

Scruff's Dog Food Co. Is More Than A Bark Above The Rest

by Pamela Holechek ©

The first time I visited Scruff's Dog Food Co., in Goodyear, I put this store in my cell phone's contact list, with the following notation: UNIQUE.

The independently owned emporium for dogs and cats is housed in a substantial space, with a delightfully decorated, full-glass storefront. I smiled at the subtle touches of humor I saw in the window. I immediately knew I was going to enjoy *this* shopping experience. The passionate, pet-lover side of me was already feeling at home.

Then, one step in the door, my heart melted. There came smart, cute oOps, the store manager's male Shih Tzu, to give me the most precious tail-wag greeting! I was hooked, as I heard warm words of welcome from store associate Bobbie Jensen. What a great first impression they made!

Here, I unexpectedly discovered a spacious, wide-aisled store that offers 4,000 square feet of fun exploration for me, as well as my pets. They even stocked the brand of dog



Scruff's offers distinctive cat trees, made by a disabled American veteran.



Andy Howland holding oOps (l-r), Bobbie Jensen and owner Steve Davis can't resist selling treats from the Scruff's pet-bakery counter.

food my vet recommends, which is often unavailable in some dog-food departments.

After finding the dry and canned foods I needed, among the 21 premium, holistic varieties, there were so many other possibilities to see. I decided to start again, at one outer wall, and browse my way through every product display. At the refrigerated and frozen cases, I met energetic owner Steve Davis and manager Andy Howland, so I asked when the store had opened.

"We opened on October 25, 2012," says Steve, who for the previous 40 years, had owned a thriving, Valley auto-parts recycling business. After much research, study and on-the-job training in Reno, NV, the California native says he's now fortunate to operate a business where each day is happily enjoyable.

"We want to appeal to any pet parent, to any furry-friend lover," Steve says

of his new venture, with five staff members who are pet-care experts. "We care about their animals and we care about their nutrition. We're not veterinarians, but we have a really good handle on how to meet the nutritional needs of pets."

Well, as sometimes said, "It's a dog-eat-dog world in the pet industry." How does Scruff's stand out in such territory?

"We build trust with our customers through a friendly, old-fashioned way of service," Steve says, smiling. "We're aggressive in our advertising and we always offer coupons. We honor comparable pricing, and we ensure clients are aware of the major food-brands' programs. We offer a 10% discount to the military, and on Tuesdays, seniors get 10% off."

Steve added that he partners with and donates to Pammy's 2nd Chance Rescue in Tolleson. On Adoption Saturdays in his store, he says, "We

give adoptive parents a 5-pound, free bag of Canidae food, along with a 20% discount off their bill for that day."

Humans, luckily, can find all the necessities for their canines and felines at Scruff's, such as bowls and beds, tugs and toys, collars and leashes, houses and crates. Interestingly, not many parents can pass up the delectable, pet-bakery counter, which means their babies soon demonstrate a new trick for getting a treat when they come to the store.

Polite, healthy, leashed pets may accompany their pamperers in Scruff's Dog Food Co. at 14175 W. Indian School Rd., Ste. C-4, Goodyear, Monday-Friday, 10 am-8 pm, and Saturday-Sunday, 10 am-5 pm. For additional information, contact the staff at 623-935-9553, log onto their website at www.scruffsdogfood.com, or go to their Facebook page at www.facebook.com/scruffsdogfood.