

 **PURINA**
PRO PLAN
NUTRITION THAT PERFORMS[®]



DOG SHOW 101



THE 144TH ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

PRESENTED BY
 **PURINA**
PRO PLAN
NUTRITION THAT PERFORMS[®]

WHAT IF / YOUR PET HAD THE
ADVANTAGE OF PROBIOTICS?



At Purina® Pro Plan®, we're always looking for ways to keep advancing, improving and offering your pet our best nutrition yet. Our latest addition? **Live probiotics in select SAVOR® dry formulas to support digestive and immune health.** We've studied probiotics for decades and carefully chose one that is known for being robust and stable. This probiotic is able to survive until the food reaches your pet's bowl. In fact, we guarantee it.

LEARN MORE AT ProPlan.com/Probiotics.

FORTIFIED WITH GUARANTEED LIVE
PROBIOTICS
TO SUPPORT DIGESTIVE & IMMUNE HEALTH

EXCLUSIVELY AT PET SPECIALTY AND ONLINE RETAILERS LIKE:



DOG SHOW 101

BY THE NUMBERS

THE WESTMINSTER KENNEL CLUB
DOG SHOW COMPETITION STARTS WITH

2500



DOGS

ACROSS **205** BREEDS

ALL OF THE AKC-RECOGNIZED BREEDS FALL
INTO ONE OF 7 GROUPS:



THE 144TH ANNUAL

WESTMINSTER KENNEL CLUB DOG SHOW

PRESENTED BY



THE WORLD'S GREATEST DOG SHOW

For 144 years, dogs from around the world have ventured to New York City to compete for the coveted title of Best In Show at the Westminster Kennel Club Dog Show, presented by Purina® Pro Plan®.

Learn more about the dog show, the 205 breeds that will take the ring, and the advanced nutrition of Purina® Pro Plan® that fuels 95 of the top 100 AKC All Breed Champions.*

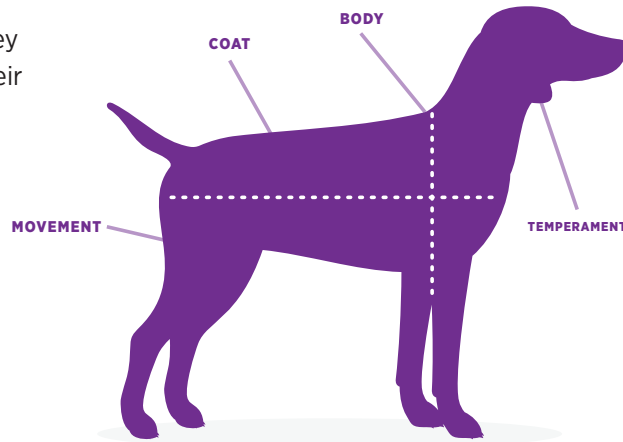
*Dog News Magazine Top 100 Dogs based on AKC All-Breed Competition and RBIS through 12/31/18. The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

DOG SHOW 101

THE JUDGING

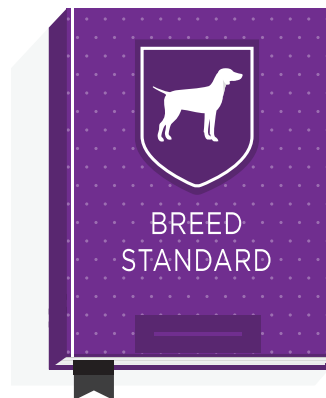
THE WESTMINSTER KENNEL CLUB DOG SHOW IS A “CONFORMATION SHOW.”

Dogs are judged and placed according to how closely they compare or “conform” to their official breed standards.



WHAT ARE THE BREED STANDARDS?

A written description of the ideal features of that breed. Generally, these standards describe a dog’s appearance, movement and temperament.

