



**YOUNG, SYDNEY BUSINESSWOMAN DEVELOPS A 'JOLLIE' GOOD DOG TREAT...  
THAT'S LITERALLY GOOD ENOUGH TO EAT!**

Jollie Gourmet Dog Treats founder Acacia Crosbie, 31 would do anything for her dog, Jarrah, including starting a business venture just for her (and all the other dogs in Australia) where style and taste are combined to create the perfect range of dog treats.

Acacia says she started Jollie with a simple aim - to make pet treats that she would be excited about buying for Jarrah. "I got tired of not being able to find pet treats that were visually exciting. I wanted treats that looked appetising and packaging that I would be proud to buy and leave on my kitchen bench. Plus, of course, I wanted real ingredients so I could spoil Jarrah." As a result, the Jollie products have been well researched and professionally formulated to create their unique flavours and appearance. Acacia makes a point of only sourcing her ingredients from accredited food industry suppliers.

So don't feel guilty for finding them appetising, it's OK go on have a nibble!

"Sometimes it's really hard to understand what's in our pets' food and whether it's something we want to feed them. It was important to me that we manufacture to human standards, using human grade ingredients," Acacia explains.

The first flavour Acacia produced was Beef, Cashew & Rosemary Morsels and they proved such a hit that she expanded the range, which now includes Chicken, Almond & Cranberry Biscotti; Lamb, Mushy Pea & Mint Cookies; Chicken, Mushroom & Thyme Morsels; Dolce Vita Carob & Chicken Bars and Sweet Honey & Sesame Dried Beef, to name a few.

Acacia began researching the pet food industry in 2007 and by September 2008 she established Jollie Gourmet Dog Treats. "Dog treats seemed gimmicky and boring to me. I wanted to be excited, I wanted to see real ingredients and I thought that pet treats could use some modern style. I realised there was an opportunity to create a product that would excite dog owners like me," Acacia said.

Whilst studying a science degree majoring in environmental science, Acacia worked part time for a food manufacturer. It was here where she discovered a passion for raw materials so she furthered her studies and completed a diploma in biological science. Work experience included some of the major food players in Australia; SPC, Nestle, Campbell's Soups, to name a few, and it was during this time Acacia's 'lightning bolt moment' came to her when she worked out how she could combine her passion for animals and her food industry knowledge –and Jollie was born.

The range was initially sold at markets (and still maintains this sales channel today), and in November 2009 it was snapped up by David Jones.

When asked what motivates her personally and professionally, Acacia says: "Personally and professionally I want to do the best job I can and I like to feel proud of what I achieve. I like to look back and know I did the best I could have. So, with Jollie, I am driven to make sure that once a product is on a retail shelf it is the best it possibly could be, every time."

Jollie Gourmet Dog Treats are all natural and have zero preservatives, high in flavour, and of course, style.

Acacia lives in Sydney with (listed in no particular order), Golden Retriever, Jarrah, her cat Sammy and two bunnies, Berry and Lucy.

Jollie is available in selected retail stores around Australia including David Jones, pet stores and cafes.

**For stockists around Australia, visit [www.jollie.com.au](http://www.jollie.com.au) or phone 02 8001 6440.**

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Jollie is a member of Pet Industry Association of Australia (PIAA), People for the Ethical Treatment of Animals (PETA) and Barking Mad: Equity for Pet Owners.