

SL: Thank you for joining the huge Websters community!

Hey <name>,

Congratulations on signing up to our newsletter!

Here, at Websters, we only share the most relevant information for your canine's health.

Expect to get weekly tips on your pet's diet,

Funny animal stories that will make you laugh like crazy!

And of course, we will be sharing occasional fun facts about various dog breeds & more.

We're sure you'll love what is coming in the following email...

Wait for an email called "Who's Webster?"... Stay tuned!

SL: Who's Webster?

Hello again <name>,

Webster consistently fuels curiosity and causes numerous questions...

Why Webster?... What is Webster? But the most important one of all...

WHO WAS WEBSTER?

Webster was the **first American-bred Labrador** to be imported and shown in the UK.

A stunning black boy who left a historical legacy in Labradors.

Just imagine... the FIRST American-bred Labrador in the UK. That has to mean something, right?

But why call the dog food Websters?

Well, its owner Maxine Woodley was a part of that journey...

She is still a well-known figure in the world of Labradors,

Still showing her dogs under the Alkhamhurst affix regularly, and is also an international judge!

Having owned, shown, worked, AND bred Labradors for over 45 years,

She decided to source her own feed recipe when struggling to find a commercial food that suited her 15 dogs.

That is why there are **no added artificial colours or preservatives** in any of our dog food products,

And we **do not** use any palm oil in our recipes.

Maxine wanted her canines to only eat the best food available!

...That's how Websters Natural Dog Food team was born.

So now that you know the story of Webster and we got a little closer...

We have a **surprise** for you in the next email!

Fun fact: The original Salmon & Potato was developed and named after Webster!

SL: Was This What You Were Waiting For?

...