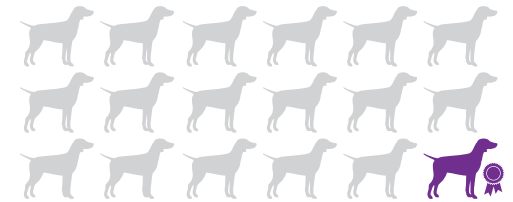


DOG SHOW 101

TO THE WINNER'S CIRCLE

THE BREED COMPETITION

1 Dogs compete against the other dogs in their **BREED / VARIETY.**



THE GROUP COMPETITION

2 Then they compete against dogs in their **GROUP.**



THE BEST IN SHOW COMPETITION

3 Finally, all 7 Group Winners compete for **BEST IN SHOW.**



Purina® Pro Plan® has fueled 12 of the last 13 Best In Show Champions*.

Who will take the title this year?

*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

HOUND GROUP

Most hounds share the common ancestral trait of being used for hunting, which is why they were originally classified as Sporting dogs, but in 1930 the Hound Group was born. Some dogs in the Hound Group use acute scenting powers to follow a trail. Others demonstrate a phenomenal gift of stamina as they relentlessly run down quarry. Some hounds bring down the game themselves or hold it at bay until the hunter arrives, while others locate the game by tracking its scent.

DID YOU KNOW?



In 2015, Miss P, a Beagle (15 in.), became the 9th Best In Show Champion in a row to be fueled by Purina® Pro Plan®.*

30/20

Miss P's victory was fueled by Purina® Pro Plan® SPORT® Performance 30/20.*



The Greyhound is the winningest breed in the Hound Group, with 13 Group wins.**



The Azawakh, a member of the Hound Group, is eligible to compete at Westminster for the first time in 2020.



6 Best In Show Winners have come from the Hound Group.**



Last year a Dachshund (Longhaired) fueled by Purina® Pro Plan® won the Hound Group.**

*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

**Since the Hound Group's inception in 1930.

- 1 AFGHAN HOUND
- 2 AMERICAN ENGLISH COONHOUND
- 3 AMERICAN FOXHOUND
- 4 AZAWAKH
- 5 BASENJI



- 6 BASSET HOUND
- 7 BEAGLE, 13 IN. & UNDER
- 8 BEAGLE, 13-15 IN.
- 9 BLACK AND TAN COONHOUND
- 10 BLOODHOUND



- 11 BLUETICK COONHOUND
- 12 BORZOI
- 13 CIRNECO DELL'ETNA
- 14 DACHSHUND (LONGHAIRD)
- 15 DACHSHUND (SMOOTH)



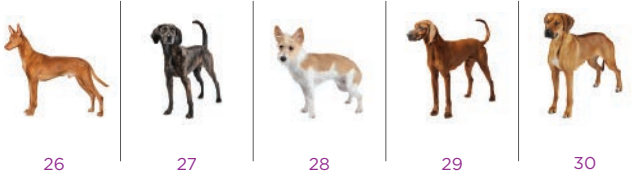
- 16 DACHSHUND (WIREHAIRD)
- 17 ENGLISH FOXHOUND
- 18 GRAND BASSET GRIFFON VENDÉEN
- 19 GREYHOUND
- 20 HARRIER



- 21 IBIZAN HOUND
- 22 IRISH WOLFHOUND
- 23 NORWEGIAN ELKHOUND
- 24 OTTERHOUND
- 25 PETIT BASSET GRIFFON VENDÉEN



- 26 PHARAOH HOUND
- 27 PLOTT
- 28 PORTUGUESE PODENGO PEQUENO
- 29 REDBONE COONHOUND
- 30 RHODESIAN RIDGEBACK



- 31 SALUKI
- 32 SCOTTISH DEERHOUND
- 33 SLOUGHI
- 34 TREEING WALKER COONHOUND
- 35 WHIPPET



TOY GROUP

The diminutive size and winsome expressions of the dogs in the Toy Group illustrate the main function of this Group: to embody sheer delight.

