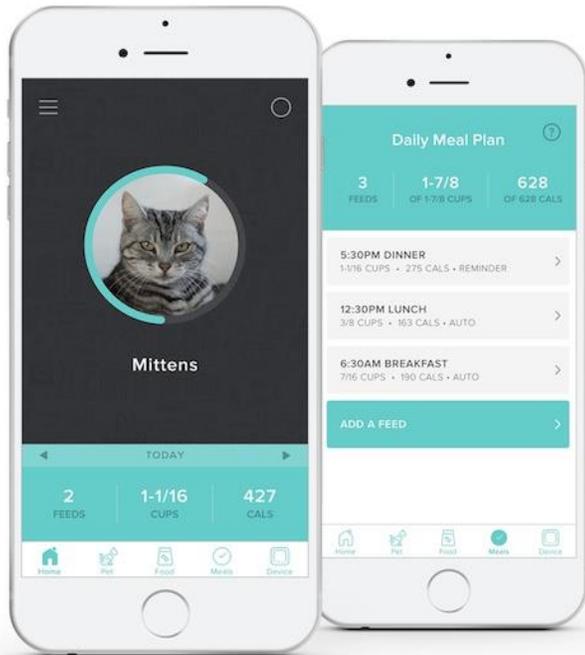


Petnet  

Introducing The New Petnet App



Every pet needs a little grooming every now and then – nail clipping, ear cleaning, getting a furcut. And sometimes things in the digital world can use a little spiffing up, too. Our app has undergone some changes which'll really get your tail wagging.

So what's different?



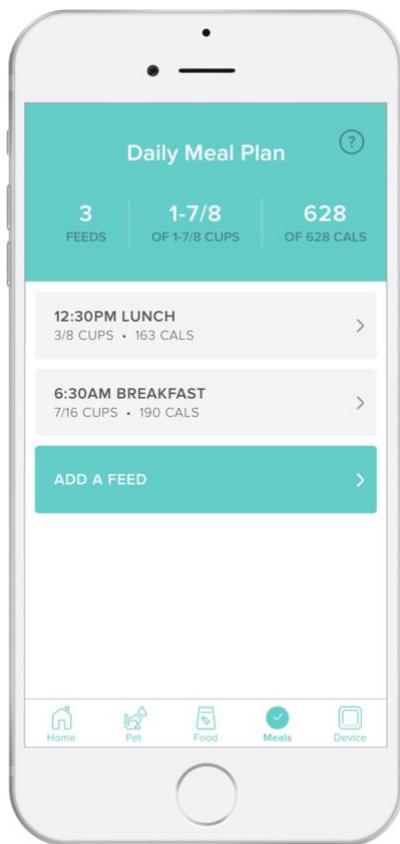
Your new Home screen visually displays the daily progress of your pets' feedings. See that circle around your pet's photo? That shows how close you are to reaching your pet's daily budget. (For example, if you have 2 feeds per day and you've already completed the first one, the progress circle would show that you're halfway there.

Under that, you'll see a summary with the number of feeds, cups and calories that you've served for that particular day. Think of this screen as "Where am I at in my day?"

The Home icon is now conveniently at the bottom left of your menu dashboard, and all your icons are easy to access so you can swiftly navigate to every screen from anywhere in the app.



Zip over to the Meals screen (formerly called Schedule) for a snapshot of your pet's daily meal plan in relation to the personalized feeding recommendation. Tap the question mark on the upper right to show your pet's profile details. Think of this screen as "Here's my meal plan as it pertains to my daily recommendation."



Need to feed right away? Just tap the circle icon at the upper right of your Home screen, and send some chow to your pet straight from your phone.

You'll always be in the loop with our updated push notifications. From feeding reminders to meal confirmations, you'll never have to wonder about the status of your pet's meals.



Between the new design, fluid navigation, and the way we've tied everything together, we're pawssitive that you'll enjoy the updated Petnet app. If you've got any questions, please [reach out to our support team](#), and happy feeding!

GET IT NOW

Biting Into The Truth: 5 Facts You Should Know About Pet Food



For all animal-obsessed pet parents, nothing's more important than the health and well-being of our furry children. We bring them to the vet for checkups, we drag them up huge hills for exercise (commonly known as "hikes"), and we comb them, kiss them, and cuddle them.

