



## **PET KREWE OPENS NEW DISTRIBUTION CENTER JUST IN TIME FOR HALLOWEEN RUSH**

***Brand Sees Wholesale Accounts Grow 500% Over 2017, with  
Pet Costumes Sales to Match, This Halloween 2018***

**New Orleans, LA, Oct. 3 2018** — Just in time for Halloween, Pet Krewe’s busiest time of the year, the New Orleans-based pet costume company announces the opening of a new warehouse and distribution facility, which will also serve as the brand’s headquarters.

With wholesale account growth up 500% over 2017, the brand has seen a steady rise in pet spending nationwide as it heads into its busy Halloween season. Americans are predicted to spend \$3.2 billion on Halloween costumes this year, with 20% of celebrants planning to dress their pets in costumes, spending a record \$550 million dollars. For every \$3 Americans will spend on a child’s costume, \$1 will be spent on an outfit for a dog or cat!

The steady rise in pet spending comes as no surprise given spending on pets reached nearly \$70 million in 2017 and is expected to balloon to \$96 billion by 2020.

According to Phil Rist, Executive Vice President of Strategy of Prosper Insights, “One of the biggest trends this year (2018) is the growth of spending on pet costumes. Out of the 31.3 million Americans planning to dress their pets in costumes, millennials (25-34) are most likely to dress up their pets, the highest we have seen in the history of our surveys.”

“Today’s pet costumes are more sophisticated and trendier than ever before,” said Allison Albert, founder and CEO of Pet Krewe. “After noticing over 300,000 unique web queries each month for Sesame Street costumes for pets, and close to 1.3 million in October alone, Sesame Street signed an expansive licensing deal for twelve Sesame Street character costumes and squeaky toys.”

The company’s new headquarters and distribution facility is located in New Orleans and will also house customer service for Pet Krewe’s wholesale, retail, and online customers,

streamlining the company's logistical efforts, increasing efficiencies, and ensuring excellent service as the company continues to grow.

### **ABOUT PET KREWE**

Born and based in New Orleans, Pet Krewe is a year-round celebration of everything that makes pets unique and awesome. Run by animal lovers, the premier pet costume retailer designs and personally inspects every costume for quality. Honoring the spirit of New Orleans, and its long-standing traditions, Pet Krewe welcomes four-legged friends of all colors and sizes to don its costumes, strut their stuff, have fun, and Unleash the Parade, no matter the time of year, and wherever they may be!

### **MEDIA CONTACT**

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