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## Copy

Client: Funky Buddie Pet Treats  
Re: Marketing –Website Copy

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### Scope of Work

Funky Buddie has contracted with Galvin and Associates to provide copy for its new website.  
Word Count 1455

COPY

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### HEADER

**Funky Buddie** LOGO  
**Pet Treats**

### MENU

Home | About Us | Products /Dog Chews | Products /Dog & Cat Jerky | Contact Us

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### HOME

## a happy life together

**a fun, frisky, faithful pet makes everyday BETTER.**

A pet's unconditional love is a powerful force that helps us be the people we want to be. Funky Buddie helps you return the love. Our food treats and products let your pet know that you are devoted to him or her. Funky Buddie Pet Treats contain no artificial ingredients or preservatives.

At Funky Buddie, everything we do creates healthy bonding with your pet: a Happy Life Together!

PHOTOS – Montage of Dogs & Cats with Owners

### BUTTONS

DOG CHEWS | DOG & CAT JERKY | ONLINE STORE

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### ABOUT

## ABOUT US

The Funky Buddie story begins with a love affair - Molly. Molly is a white-haired Cairn terrier with a fun-loving personality. We were delighted when she came into our lives.

Like all good pet owners, we wanted to make sure Molly got plenty of love and the right kinds of foods. But when we checked the products available at pet stores, we found they often included unhealthy ingredients. We wanted something better for Molly.

We did research and tried different recipes until we found treats that were healthy – and that Molly loved! So we quit our jobs and started Funky Buddie. Now you

can purchase Funky Buddie Pet Treats at our online store, and at select retail outlets.

We are sure your pet will love Funky Buddie Treats and Products. Our treats are honest: they contain no artificial ingredients or preservatives. We give you a healthy way to strengthen your bonds with your pet: a Happy Life Together!

#### SIGNATURES

*Zoe Cheng | Jessica Liu*

PHOTO – Zoe Jessica and Molly

## About Yak Cheese

Yaks are long-haired bovids and related to cattle. They are large animals, 8 to 10 feet long, and can weight up to a ton apiece. The peoples of the Himalayan region of southern Central Asia, Tibet and Mongolia have domesticated yaks for thousands of years as a source for milk, cheese and meat. [MORE](#)

Yak cheese, called Chhurpi in Nepal, is prepared from the buttermilk of a yak. The buttermilk is pressed through jute burlap to separate the solid mass from the water. Once it dries, the cheese is cut into pieces and hung over a low fire to harden. Each piece of yak cheese is made by hand, so sizes, colors and shapes differ.

Yak cheese is loaded with proteins and rich in healthy fats. Funky Buddie Yak Cheese Treats are grain-and gluten-free and contain no pesticides, antibiotics or artificial ingredients. Share a treat with your pet to provide long-lasting pleasure and reduce separation anxiety.

PHOTOS – 1) Yak in pasture 2) Milking a yak 3) Yak sticks drying

## About Funky Buddie Ingredients

Funky Buddie Pet Treats include yak cheese chews and meat jerky. Some jerky recipes include vegetables. We use only quality ingredients and the meats are from free-range, humanely-raised livestock. [MORE](#)

**Funky Buddie Yak Cheese Dog Treats:** Our yak cheese dog chews originate in the high mountains of the Himalayas and are made by local farmers using yak and cow milk. They are delicious, long-lasting and easy to digest. In addition to being free of preservatives, chemicals or artificial flavors, they are gluten- and grain-free and are rich in protein.

**Funky Buddie Jerky:** When it comes to our pets, only the healthiest ingredients will do. Funky Buddie Jerky Treats are meat grown by farmers who raise their animals humanely and are free-range field-fed, without antibiotics, hormones or artificial flavors. In addition to their natural good taste, Funky Buddie Jerky contains minerals and vitamins.

**Vegetables:** Funky Buddie recipes can include vegetables. Like our other products, our vegetables are free of preservatives, chemicals or artificial flavors and contain natural minerals and vitamins.

Like any chew treat, supervise your pet and remove small pieces of chew or jerky to prevent choking.

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**PRODUCT - Jerky****Funky Buddie Jerky**

When it comes to our pets, only the healthiest ingredients will do. Funky Buddie Jerky Treats are meat grown by farmers who raise their animals humanely and are free-range field-fed, without antibiotics, hormones or artificial flavors. When we include vegetables in our Funky Buddie Jerky Treat recipes, they are also free of preservatives, chemicals or artificial flavors. Both meat and vegetables are natural sources of minerals and vitamins. [MORE](#)

**Funky Buddie Jerky Treats for Dogs – Key Recipe Ingredients****ORIGINAL BEEF**

A long-lasting jerky treat made from free-range beef raised without antibiotics, hormones or nitrates

**BEEF CASSEROLE**

Free-range, antibiotic- and hormone-free beef treats full of goodness with the rich taste of sweet potatoes

**BEEF STEW**

The delightful taste of pure free-range, grass-fed beef plus the extra flavor of fresh-cooked carrots

**LAMB DELIGHT**

Like our beef, Funky Buddie lamb jerky is free-range, grass-fed meat, free of antibiotics and hormones

**HEARTY MEATY**

For your meat-loving pet, a mix of free-range, grass-fed beef, lamp and venison jerky!