When it comes to food, we want the best – the best brands, the healthiest kinds of proteins, and the best combo of wet versus dry. But even the most well-intentioned puppy papas and meow moms may not know a few key pieces in the pet food puzzle.

1) Something's Afoul Here: Our Pets Get Too Much...Fowl

Ever hear someone say "Tastes like chicken?" Well, if your fur baby ever uttered those words (what, your pet can't talk?) listen up because he's correct. Here's why: chicken's lurking around in 68% of all dog foods and 73% of all cat foods. If that doesn't make you cluck your tongue, this should – chicken can be present in your pet food even if the recipe name indicates otherwise. (So don't assume that kitty's beefy-looking breakfast is fowl-free!) And because chicken is prevalent in the majority of our pets' mealtimes, it's frequently linked to food sensitivities, intolerances, or allergies.

2) Low-Carb: Not Just For Humans During Bathing Suit Season

When you wanna feel trim, you know you gotta say “no” to the bread basket during dinner. And obviously you wouldn’t let your kitty Buttons munch on a loaf of sourdough, but guess what? The average pet food contains too many carbohydrates and not enough protein. Seriously – typical dog food is composed of 41% carbs (yikes!) and cat food 31% (hiss!), and considering that dogs evolved from meat-loving carnivorous ancestors of yester-millennium and cats are obligate carnivores, that ratio is way too high. So you and Buttons can both be proud members of the Eat More Meat Club.

3) Grain-Free Is Not The Same As Low-Carb

What gluten-free has done to human diets, grain-free has done to pet diets = a front row seat on the trendy train, but most of us can’t explain the science behind the buzz. Many people associate grains with carbs, and therefore conclude that grain-free = low-carb, which is pawsitively not true. Grains are not the enemy, nor are they inherently bad. Some high quality grains can provide tremendous health benefits, so don’t fear getting “in-grained.”

4) Be Suspicious Of “Natural Flavor”

The word “natural” lost its credibility the moment it hopped onto the ingredients list for fast-food french fries. (No joke, there’s a “natural” form of sugar inside those potato-esque-abominations.) You should be wary of foods that boast about their “N-gredients,” and yes, that includes pet nosh. “Natural flavor” is an additive in many animal foods which could potentially sound healthy, but it’s hard to know exactly what this ingredient really is. Often the flavor is extracted using a chemical process with unnamed ingredients, like “digests.” A dog or cat food containing ample amounts of meats and fish that you recognize (like beef and salmon) should satisfy your baby’s palate without the extra mysterious flavorings. Much like you want your fries to contain just potatoes, oil, and salt, you want your pet food to contain clear, discernible ingredients.

5) Is Meat Listed As The 1st Ingredient? That Doesn’t Automatically Indicate Good Quality

It’s no secret that ingredients on a food label are listed in the same order as their relative weight in the recipe. So if meat appears as the frontrunner, your food is probably nutritious and good quality, right? Not necessarily. Know how Buttons likes to be sneaky and hide your water bottle caps all over the house? Food companies can also be sneaky by craftily manipulating the ingredients to push the meat component higher (and filler component lower) on the list. But how do they get away with that? There’s a tactic called ingredient splitting, and it’s sadly common. By breaking apart low quality ingredients into 2 or more components, like ground rice and rice bran, each rice ingredient individually accounts for a smaller portion of the recipe, and therefore pops up lower on the ingredient list –

allowing meat to be at the forefront. This takes place in about 1/3 of all pet foods, so make a mental note next time you're stocking up on meals for Buttons.

Here at Petnet, our goal is to help you make the best choices for your kitties and puppies. Equipped with an extra bit of food 411, you can sniff out the best ways to keep Buttons playing stealthy and living healthy.

Got any questions about your pet food? Drop us a line in the comments below.



L.A. BANQUETS

In Focus: Getting Picture-Perfect Photography For Your Wedding



During your wedding, you savor every moment. The look in each others' eyes as you exchange vows. Your first dance. Cutting the cake. And as you begin your journey as newlyweds, the memories will continue to make you smile. The best way to relive the big day? Flip through your wedding photo album with your new husband!

Your photography is quite possibly the most important keepsake from the occasion. We've compiled some tips, ideas and helpful hints to help you achieve flawless and fun photos you'll always lovingly look back on.

1) Know what questions to ask.



