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## Pet Wants Franchise Celebrates Major Milestone: Reaching 100 Franchise Locations

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CINCINNATI ([PRWEB](#)) June 02, 2020 - Pet Wants®, the Cincinnati-based high-quality pet food and supplies franchise, is pleased to announce that the company has hit a major milestone - reaching 100 franchise locations.

“Less than 20 percent of franchise brands reach the 100-location milestone and Pet Wants has been able to do it in just five years. That success was achieved not only because of the company’s great story and fantastic products, but also because of our franchisees’ passion for what they do and the help of our investors and strategic partners at Franchise Funding Group as well as the synergy and shared resources that come from the affiliated franchise brands in the Strategic Franchising portfolio. Having the support and guidance of those teams has made a huge difference in our ability to scale quickly, nationally, and without sacrificing quality,” Pet Wants President Scott Hoots said.

Pet Wants originally launched in Cincinnati in 2010. Founded by Michele Hobbs, the business was built to provide small batch, slow-cooked, fresh, high-quality pet food delivered to customers through a retail store and a convenient home-delivery service. Hobbs partnered with Franchise Funding Group in early 2015 and the newly formed Pet Wants Franchise System, LLC began offering franchises in April 2015. The first franchise was in the late summer of 2015. The 100 franchise units - 25 with retail stores and 75 with mobile operations - all offer free delivery, making the company uniquely positioned to thrive during the COVID-19 pandemic.

"We are extremely proud of Pet Wants, the franchisees and the corporate team. To grow to 100 franchise units - and to do it in less than five years - is a huge accomplishment. In addition to hitting that milestone, Pet Wants made #376 in the Entrepreneur Magazine Franchise 500 last year as the youngest pet franchise on the list. The exponential growth Pet Wants is seeing is a testament not only to the concept and the products, but also to the franchise support team and the innovative franchisees throughout the system. I'm excited to see what the next five years looks like for Pet Wants," said Chris Seman, President of Strategic Franchise Systems, which provides management and consulting services to Pet Wants Franchise and four other independent brands.

Hoots is also looking forward to the next five years. The company is seeing strong interest from new franchise candidates and Hoots is working with the Pet Wants operations and marketing teams and their franchisees to make sure the company is ready to meet the needs of pet parents everywhere as the economy turns back around.

"While many pet parents have had to cut back, being a delivery-focused company has helped our franchisees continue to serve their communities, which means we've still been able to make investments at the national level. We've expanded our support team to include a digital marketing specialist, we are improving the online shopping experience, we are looking into offering new products and services, and more. Pet Wants is poised for massive growth and I'm excited to see the brand and our franchisees continue to grow," Hoots said.

Preparing for the future also means preparing the company to be a national franchise brand, which is important not only for the franchise system, but also for each individual franchisee.

"I'm excited to be part of a such a fast-growing, pet-focused franchise. Pet Wants can truly make a difference in the lives of pets and their families and, every time a new franchise opens, we, as a company, are able to help more people. Also, from an individual owner standpoint, the growth that Pet Wants has experienced not only supports that I made the right decision to join the national Pack, but also helps my local franchise grow through increased recognition, branding and system-wide innovation," said Chris Miller, the local owner of Pet Wants Hamilton in Hamilton, Ohio.

## About Pet Wants

Pet Wants was started by Michele Hobbs out of love for her pets and frustration. Veterinarians were unable to help relieve her dog's painful skin allergies. After doing much research, Michele discovered the national dog food brand she trusted was not fresh and lacked sufficient nutrition and, when pet food sits in warehouses and store shelves for months and months, it loses even more nutritional value. She was committed to developing a better solution for all dogs and cats. Pet Wants food is exclusively crafted - fresh, healthy, and slow-cooked with no sugar added, no fillers, and no animal by-products. Pet Wants sources only the best salmon, chicken, lamb, brown rice, and other ingredients. Fresh ingredients make for better food, which translates into better health for pets. And, since Pet Wants never uses corn, wheat, soy or dyes, the common pet health problems associated with these ingredients are no longer worries. Pet Wants fresh food is conveniently delivered to the customer within weeks of production, not months so the food is at the peak of healthy nutrients. Each Pet Wants franchise is independently owned and operated.

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