**PHOTO:** Dog Jerky Products

**Funky Buddie Jerky Treats for Cats – Key Recipe Ingredients****TENDER CHICKEN**

Your cat will love chewy cage-free, antibiotic-free chicken treats!

**OMEGA PLUS**

Give your pet a healthy dose of omegas with this mix of fish and free-range beef and lamb

**LAMB DELIGHT**

Funky Buddie lamb jerky for cats is free-range, grass-fed meat, free of antibiotics and hormones

**PHOTO:** Cat Jerky Products

Like any chew treat, supervise your pet and remove small pieces of jerky to prevent choking.

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**PRODUCT – Yak Cheese Chews****Funky Buddie Yak Cheese Chews**

Our yak cheese dog chews originate in the high mountains of the Himalayas and are made by local farmers using yak and cow milk. They are delicious, easy to digest and long-lasting and can help reduce separation anxiety. In addition to being free of preservatives, chemicals or artificial flavors, they are gluten- and grain-free and are rich in protein. [MORE](#)

Like any chew treat, supervise your pet and remove small pieces of jerky to prevent choking. But no need to discard the smaller nuggets: Just pop the nugget into the microwave for 30-60 seconds and it will puff up in size. Once it cools, your pet will enjoy the milky goodness of his or her yak cheese treat!



### **Funky Buddie Yak Cheese Chews for Dogs – Key Recipe Ingredients**

SIZE L: For dogs less than 60 lbs. Each piece is a net minimum weight of 3.3 oz. (95g)

SIZE M: For dogs less than 35 lbs. Each piece is a net minimum weight of 1.7 oz. (50g)

SIZE S: For dogs less than 35 lbs. Each piece is a net minimum weight of 1.7 oz. (50g – 2-3 pieces)

PHOTO: Yak Cheese Chew Products

Like any chew treat, supervise your pet and remove small pieces of chew to prevent choking.

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#### CONTACT US

##### CUSTOMER SUPPORT

Have a question? We're here to help! Just message us below with your question. We'll get back to you within 24 hours.

DIALOG BOX

**SUBMIT**

##### DONATION REQUESTS

Funky Buddie supports nonprofit organizations that foster healthy relationships with pets, including pet rescue operations, shelters and events that promote dog health. For donation or sponsorship consideration, please message us with your information. Include a link to your website.

DIALOG BOX

**SUBMIT**

##### RETAIL INQUIRIES

If you are interested in selling Funky Buddie Pet Treats, please message us. Include a link to your store website.

DIALOG BOX

**SUBMIT**

##### FAQs

###### **Where are Funky Buddie products made?**

Funky Buddie Yak Cheese Chews originate in the high mountain areas of the Himalayas, where local farmers prepare the yak cheese as they have for centuries. Funky Buddie Jerky originates in New Zealand, where local ranchers raise livestock that are free of hormones, nitrates and antibiotics.

###### **Where can I find Funky Buddie Pet Treats?**

To purchase Funky Buddie Pet Treats: [CLICK HERE](#)

For a list of retail locations: [CLICK HERE](#)

###### [MORE FAQs](#)

###### **Can cats eat Funky Buddie Dog Treats?**

Our experience is that cats prefer the Funky Buddie cat recipes. But yes, you can feed them dog treats – just break them up into cat-sized pieces.

###### **Do Funky Buddie Pet Treats need to be refrigerated?**

Unopened packages of Funky Buddie Pet Treats do not need refrigeration, but keep the



packages away from direct sunlight. Once you open Funky Buddie Jerky, refrigerate. Once you open Funky Buddie Yak Cheese, you don't need to refrigerate, but keep the remaining bits in a well-ventilated room - don't store Yak Cheese bits in a plastic or paper bag.

**What is the shelf life of Funky Buddie Pet Treats?**

Unopened packages of Funky Buddie Pet Treats should be stored in a well-ventilated area away from direct sunlight. Check the "Best if used by" date on the package.

**Can I feed Funky Buddie Pet Treats to a puppy or kitty?**

We do not recommend Funky Buddie Yak Cheese Chews and Jerky pets for under four months, or for senior pets with weak teeth. Always supervise your pet's intake of any treat, to prevent choking.

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