

WINTER 2011 tell tails

OUT AND ABOUT WITH OSCAR
www.oscars.co.uk



If you would like your dog to be featured here send your photos to:
discover@oscars.co.uk



RE-SALE OF THE MONTH

An Excellent Business Opportunity

A franchise business is now available for sale in the developing area of Aylesbury Vale.



"My business is located in an area of great potential and is ideal for someone who is willing to dedicate more time towards development. I am forced to sell the business for health reasons.

My customers are concentrated along the A41 corridor and despite a number of deliveries to rural locations planning my route is relatively easy. I am located in a generally affluent area although my customer base is varied. They are all dedicated pet owners who have been introduced through recommendations and remain fiercely loyal through benefiting from my OSCAR service that has included the success of resolving medical problems."

Best Wishes **Jan Millington**



"If you would like an overview pack of my business please call 0800 068 1106."

Other re-sale opportunities also available in:

- West Berkshire/East Wiltshire/North Hampshire
- Sussex/Surrey • West Yorkshire • Bedfordshire • Devon
- Cornwall • East Norfolk • Kent • Tyne & Wear

FRANCHISEE FOCUS

SHAUN & DAWN BRIGDEN
Brighton, Sussex • 12th September 2011



THE SUCCESS OF A RE-SALE BUSINESS

When Shaun & Dawn Brigden heard that their Oscar Pet Foods franchisee was due to retire, they didn't hesitate in making contact! They felt that buying an existing franchise was an ideal opportunity because all the elements were in place and it was just what they were looking for.

"Building homes for people and giving a home to rescue dogs has been our life. Thirty years in the building industry, and thinking long-term future, would I be fit enough to continue climbing ladders in another thirty years? Nevertheless the temptation to change only came when our current OSCAR pet food supplier was planning retirement.

"We knew the product and our three dogs, Vegas, Max and Freddie, were enjoying the benefits of a complete pet care service and nothing but quality food. We were tempted and applied for an information pack. The purchasing experience was thorough and all at a pace to suit our needs.

"Having been self-employed without the support of a much larger enterprise, I was capable of handling the ups and downs of business while Dawn's work at pre-school, for the last ten years, still gave us the chance to enjoy family life. A change of career could not disrupt our lifestyle and OSCAR, as we see it, will allow us the chance to run a successful business with even more time together.

"We are looking forward to maintaining animal welfare in our area and having knocked on enough doors through the building trade, our approach will be much easier when it comes to meeting people and pets - carefully resisting the temptation of taking on another dog from the RSPCA."

CHRISTMAS COMPETITION

The first ten correct entries will **WIN** a free Christmas Goodie Box for your dog or cat.

Please state if dog or cat - one box per household.

SPOT THE DIFFERENCE
Circle the 5 differences in picture B



Entries to be posted to: OSCAR FREEPOST NWW7057A, PRESTON, PR5 4BR or email; discover@oscars.co.uk. Deadline date for entries 19th December 2011.



NEWS FLASH

Visit our online shop NOW www.oscars.co.uk

We are delighted to announce that our online shop is now open for business. Over 500 products to view from gluten free complete dry dog food to treats and easy-crunch cat food including accessories, wild bird food, feeders and rabbit treats - delivering much more than pet food.



DISCOVERING OSCAR

DISCOVERY DAYS AVAILABLE IN THE FOLLOWING AREAS:

- Preston • Slough • Birmingham

If you would like to attend a Discover OSCAR meeting to find out more about OSCAR and the Pet Food industry please call for details of dates. The meeting is very relaxed and informal.



Welcome to our New Starters



Darren Cuerden
Lancaster



Steven Whitham
Blackburn



Gordon King
York



Shaun Brigden
Burgess Hill

OSCAR much more than pet food®



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**STRESS
FREE
PETS**



FIREWORKS

The firework season started with a vengeance in November and eases off at the celebration of a new year. During this time we must be aware that some of our pets don't understand the unpredictable loud bangs and crackles of fireworks, therefore, we must be one step ahead to help them cope.



- Ideally your pet needs a den to hide from danger. Although its natural den under a table, behind the sofa or under your bed could be secured by putting its own bed in a favourite area.
- Inside the den include at least one item of your clothing. This will act as a comfort blanket for your pet.
- Walk your dog early in the evenings running up to the event - an exercised dog may rest and remain calmer when tired.
- Make sure your pet is safely in doors and that all doors, cat flaps and windows are closed to help quieten the noise and stop them escaping.
- Do not reward to your pet's fearful behaviour with attention or comfort as this may make their behaviour worse.
- To help reduce your pet's stress, you must stay calm and relaxed when fireworks are going off. Never punish your pet for any fearful behaviour; this will only make the problem worse.
- Never leave your pet home alone at this time - it will feel more relaxed and secure when you are there.
- To help your cat feel secure introduce a covered cat litter tray and raise its bed off the floor.
- Close internal doors and curtains in your home and turn on a talk radio or TV to help suppress the noise of fireworks.

