

## Pugs benefitted by coffee sales



"Our coffee filters and grounds are biodegradable and compostable. Unfortunately, the foil-lined wrappers are not but we are currently running performance trials on a biodegradable packaging option from a Waikato-based manufacturer."

Meanwhile, The Laughing Pug is also a sponsor of NZ Pug Rescue, which operates nationally from its Wellington base. Says founder Brenda Gordon, "In more than 20 years of rescuing pugs, theirs was the first real sponsorship we were given and we were quite excited."

NZ Pug Rescue receives \$1 from every sale.

The Rescue is also home to a number of long-term guests, those pugs that are unsuitable for re-homing due to age and/or disability.

One such pug is DeeDee (pictured left). She arrived at the rescue "about age three" and is now 10 years old. Blind in her remaining eye, the young student who surrendered her reported that they were DeeDee's third owner and that she lost her sight when attacked by a large dog owned by a flatmate. The attack resulted in the removal of one of DeeDee's eyes, while the other suffered damage to the optic nerve. With such special needs, becoming a permanent resident was her best option for long-term stability and care.

Brenda says, "Last month DeeDee had her senior wellness check and dental at a cost of around \$1,000. Given that she isn't the only permanent resident we have, this shows just how welcome and important the sponsorship is to us.

Brenda adds that she is also a fan of the company's organic coffee beans, sourced from Papua New Guinea. 🐾

For more information visit [thelaughingpug.co.nz](http://thelaughingpug.co.nz) or [www.nzpugrescue.org.nz](http://www.nzpugrescue.org.nz).

When a sponsored post from The Laughing Pug Coffee Company popped up in my client's Facebook feed, she had to order the product because she shares her life with a cherished pug. She also passed on one of the free samples for me to try and that's when I decided to investigate this dog-themed coffee.

I sat down with Marina Richardson, Marketing Manager, to learn more.

I expected that there would be a real-life pug behind the brand, but there isn't. "Pugs bring people joy; coffee brings people joy. Our product is a coffee with character in a little convenient pouch — the pug was the ideal image for the brand", says Marina.

Established in 2015, the company is owned by cousins Dylan and Rick. Dylan looks after the Australian operation while Rick is based in Auckland and responsible for operations domestically. The group, which sells a number of coffee products, has more than 15,000 customers on its books with a focus on growing even more.

The winner of the draw for Andrew Cotter's book *Olive, Mabel & Me: Life and Adventures with Two Very Good Dogs* (Andrew was profiled in our March 2021 issue) is Mike Cotton of Katikati.

