

 **PURINA**
PRO PLAN
NUTRITION THAT PERFORMS®



DOG SHOW 101



THE 143RD ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

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

WHAT IF / YOUR DOG 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---like LIVE PROBIOTICS in select SAVOR® dry formulas to support digestive health. We've studied probiotics for decades and have carefully chosen one that is known for being robust and stable. This probiotic is able to survive until the food reaches your dog's bowl. In fact, we guarantee it.

See how LIVE PROBIOTICS are advancing our SAVOR® nutrition at ProPlan.com/Probiotics.

GUARANTEED LIVE
PROBIOTICS
TO SUPPORT DIGESTIVE HEALTH

EXCLUSIVELY AT PET SPECIALTY AND ONLINE RETAILERS LIKE:



DOG SHOW 101

BY THE NUMBERS

THE WESTMINSTER KENNEL CLUB
DOG SHOW COMPETITION STARTS WITH

2800



DOGS

ACROSS **204** BREEDS

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




THE 143RD ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

PRESENTED BY
PURINA
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NUTRITION THAT PERFORMSSM

THE WORLD'S GREATEST DOG SHOW

For 143 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 204 breeds that will take the ring, and the advanced nutrition of Purina[®] Pro Plan[®] that fuels 97 of the top 100 AKC All Breed Champions.*

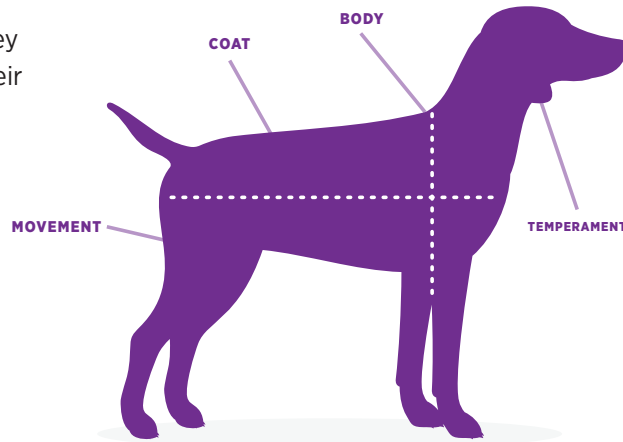
*The handler or owner of these champions may have received Purina[®] Pro Plan[®] dog food as Purina ambassadors. Based on AKC Top DogsSM All Breed Competition through December 31, 2017.

DOG SHOW 101

THE JUDGING

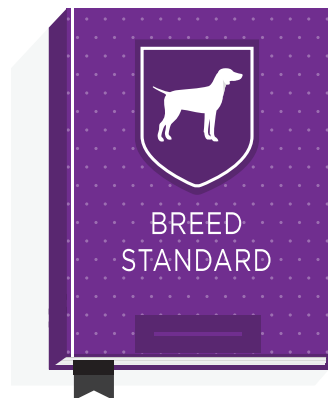
THE WESTMINSTER KENNEL CLUB DOG SHOW IS A “CONFORMATION SHOW.”

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.

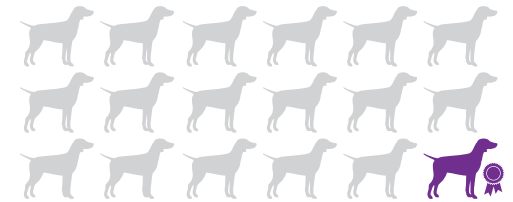


DOG SHOW 101

TO THE WINNER'S CIRCLE

THE BREED COMPETITION

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



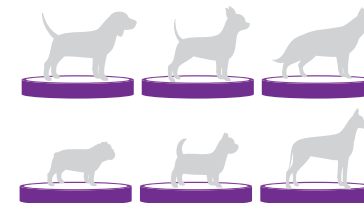
THE GROUP COMPETITION

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 11 of the last 12 Best In Show Champions*.

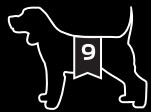
Who will take the title this year?

*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 Grand Basset Griffon Vendéen is the newest breed in the Hound Group, making its first WKC appearance this year.



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



Last year a Borzoi 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 BASENJI
- 5 BASSET HOUND



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



- 11 BORZOI
- 12 CIRNECO DELL'ETNA
- 13 DACHSHUND (LONGHAIRED)
- 14 DACHSHUND (SMOOTH)
- 15 DACHSHUND (WIREHAIRED)



- 16 ENGLISH FOXHOUND
- 17 GRAND BASSET GRIFFON VENDÉEN
- 18 GREYHOUND
- 19 HARRIER
- 20 IBIZAN HOUND



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



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



- 31 SCOTTISH DEERHOUND
- 32 SLOUGHI
- 33 TREEING WALKER COONHOUND
- 34 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 Pug was the Group winner last year, fueling his victory with 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 2017, the Miniature Poodle was named Group Winner and was one of 6 Best In 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.

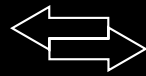
DID YOU KNOW?



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 Border Collie fueled by Purina® Pro Plan® won the Herding Group.**

*7 wins in the Working Group, before the Herding Group's inception in 1983. 10 wins in the Herding Group after 1983.

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

- 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



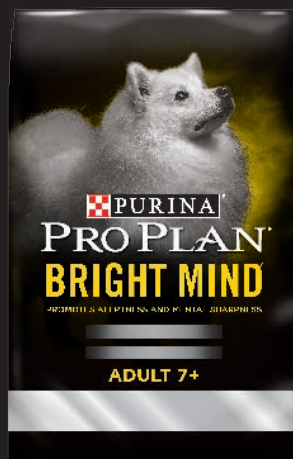


WHAT IF

YOUR
OLDER DOG
DIDN'T HAVE
TO ACT HIS AGE?

Around age 7, the glucose metabolism in a dog's brain begins to change, which can affect memory, learning, awareness or decision-making. But Purina® Pro Plan® BRIGHT MIND® ADULT 7+ promotes alertness and mental sharpness. It's breakthrough nutrition with enhanced botanical oils that helps dogs age 7 and older think more like they did when they were younger.

Discover more at BRIGHTMINDEFFECT.com.



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IF SOMEONE
TOLD YOU THAT

97

OF THE TOP 100*
SHOW
DOGS EAT THE SAME
BRAND OF FOOD



Would you ask
what it is?

SUPPORTS
IMMUNE SYSTEM
DURING TRAVEL &
COMPETITION

HELPS KEEP
SKIN & COAT
IN EXCELLENT
CONDITION

HELPS OPTIMIZE
OXYGEN METABOLISM
FOR INCREASED
STAMINA

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*AKC Top Dogs™ All Breed Competition through December 31, 2017.
The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.
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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 Nederlandse Kooikerhondje is the newest breed in the Sporting Group, making its first WKC appearance this year.



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®.*

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

**Based on the 2017 National World and Invitational Champions and Purina award winners.

- 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 WIREHAIRERED 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 WIREHAIRERED POINTING GRIFFON
- 33 WIREHAIRERED VIZSLA



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 Giant Schnauzer was awarded the winner of the Working Group.**

*Since joining the Working Group in 1936.

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

- 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



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 2014, the Wire Fox Terrier became the 8th Best In Show Champion in a row to choose the specialized nutrition of Purina® Pro Plan®.*



The Scottish Terrier, fueled by Purina® Pro Plan®, was named Best In Show Champion in 2010.*



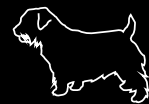
The Wire Fox Terrier is the “winningest” breed in the group, with 22 Group wins.



46 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.



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

- 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 CESKY 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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my **PLAN**



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