

March 10, 2021



## Emerging Markets Report: A Rapidly Expanding Market

[An Emerging Markets Sponsored Commentary](#)

ORLANDO, Fla., March 10, 2021 (GLOBE NEWSWIRE) -- Many of us have read the stories about the COVID-19 quarantine helping to empty animal shelters across the country. Americans told to stay in their homes sought out pets to fill the void. As such, the number of pets in American homes has skyrocketed.

But before all this a different pet trend was emerging. Venerable **Forbes** was among the first to recognize this movement [in this article from 2018](#).

Here's the headline:

### **The Next Frontier of Wellness: Your Pets**

And this is the first paragraph(s):

*"With a fast-growing awareness about nutrition and our own health, it is not surprising that the next wave of wellness companies are not focused on humans, but on pets... 95% of pet owners consider their animals to be part of their family and nearly half of pet "parents" are concerned about the health and well-being of their pet as much as they are a member of their human family"*

This all stands to benefit animal health and wellness company **Better Choice Company (OTCQX: BTTR)** whose mission is to provide clean, holistic, and nutritional options for consumers who want to bring their own healthier lifestyle to their pets. The Company's products promote wellness and support better and longer lives for pets.

You can see the Company's [suite of products here](#). It's pretty amazing. Reminds me a lot of going into the first Whole Foods stores years ago when Organic was in a nascent phase. Now it's a major driver in grocery, just as pet wellness appears to be with a public who wants healthier, longer lived pets and a huge new group of pet owners finding new loved ones in the pandemic.

### **About The Emerging Markets Report:**

*The Emerging Markets Report* is owned and operated by Emerging Markets Consulting (EMC), a syndicate of investor relations consultants representing years of experience. Our network consists of stockbrokers, investment bankers, fund managers, and institutions that actively seek opportunities in the micro and small-cap equity markets.

For more informative reports such as this, please sign up at <http://www.emergingmarketsllc.com/newsletter.php>

### **Must Read OTC Markets/SEC policy on stock promotion and investor protection**

- <https://www.otcmarkets.com/learn/policy-on-stock-promotion>
- <https://www.otcmarkets.com/learn/investor-protection>
- <https://www.sec.gov/news/press-release/2017-79>
- [https://www.sec.gov/oiea/investor-alerts-bulletins/ia\\_promotions.html](https://www.sec.gov/oiea/investor-alerts-bulletins/ia_promotions.html)

Section 17(b) of the Securities Act of 1933 requires that any person that uses the mails to publish, give publicity to, or circulate any publication or communication that describes a security in return for consideration received or to be received directly or indirectly from an issuer, underwriter, or dealer, must fully disclose the type of consideration (i.e. cash, free trading stock, restricted stock, stock options, stock warrants) and the specific amount of the consideration. In connection therewith, EMC has received the following compensation and/or has an agreement to receive in the future certain compensation, as described below.

We may purchase Securities of the Profiled Company prior to their securities becoming publicly traded, which we may later sell publicly before, during or after our dissemination of the Information, and make profits therefrom. EMC does not verify or endorse any medical claims for any of its client companies.

EMC has been paid \$170,000 by Better Choice Company, Inc. for various marketing services including this report. EMC does not independently verify any of the content linked-to from this editorial. <http://emergingmarketsllc.com/disclaimer.php>

### **Emerging Markets Consulting, LLC**

Florida Office

390 North Orange Ave Suite 2300

Orlando, FL 32801

E-mail: [jamespainter@emergingmarketsllc.com](mailto:jamespainter@emergingmarketsllc.com)

Web: [www.emergingmarketsllc.com](http://www.emergingmarketsllc.com)



Source: Better Choice Company Inc. and Emerging Markets Consulting, LLC.