

Eat, Play, Love: New Survey Reveals Top 10 Ways To Please Your Pooch In Time For National Dog Week

Beneful® Survey Highlights Ways for Dog Owners to Celebrate their Doggy BFFs

ST. LOUIS, Sept. 21, 2015 /PRNewswire/ -- It's no secret that dog is man's best friend, but a recent survey of American dog owners by [Beneful](#) also revealed that for most dog owners, the bond with their four-legged buddy goes deeper than friendship, with nearly all (96%) dog owners surveyed agreeing that their dog is part of their family. The majority of dog owners surveyed (58%) also agree their dog understands them like no human could. During National Dog Week (Sept. 21-Sept. 27, 2015), Beneful wants to help dog owners celebrate their BFFs and show them love by embarking on some of their four-legged friend's favorite activities.

According to the 2015 [Beneful](#) National Dog Week survey, activities that dog owners believe make their dogs happiest are:

1. Eating dog treats (96%)
2. Mealtime (90%)
3. Chewing a dog bone (87%)
4. Going on walks (86%)
5. Snuggling (84%)
6. Playing fetch (74%)
7. Riding in the car (71%)
8. Going to the dog park (56%)
9. Running/jogging with someone (55%)
10. Being brushed/groomed (48%)

While dog owners surveyed said that their dogs are happy when getting outside for activities such as going on walks (86%), playing fetch (74%) and taking a trip to the dog park (56%); food is king when it comes to dogs' happiness. In fact, dog owners reported that eating dog treats (96%), mealtime (90%) and chewing a dog bone (87%) are the top three activities that make their dogs happy.

Ensuring that dogs are happy and healthy members of the family is one of the reasons that passionate dog lover, Captain William Lewis Judy, founded National Dog Week in 1928 to promote responsible pet ownership. Today, more than 85 years later, it continues to be a week worth celebrating with the four-legged friends that love, comfort and entertain us.

"At my house, our dog Louie is the star of the family, and nothing makes him happier than hearing his food hit the bowl," said Brent Gleckler, Beneful brand director. "Our dogs make us incredibly happy, and National Dog Week is a great excuse for us to go out of our way to return the favor by doing special things for them."

To help celebrate one of dogs' favorite tail-wagging activities during National Dog Week, dog owners can download a [digital](#) dog food coupon for \$3-off a 13lb+ bag of Beneful dry dog food made with good-for-you ingredients like real meat and vitamin-rich veggies, while supplies last. The Beneful team will also share and inspire fun activities during National Dog Week with daily celebrations on Beneful's Facebook and Twitter channels.

To celebrate National Dog Week with the Beneful team, download the coupon at <http://bit.ly/1KsprEu> and follow the team on Facebook at [Facebook.com/Beneful](https://www.facebook.com/Beneful) or on Twitter via [@Beneful](https://twitter.com/Beneful) using the hashtags of #NationalDogWeek and #FriendsWithBeneful.

Survey Methodology

The 2015 Beneful National Dog Week Survey presents the findings of an online survey conducted September 10-13, 2015 among a sample of 425 U.S. adult dog owners, comprising 193 men and 232 women 18 years of age and older. Had this been a probability sample, the margin of error for a sample of this size is $\pm 7\%$ at a 95% level of confidence.

About Beneful Brand Dog Food

Manufactured by Nestle Purina PetCare Company, Beneful brand dog food offers a full line of wet and dry formulas that offer a perfect balance of taste and nutrition. Introduced in 2001, Beneful is one of the most successful dog food brands in the Company's history. The North American headquarters for the Nestle Purina PetCare Company is located at Checkerboard Square in St. Louis, Missouri, where Ralston Purina Company was founded more than a century ago. Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

Visit Beneful.com for more information.

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SOURCE Beneful, a Nestle Purina PetCare Company

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