



# POINT LOMA

## Healthy Natural

### It was Hazel who Unleashed the Idea

After she came to live with Liz and Doug Heinz, the blind six-month-old Dachshund, was sick to her stomach. The Heinz's tried all of her vet's suggestions but the particular pooch just wouldn't get well. They decided to switch her to a raw food diet and she's been healthy ever since. They converted their other two Dachshunds, Gretel and Claus, to the healthier lifestyle as well. They adopted Hazel and Gretel from Dachshund Rescue and Claus from the Humane Society.

The Heinz' were so inspired by Hazel's great health, they decided to make their mark and opened Point Loma Pet Pantry at 3704 Voltaire Street in Point Loma. Their bright, neat store is located in a cozy shopping center next to Stumps Market and across the street from the renovated Point Loma Library. They recently celebrated their one-year anniversary and have a loyal following of pet lovers.

### Service Pedigree

Point Loma Pet Pantry is unique in that it provides a wide array of products and services, but with small town service. Besides Liz and Doug, their three dogs also greet their customers. And, visitors are welcome to bring their own pets in while they shop.

"I have a background in marketing and graphic arts and Doug has a background in sales and service, so we believe we have a good mix to run a successful business," Liz says.



### Raw and Whole Foods For Fido's Bowl

What makes Point Loma Pet Pantry different is that it specializes in raw and whole foods and other products not sold in big box pet supply stores or grocery stores. It's chock full of dog, cat, bird, fish and other small animal foods with no by-products, fillers, hormones or preservatives. The store has something else you don't often see in the grocery aisle – well-stocked freezers filled with natural meat and bones.

"The raw food diet is the diet that dogs and cats would eat in the wild," says Liz who has researched the industry for the past several years. "Just like humans need to eat an unprocessed, well-balanced, chemical free diet to enjoy good health, so do pets," she adds.

"Most pet owners feed their cats and dogs more grain than meat, when cats are carnivores and dogs are omnivores and need primarily animal protein," adds Doug. "A lot of popular cat and dog food is loaded with additives, grain, and other unnecessary and unhealthy fillers that can often lead to allergies and other nutrition related problems."

For instance, commercial canned and dry food is sometimes loaded with unhealthy by-products like indigestible parts of the animal like feathers, hooves, excessive organ meat and even diseased animals that aren't fit for human consumption.

"I'm proud to say that – if you wanted to – you could eat any of our products because it's all human grade ingredients," comments Liz.

Dr. Keith Weingardt, Doctor of Veterinary Medicine, Certified Veterinary Acupuncturist is a convinced customer. He has been shopping at the Point Loma Pet Pantry for more than a year. He is currently working at the Pet Emergency and

By Anne Silva



PHOTOS BY STACY FOSTER



# PET PANTRY

## Whole Foods for Pets

Specialty Center at 5232 Jackson Dr., #105 in La Mesa and hopes to open his own private practice soon.

"If animals are to thrive, many health experts like me believe they need live enzymes, phytochemicals, antioxidants, and unadulterated amino acids, vitamins and minerals that only raw food can provide," says Dr. Weingardt. "While commercial pet foods are convenient, most contain sub-standard or condemned meats. And because they are also highly processed at extreme temperatures, they are devoid of many of the building blocks of good health, and often full of questionable preservatives. So, commercial pet foods may sustain life, but unlike raw diets, they do not contain the life-enhancing nutrition that promotes health."

You can read more about the Raw Food Diet referred to as BARF (**B**ones **A**nd **R**aw **F**ood or **B**iological **A**ppropriate **R**aw **F**ood) on the shop's Web site at [www.pointlomapetpantry.com](http://www.pointlomapetpantry.com).

### Paw-fect Treats

Point Loma Pet Pantry also features allergy-free, natural bedding and animal toys, vitamin supplements, natural treats, pet utensils, cards and one-of-a kind gifts (including a new line of specialized doggie and kitty tags Liz is designing). Some unusual selections include Surf and Turf cat treats, Moo Tubes (beef trachea), Flossies (beef tendons), Texas Taffy (beef back straps), liver bark, lamb lung, and bully sticks.

Point Loma Pet Pantry offers competitive prices as well equal or better than club or big box pet food stores.



PHOTO BY STACY FOSTER

### Animal Acupuncture to Vitamins

The Point Loma Pet Pantry also features Free Holistic Pet Seminars on everything from Pet Acupuncture to talks about animal vitamins and supplements. The next seminar on October 9, 2005 5:00pm-7:30pm will feature a screening of the documentary "Eat Drink and Wag Your Tail, improving the lives of our dogs through nutrition". This entertaining and informative movie makes a connection between the prevalence of cancer and the way dogs are fed and treated medically. After the movie Dr. Keith Weingardt, DVM will speak about nutrition and acupuncture for your pets and there will be time for questions and answers. Call 619-222-1986 to reserve your seat.



### No Growling Over This Grub

In fact, a first time visitor to Point Loma Pet Pantry will be in for a treat. The store features fresh products by well-respected brands such as:

#### 9 Brands of Frozen Raw Foods:

- Breeders Choice
- Bravo Blends
- Halshan Meat & Bones
- Happy Pet
- Natural Balance Raw Diet
- Nature's Variety (Prairie) Meat & Bones
- Primal Meat & Bones
- TigerTail Wholistic Raw
- Wright's Meat & Bones

#### Dry and Canned Food:

- Innova & Evo
- Natural Balance
- Nature's Variety (Prairie)
- Merrick
- Evangers
- Wysong
- Wellness
- Solid Gold
- Chicken Soup for the Pet Lovers Soul
- Canidae
- Felidae
- Evolve
- Castor & Pollux Organix
- and much, much more!!

### This "Begeal" is Convinced

Pam Begeal has been a loyal customer since the Heinz' opened Point Loma Pet Pantry. She drives from Clairemont to shop for Shadow, 10, a miniature poodle and Tiger, 15, a whippet-beagle mix.

"Not only are my dogs healthier and have more energy, but I truly enjoy visiting this store," says Begeal. "Liz and Doug give all their customers such personalized service. I would recommend that if you have pets, stop by and check out this store. You'll have a lot more fun than you do with a grocery cart at some large, impersonal club or grocery store." 🌱

### Open 7 days a week

**Monday - Friday** 10:30am - 7:00pm  
**Saturday** 10:30am - 6:00pm  
**Sunday** 10:30am - 5:00pm

**(619) 222-1986**

[www.PointLomaPetPantry.com](http://www.PointLomaPetPantry.com)

### Member

**Pet Services and Products Association**

[www.petservicesandproductsassociation.com](http://www.petservicesandproductsassociation.com)

**Ocean Beach Main Street Association**

<http://oceanbeachsandiego.com/MemberInfo.shtml>

**Dachshund Rescue**

[www.dachshundrescue.org](http://www.dachshundrescue.org)

