



## **SavourLife – An Australian dog food company on a mission to end dog euthanasia**

*May 2021*

Local family-run dog food business SavourLife have been supporting rescue groups across Australia since 2013, recently surpassing the huge milestone of \$3 million in donations. Their company mission is to make the best Australian-made food and treats for your best friend, and use the profits generated through their business to reduce the number of adoptable dogs euthanized in Australia to zero. The successful profit-for-purpose company also launched an adoption portal called Adopt-A-Dog in 2019 and since its inception, over 23,500 dogs have been re-homed by over 230 different rescue groups around the country.

Recently, they launched their “Buddy’s Grant” program, honouring their late dog Buddy; the inspiration behind SavourLife. Buddy’s Grant was designed with the aim of helping a rescue group get their dream project off the ground and assist them in making a long-term impact on rescue dogs and their community.

Greyhound Rescue in Sydney was one of the first recipients of this \$50,000 grant, with their plan to transform their shelter into the perfect rehabilitation space for rescue hounds with three sensory gardens, an obedience and training yard, and “Buddy’s Garden” – an adoption meet and greet space. All with the aim of helping ex-racing greyhounds adjust to the outside world and get adopted faster.

Greyhound Rescue are proud to be officially opening their gardens on Sunday 30<sup>th</sup> May, with a tour of their new spaces and happy hounds to meet!

Despite being a self-professed nation of dog lovers and a country with one of the highest rates of pet ownership in the world, Australia has over 200,000 dogs that end up in rescue shelters across the country each year; 44,000 of them are sadly, then euthanised. It’s a shocking number that SavourLife wants to bring to zero.

The passion project started with a simple premise; create natural, nutritious, Australian-made dog food and donate 50 per cent of the profits to volunteer-run rescue groups who save and re-home abandoned dogs.

The premise was simple, but the impact has been significant. Consisting of just nine employees, the business has grown exponentially year-on-year and with its \$3 million in donations to over 230 different rescue groups nationwide, has actively contributed to rehoming more than 23,500 rescue dogs.

Founder and managing director Michael McTeigue says that while this is a positive step in the right direction, there’s much more work to be done.

“We realised that while we were doing some great things to help homeless dogs once they were in trouble, we weren’t addressing some of the underlying issues that get them into that situation to start with. We wanted to take our mission a step further and be part of the solution, which is why we launched programs like Buddy’s Grant and Adopt-A-Dog,” said McTeigue.



Adopt-A-Dog is an online portal that showcases thousands of rescue dogs from rescue groups across the country, connecting them with potential new families.

“The site allows people to find a dog that is perfectly suited to their needs; they can filter by breed, age, size, location and whether or not they need to be good with kids or other pets. This allows them to find the perfect new member of their family that is to suit to them.”

“One of the biggest misconceptions about dog adoption is that you can’t find a specific type of dog, or that you can’t find a puppy. There are dogs of all sizes, ages, shapes and breeds at a rescue shelter. And in fact, over half the dogs on Adopt-A-Dog are puppies!”

“Another misbelief we encounter a lot is that most people think the reason a dog ends up at a shelter is because of an issue with the dog itself. In reality, the primary reason dogs are abandoned is due to a change in personal circumstances of the owner, such as a relationship breakdown or relocation.”

“It’s always been about the dogs for us, and it always will be. We want to track the impact of our donations and support these rescue groups that are on the ground every day saving lives.”

“It all started with our first dog Buddy. He brought so much joy into our lives, and we wanted to be able to allow other people to experience that same happiness only a dog can bring. We believe every home should have a dog and every dog should have a home.”

While many small businesses struggle to turn a profit in the first few years of operation, SavourLife’s success proves that doing good is just good business.

“Consumers are increasingly aware they can make an impact with their dollar. We provide dog owners with a win-win solution; they’re getting the highest-quality, Australia-made products for their own dog and they’re having a positive impact on the lives of dogs in need.”

Alongside their two rescue dogs Max and Missy, the McTeigues will continue to campaign for Australia’s homeless dogs until every single one finds a home.

**-Ends-**

### **About SavourLife**

Founded by Sydney-based couple Michael and Kim McTeigue in 2013, SavourLife is a small family-owned and operated business inspired by a love for dogs and a desire to make a difference. They make natural food and treats for dogs and donate 50 per cent of the profits to smaller volunteer-run rescue groups, helping them save and rehome rescue dogs. They have donated over \$3 million to rescue groups across every state and territory in Australia, supporting the rehoming of over 23,500 dogs. It’s dog food that makes a difference.

For more information visit [www.savour-life.com.au](http://www.savour-life.com.au)

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**Cordially invites you to the  
GRAND OPENING of the**

**SavourLife<sup>+</sup>  
Sensory Gardens**

**May 30th  2pm - 4pm  
at our Rescue Centre, Greysland**



**Due to COVID this is strictly  
an invitation-only event**

**RSVP is essential by Friday May 14 to  
[nat@greyhoundrescue.com.au](mailto:nat@greyhoundrescue.com.au)**