and bred silver foxes.

Following World War II, Bill used his knowledge of animal nutrition and passion for dogs to develop the unique formula and began selling it out of his kitchen. *Feeding Champions* gives an account of how the Bil-Jac brand grew over the next sixty years; primarily through word of mouth, to become the beloved dog food of families and breeders nationwide.

"This is our chance to share our family story and the amazing history of Bil-Jac dog food with dog lovers and our friends in the industry," said Jim Kelly, Executive Vice President, Bil-Jac Foods. "Through this book, we're not only honoring my father and Bil-Jac founder Bill Kelly, but also giving a history of dog food in America and the passion that inspired Bil-Jac's super premium dog food, which uses only the finest ingredients."

Through family anecdotes and testimonials from dog breeders trainers and professional handlers, *Feeding Champions* takes an in-depth look at the ingredients and passion that makes Bil-Jac dog food different from others on the market. Today, Bil-Jac remains family owned and controlled, and Bill himself still inspects all Bil-Jac formulas for outstanding nutrition and stringent quality control.

### **About Bil-Jac**

Bil-Jac, family-owned and operated, stands for over 60 years of uncompromising dedication to the highest quality and freshest ingredients available. Offering a full line of super premium dog foods and dog treats, Bil-Jac is committed to feeding dogs at every stage of life, which makes Bil-Jac the one complete food brand that is for all dogs, all their lives. For many years Bil-Jac has been the secret of success for many breeders. Not only have Bil-Jac clients won at AKC

dog shows like the Westminster Show at the Madison Square Garden, but also many television and movie star dogs eat Bil-Jac. Dog food is not only Bil-Jac's business -- it's our passion. For additional information, visit [Bil-Jac.com](http://Bil-Jac.com), become a fan on Facebook at [Bil-Jac](http://Bil-Jac) or follow on Twitter at [twitter.com/BilJac](http://twitter.com/BilJac).

**Book Details:**

Title: *Feeding Champions: The Story of Bil-Jac, The Life and Passion of Bill Kelly*

Author: Holly Srawbridge

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Corporate/Business History, 89 pages, B&W photos, two-color interior

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