Don't let their tiny stature fool you, though — many Toys are tough as nails. They make ideal apartment dogs and terrific lap warmers on nippy nights. These dogs are loyal and intelligent companions, provided you give them plenty of attention.

DID YOU KNOW?



The Pekingese is the winningest breed in the Toy Group, with 26 Group wins.



In 2013, Banana Joe, an Affenpinscher, became the 7th Best In Show Champion in a row to be fueled by Purina® Pro Plan®.*



The Havanese was the Reserve Best In Show and Group winner last year, and was fueled by Purina® Pro Plan®.**



Purina® Pro Plan® offers Small Breed formulas that feature bite-size, nutrient-dense kibble that's great for dogs under 20 lbs.



11 Best In Show Winners have come from the Toy Group.



Small breeds can actually be found in every group, not just the Toy Group.

- 1 AFFENPINSCHER
- 2 BRUSSELS GRIFFON
- 3 CAVALIER KING CHARLES SPANIEL
- 4 CHIHUAHUA (LONG COAT)
- 5 CHIHUAHUA (SMOOTH COAT)



1



2



3



4



5

- 6 CHINESE CRESTED
- 7 ENGLISH TOY SPANIEL (B&PC)
- 8 ENGLISH TOY SPANIEL (KC&R)
- 9 HAVANESE
- 10 ITALIAN GREYHOUND



6



7



8



9



10

- 11 JAPANESE CHIN
- 12 MALTESE
- 13 MANCHESTER TERRIER (TOY)
- 14 MINIATURE PINSCHER
- 15 PAPILLON



11



12



13



14



15

- 16 PEKINGESE
- 17 POMERANIAN
- 18 POODLE (TOY)
- 19 PUG
- 20 SHIH TZU



16



17



18



19



20

- 21 SILKY TERRIER
- 22 TOY FOX TERRIER
- 23 YORKSHIRE TERRIER



21



22



23



*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

NON-SPORTING GROUP

The Non-Sporting Group is a very diverse group. Originally the AKC registered dogs as Sporting or Non-Sporting. Then the Hounds and Terriers split off from the Sporting Group and the Toys and Working dogs from the Non-Sporting Group. The Herding Group then split from the Working Group to make up the 7 Groups. The remaining dogs that have traits that don't fit into any of the other categories are judged in the Non-Sporting Group. These dogs differ in personality, appearance, size, coat and temperament.

DID YOU KNOW?



The Standard Poodle is the winningest breed in the Non-Sporting Group, with 30 Group wins.



The 2018 Best In Show Winner, Flynn, was a Bichon Frise from the Non-Sporting Group and was fueled by Purina® Pro Plan®.*



11 Best In Show Winners have come from the Non-Sporting Group.



In 2019, the Schipperke was named Group Winner and was one of the 7 Group Winners to be fueled by Purina® Pro Plan® that year.*



The Non-Sporting Group is a very diverse group, containing a varied collection of breeds in terms of size, coat, personality and overall appearance.



Like the breeds in the Non-Sporting Group, every pet has unique traits and preferences. Find the right food for your pet at proplan.com/myPLAN.

- 1 AMERICAN ESKIMO DOG
- 2 BICHON FRISE
- 3 BOSTON TERRIER
- 4 BULLDOG
- 5 CHINESE SHAR-PEI



1



2



3



4



5

- 6 CHOW CHOW
- 7 COTON DE TULEAR
- 8 DALMATIAN
- 9 FINNISH SPITZ
- 10 FRENCH BULLDOG



6



7



8



9



10

- 11 KEESHOND
- 12 LHASA APSO
- 13 LÖWCHEN
- 14 NORWEGIAN LUNDEHUND
- 15 POODLE (MINIATURE)



11



12



13



14



15

- 16 POODLE (STANDARD)
- 17 SCHIPPERKE
- 18 SHIBA INU
- 19 TIBETAN SPANIEL
- 20 TIBETAN TERRIER



16



17



18



19



20

- 21 XOLOITZCUINTLI



21



*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

HERDING GROUP

The Herding Group was created in 1983 and is the newest AKC classification. Before that, the dogs in this group belonged in the Working Group. All breeds in the Herding Group share the fabulous ability to control the movement of other animals. However, the vast majority of herding dogs, as household pets, never cross paths with a farm animal. In general, these intelligent dogs make excellent companions and respond beautifully to training exercises.

