



Warehouse & Showroom | 159 E 2nd St
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FOR IMMEDIATE RELEASE

Scoochie Pet Introduces Lower-MOQ Private-Label Dog & Cat Food — Enabling Retailers to Compete with Big Players

Huntington Station, NY —12/16/2025 — Scoochie Pet, a leading pet-food manufacturer and supplier, today announced that the company is now offering significantly reduced minimum order quantities (MOQs) for private-label canned and dry dog and cat food. This move empowers smaller and mid-size retailers to compete head-to-mouth with major online and big-box retailers such as Chewy and Walmart — without being hampered by historically high MOQs.

“We recognized that many independent retailers simply couldn’t afford the large upfront commitments required to launch their own pet-food line,” said Gary Jacobs, President of Scoochie Pet. “At Scoochie, we removed that barrier — producing cans without labels and applying retailer-specific labels at our warehouses in Savannah, GA or Huntington, NY — so even smaller retailers can inventory private-label pet food affordably and flexibly.”

With this new approach:

- Retailers can launch private-label pet food with manageable inventory risk.
- They gain speed and flexibility in reacting to market demand or seasonal trends.
- They can differentiate themselves with their own branding, while offering competitive pricing.

Why now is the perfect time for private-label pet food

The private-label pet food market is gaining real traction. According to a recent global market forecast, the private-label pet food and OEM segment was valued at **US\$ 49.5 billion in 2025, and is projected to grow to US\$ 126.4 billion by 2035** — more than doubling over the next decade. [Pet Food OEM or Private Label Market Size | 2025-2035](#)

Moreover, private-label pet food has outpaced national brands in recent years: in 2024, private-label pet products saw a 5.8% year-over-year increase in dollar sales, with unit sales up **3.5%**, compared to weaker growth for branded products in many categories. [Private label pet food growth outpaced national brands | PetfoodIndustry](#)

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Across Europe, private-label now accounts for roughly 34% of the pet food market's value share, reflecting retailers' growing confidence in store-brands, said Aidan Jorgensen, CFO.

That shift signals a larger trend: pet owners are increasingly willing to trust private-label products — especially when retailers deliver quality, price, and transparency — rather than default to the legacy pet-food brands. [Is private label pet food coming into its own in the US? | PetfoodIndustry](#)

About Scoochie Pet

Scoochie Pet is a U.S.-based manufacturer and supplier of dog and cat food, offering both branded and private-label solutions. With production capabilities spanning both wet canned food

and dry kibble, dog chews, cat lick treats, cat litter, dental chews and much more — as well as label-on-demand services at warehouses in Savannah, GA and Huntington, NY — Scoochie Pet provides retailers with a flexible, low-risk path to launching their own pet-food brands.

For retailers interested in learning more about our new lower-MOQ private-label program, please contact our sales department at sales@scoochiepet.com, or (631) 421-7387

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