CHRISTMAS



- **A pet for Christmas is a huge responsibility.** Are you committed? Do you have time?
- **A pet will enjoy sharing your festive fun because it is in tune with you** - anything it can't have, it will find. What temptations lie among the presents under the tree? How safe are Christmas trees; holly and mistletoe; Christmas lights plugged in to the electricity; glass baubles that may look just like a newly-found ball; decorations; gift-wrap ribbons; balloons; party poppers; crackers; drawing pins or small toys? The key message at this time of the year is Christmas joy. Your excitement will be infectious to your pet and without realising an act of kindness may kill your dog. For example, human grade chocolate is seriously toxic. Did you know that ingestion of grapes; raisins or sultanas could cause renal failure? Beware of fruitcake! You must always check before offering your pet human treats and don't forget, with temptation in their way, they may just help themselves - keep those turkey bones well out of reach.
- **Is there anything good for your pet at Christmas?** Yes! A well-balanced OSCAR meal, an OSCAR treat, an OSCAR toy under the tree and a nice brisk walk. Pets do not need Christmas in December; everyday is Christmas to them in a good home.
- **Shorter days, lack of exercise and excesses of the season could result in being overweight.** Talk to OSCAR - your local nutritional advisor is there to offer sound advice on how to stay trim and prepare for the excitement of when 'spring is in the air'!

WINTER

While OSCAR takes great care to ensure a happier, healthier and longer life through nutrition - the complete pet care service is all part of reminding its pet customers about seasonal hazards. Spring, summer, autumn and winter come and go, each with its good and, more seriously, its bad points when it comes to throwing CAUTION to the wind.

With a built in fur coat, domestic pets can generally cope with a cold spell but older dogs sometimes need extra warmth and a nice tartan coat would not go amiss. However, when it comes to extremes of weather do they need guidance? Yes! Led by their instincts they will be inquisitive and in the process want to have fun. Forbidden fruits are always a temptation and left to their own devices any pet could run into trouble and a possible expensive vet bill.

OSCAR wants its pet owners to have a happy winter by taking note of any danger that may not be on their basic awareness list:

- Antifreeze is a tempting sweet tasting deadly poison.
- Salt and other chemicals to melt snow and ice will irritate their pads.
- Licking their paws may pass on the irritation to their mouth.
- Make sure you wipe their paws with a damp towel.
- Icy winds and snow eat into their ears and paws - be vigilant.
- Certain dogs really do need an extra coat - an ideal present!

FEATHERED FRIENDS Bird Care Guide...

Why should we feed the birds?

Bringing with them life, colour and song, wild birds are a welcome visitor to any garden. Observing their delicate and cheeky characters offers a connection with nature for all walks of life. Feeding our feathered friends is important for their health and survival and gives us the enormous pleasure of their company. It doesn't matter whether you live in the town or country, providing food, water and shelter for birds is rewarding for us, as it is as helpful to them. Birds have a steady energy requirement throughout the year, they need to be warm in the cold winter months, breed and feed their young in springtime and replace their feathers after moulting in the summer.

When should we feed them?

Birds should be fed all year round; they soon become reliant on the food we provide. However, their greatest time of need is during the winter and spring, when natural food sources are greatly depleted. This helps them survive the chilly winter months and ensures they are in good condition for breeding season. Many migrant birds also arrive back here in autumn in need of a hearty meal after their long journey.

Feeding tips

- Always maintain a continuous supply of fresh food, as birds will come to depend on the foods you put out.
- Consider different foods and feeding methods. Some birds can hang from feeders whilst other may prefer table or ground feeding.
- Only put out as much food as will be consumed in one or two days.
- Fresh, clean water should always be available.
- Feeding stations should ideally be located near cover. If there is risk from cats or other predators, a greater distance or height should be allowed.
- Food should be stored in a cool, dry place.

Hygiene

When feeding wild birds it is important to maintain a hygienic environment:

- Ensure feeding stations are regularly cleaned with warm water.
- Remove any wet or old food as soon as possible to avoid the build up of bacteria, moulds or toxins.
- Help reduce the risk of bacteria build up by having several feeding areas and relocating them regularly.



OSCAR much more than pet food®