DID YOU KNOW?



The Pembroke Welsh Corgi has the most consecutive wins with 3.



The Herding Group didn't exist until 1983. Before then, breeds in this group belonged to the Working Group.



All breeds in this group share the ability to control the movement of other animals.



The German Shepherd Dog is the winningest breed in the Herding Group, with 17 Group wins.**



Since 1983, only 2 Best In Show Winners have come from the Herding Group.



Last year, a Bouvier des Flandres fueled by Purina® Pro Plan® won the Herding Group.*

*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.
**7 wins in the Working Group, before the Herding Group's inception in 1983. 10 wins in the Herding Group after 1983.

- 1 AUSTRALIAN CATTLE DOG
- 2 AUSTRALIAN SHEPHERD
- 3 BEARDED COLLIE
- 4 BEAUCERON
- 5 BELGIAN MALINOIS



- 6 BELGIAN SHEEPDOG
- 7 BELGIAN TERVUREN
- 8 BERGAMASCO SHEEPDOG
- 9 BERGER PICARD
- 10 BORDER COLLIE



- 11 BOUVIER DES FLANDRES
- 12 BRIARD
- 13 CANAAN DOG
- 14 CARDIGAN WELSH CORGI
- 15 COLLIE (ROUGH)



- 16 COLLIE (SMOOTH)
- 17 ENTLEBUCHER MOUNTAIN DOG
- 18 FINNISH LAPPHUND
- 19 GERMAN SHEPHERD DOG
- 20 ICELANDIC SHEEPDOG



- 21 MINIATURE AMERICAN SHEPHERD
- 22 NORWEGIAN BUHUND
- 23 OLD ENGLISH SHEEPDOG
- 24 PEMBROKE WELSH CORGI
- 25 POLISH LOWLAND SHEEPDOG



- 26 PULI
- 27 PUMI
- 28 PYRENEAN SHEPHERD
- 29 SHETLAND SHEEPDOG
- 30 SPANISH WATER DOG



- 31 SWEDISH VALLHUND



ONLY ONE
BRAND FUELS

95% OF THE TOP
100*

SHOW DOGS



SEE WHY CHAMPIONS
CHOOSE PURINA® PRO PLAN®

SUPPORTS
IMMUNE SYSTEM
DURING TRAVEL
& COMPETITION

HELPS KEEP
SKIN & COAT
IN EXCELLENT
CONDITION

HELPS OPTIMIZE
OXYGEN METABOLISM
FOR INCREASED
ENDURANCE



proplansport.com

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*DOG NEWS MAGAZINE TOP 100 DOGS BASED ON AKC ALL-BREED COMPETITION AND RBIS THROUGH 12/31/18.
THE HANDLER OR OWNER OF THESE CHAMPIONS MAY HAVE RECEIVED PRO PLAN DOG FOOD AS PURINA AMBASSADORS.
PURINA TRADEMARKS ARE OWNED BY SOCIÉTÉ DES PRODUITS NESTLÉ S.A.

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PRO PLAN

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COMING 2020

DEVELOPMENT Formulated to support a puppy's healthy growth and development



SAVOR
PUPPY Shredded Blend
Chicken & Rice Formula

IS NOW



PUPPY
Shredded Blend
Chicken & Rice Formula

SPORT Fine-tuned nutrition to promote strength and endurance



SPORT
ALL LIFE STAGES
Performance 30/20
Formula

IS NOW



ALL AGES
Performance 30/20
Formula

ESSENTIALS Outstanding nutrition and taste to help dogs thrive



SAVOR
ADULT Shredded Blend
Chicken & Rice Formula

IS NOW



ADULT
COMPLETE ESSENTIALS
Chicken & Rice Formula

SENIOR Specialized formulas to support the nutritional needs of dogs age 7+



BRIGHT MIND
ADULT 7+
Chicken & Rice Formula

IS NOW



ADULT 7+
BRIGHT MIND
Chicken & Rice Formula

SPECIALIZED Focused nutrition to support breed size and other unique needs



FOCUS
ADULT Sensitive Skin
& Stomach
Salmon & Rice Formula

IS NOW



ADULT
Sensitive Skin
& Stomach
Salmon & Rice Formula

Find your formula now at

ProPlan.com/new

or just hover your smartphone camera over this code



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Your Pet, Our Passion.®

SPORTING GROUP

The Sporting Group is comprised of gun dogs that were developed to assist the hunter. These dogs are remarkable for their instincts in water and woods and are generally naturally active, alert and have stable temperaments.

DID YOU KNOW?



In 2016, CJ, a German Shorthaired Pointer, became the 10th Best In Show Champion in a row to be fueled by Purina® Pro Plan®.*



The Labrador Retriever is the most popular breed, according to the AKC, but has never won Best In Show.



The Sussex Spaniel was the Group winner last year, fueling his victory with Purina® Pro Plan®.*



20 Best In Show Winners have come from the Sporting Group.



The Purina® Pro Plan® SPORT platform delivers fine-tuned nutrition for active dogs.



91 of the top 100** sporting dogs were fueled by Purina® Pro Plan®.*

- 1 AMERICAN WATER SPANIEL
- 2 BOYKIN SPANIEL
- 3 BRITTANY
- 4 CHESAPEAKE BAY RETRIEVER
- 5 CLUMBER SPANIEL



- 6 COCKER SPANIEL, A.S.C.O.B.
- 7 COCKER SPANIEL, BLACK
- 8 COCKER SPANIEL, PARTI-COLOR
- 9 CURLY-COATED RETRIEVER
- 10 ENGLISH COCKER SPANIEL



- 11 ENGLISH SETTER
- 12 ENGLISH SPRINGER SPANIEL
- 13 FIELD SPANIEL
- 14 FLAT-COATED RETRIEVER
- 15 GERMAN SHORTHAIRED POINTER



- 16 GERMAN WIREHAISED POINTER
- 17 GOLDEN RETRIEVER
- 18 GORDON SETTER
- 19 IRISH SETTER
- 20 IRISH WATER SPANIEL



- 21 LABRADOR RETRIEVER
- 22 LAGOTTO ROMAGNOLO
- 23 NEDERLANDSE KOOIKERHONDJE
- 24 NOVA SCOTIA DUCK TOLLING RETRIEVER
- 25 POINTER



- 26 RED AND WHITE SETTER
- 27 SPINONE ITALIANO
- 28 SUSSEX SPANIEL
- 29 VIZSLA
- 30 WEIMARANER



- 31 WELSH SPRINGER SPANIEL
- 32 WIREHAISED POINTING GRIFFON
- 33 WIREHAISED VIZSLA



*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

**Based on 2018 National, World & Invitational Champions and Purina Award Winners.

WORKING GROUP

Dogs of the Working Group were bred to perform such jobs as guarding property, pulling sleds and performing water rescues. Many of these breeds also serve as draft animals, and as police, military and service dogs. They have been invaluable assets to man throughout the ages. Quick to learn, these intelligent, capable animals make solid companions.

DID YOU KNOW?



The Boxer is the winningest breed in the group, with 24 Group wins.**



The Boxer also has the most consecutive Group wins, with 5 in a row.



15 Best In Show Champions have come from the Working Group.



Dogs of the Working Group were bred to perform jobs like guarding property, pulling sleds or performing water rescues.



Purina® Pro Plan® offers specialized nutrition that can meet the needs of large and giant breeds like those found in the Working Group.



The Purina® Pro Plan®-fed Boxer, Wilma, was awarded the winner of the Working Group.*

- 1 AKITA
- 2 ALASKAN MALAMUTE
- 3 ANATOLIAN SHEPHERD DOG
- 4 BERNESE MOUNTAIN DOG
- 5 BLACK RUSSIAN TERRIER



- 6 BOERBOEL
- 7 BOXER
- 8 BULLMASTIFF
- 9 CANE CORSO
- 10 CHINOOK



- 11 DOBERMAN PINSCHER
- 12 DOGUE DE BORDEAUX
- 13 GERMAN PINSCHER
- 14 GIANT SCHNAUZER
- 15 GREAT DANE



- 16 GREAT PYRENEES
- 17 GREATER SWISS MOUNTAIN DOG
- 18 KOMONDOR
- 19 KUVASZ
- 20 LEONBERGER



- 21 MASTIFF
- 22 NEAPOLITAN MASTIFF
- 23 NEWFOUNDLAND
- 24 PORTUGUESE WATER DOG
- 25 ROTTWEILER



- 26 SAINT BERNARD
- 27 SAMOYED
- 28 SIBERIAN HUSKY
- 29 STANDARD SCHNAUZER
- 30 TIBETAN MASTIFF



*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

**Since joining the Working Group in 1936.

TERRIER GROUP

The Terrier Group is filled with feisty, energetic dogs that range greatly in size. Their ancestors were bred to hunt and kill vermin. Most terriers have wiry coats that require special grooming in order to maintain their characteristic appearance. The word “terrier” comes from the Latin word *terra* (ground), as these determined and courageous dogs must be small enough and agile enough to “go to ground” to pursue their quarry (rats, foxes, and other vermin).

DID YOU KNOW?



In 2019, the Wire Fox Terrier became the 12th of the last 13 Best In Show Champions in a row to choose the specialized nutrition of Purina® Pro Plan®.*



The Terrier Group has more than twice as many Best In Show wins as any other group.



The Wire Fox Terrier is the winningest breed in the group with 23 Group wins.



47 Best In Show Champions have come from the Terrier Group—the most of any group.



Dogs of the Terrier Group tend to be feisty, energetic dogs whose ancestors were bred to hunt and kill vermin.



Terriers make great pets, but are typically stubborn and can require special grooming.

*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

- 1 AIREDALE TERRIER
- 2 AMERICAN HAIRLESS TERRIER
- 3 AMERICAN STAFFORDSHIRE TERRIER
- 4 AUSTRALIAN TERRIER
- 5 BEDLINGTON TERRIER



- 6 BORDER TERRIER
- 7 BULL TERRIER (COLORED)
- 8 BULL TERRIER (WHITE)
- 9 CAIRN TERRIER
- 10 CESHY TERRIER



- 11 DANDIE DINMONT TERRIER
- 12 GLEN OF IMAAL TERRIER
- 13 IRISH TERRIER
- 14 KERRY BLUE TERRIER
- 15 LAKELAND TERRIER



- 16 MANCHESTER TERRIER (STANDARD)
- 17 MINIATURE BULL TERRIER
- 18 MINIATURE SCHNAUZER
- 19 NORFOLK TERRIER
- 20 NORWICH TERRIER



- 21 PARSON RUSSELL TERRIER
- 22 RAT TERRIER
- 23 RUSSELL TERRIER
- 24 SCOTTISH TERRIER
- 25 SEALYHAM TERRIER



- 26 SKYE TERRIER
- 27 SMOOTH FOX TERRIER
- 28 SOFT COATED WHEATEN TERRIER
- 29 STAFFORDSHIRE BULL TERRIER
- 30 WELSH TERRIER



- 31 WEST HIGHLAND WHITE TERRIER
- 32 WIRE FOX TERRIER



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