Above all, you want to make sure that you feel a connection with your photographer. When you met, did you two communicate well? Do you feel comfortable having them capture all the special moments from your big day? Here are questions that will help you determine whether they would be a good fit for your style and vision. Keep in mind that if you're not comfortable with them, your poses and expressions won't be as natural, and it will be apparent in your photographs.



Details happening before the wedding:

- Check their portfolio and get to know their background (how long they've been in the business, how many weddings they've shot, etc). Find out what kind of equipment they use and make sure they'll shoot in both color and black and white. See if you can give them a specific list of shots you want.

Details happening during the wedding:

- If your wedding takes longer than expected, will they stay and continue to take photos? Is there an extra charge? See if they've worked at your wedding venue before. Confirm that it's ok for your guests to be snapping pictures while they're taking photos.

Details happening after the wedding:

- Find out what packages they offers, and whether you can customize a package. Ask about their retouching services. Confirm when you will receive the proofs, and in what format. Also check whether they'll give you the negatives or digital images and if there's a fee for that.

2) Use the same photographer for your engagement & wedding photos.



If you met the photographer and feel like your personalities are a good match, book them for your engagement photo session. This is a great test run to ensure that your wedding photos will turn out just as you'd imagined. Plus, using the same photographer will ensure that your engagement and wedding photos will turn out consistent.

(Helpful hint: also use the engagement photos as test run for hair and makeup!)



When it comes to location, you don't have to travel for a beautiful backdrop - there are tons of possibilities right outside your door. In fact, you've probably passed a few of these locations in your daily routine without even noticing. Glance around you and take a closer look.

Ordinary elements become extraordinary backgrounds:

- The seemingly humdrum idea of an overgrown field or dead trees will come to life as your love brightens up and illuminates the landscape.



A small pop of color creates a big impression:

- A bright plant, rose, or piece of clothing provides a great contrast against a darker background.



Rough or industrial components can make a smooth setting:

- Although it may sound unconventional, bridges, rocks, industrial buildings or a dried riverbed make surprisingly elegant scenery.



Cool architecture is a naturally set stage:

- Think: unique doorways, high arches, pillars, funky staircases or interesting hallways.



Pick the best photos from the session and create a custom guest book. Your guests will love penning a thoughtful message alongside gorgeous photos of you and your husband.

3) Know what moments you want the photographer to capture during your wedding.

He'll likely have a list of specific shots to capture before, during, and after the ceremony, but why not add your own ideas?

Give a photo shout-out to your parents.



Have your bridal party and groomsmen make a statement.



Get glittery with the camera.



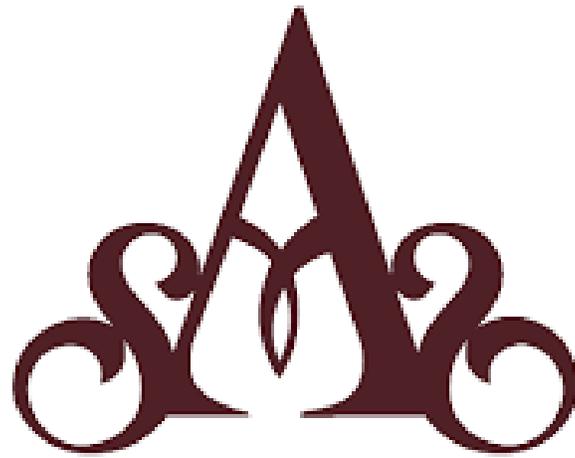
Make a toast from above.



Spell it out.



Remember that your photography will be a visual representation of your wedding, so you want the images to reflect who you are. The right photographer will understand that and make you feel comfortable and confident!



ANOUSH

BANQUET HALLS
& CATERING

On Your Plate: Biting Into #FoodTrends



With so many social media platforms available to us, it's no surprise that more news feeds are filling up with delicious cuisine imagery. Whether a quick snapshot of your succulent homemade grilled cheese sandwich or the drool-worthy dinner lovingly prepared by your significant other, even the most amateur food-photo contributors are considering themselves among the foodie community.



Compounded by the fact that Pinterest, Instagram, Facebook and Twitter make it easy to upload and share photos, food is such a visual experience that it was only a matter of time before cuisine crossed into social media. Between monitoring what's hot (and what's not) in the digital space and keeping up with the ever-evolving landscape in the food industry, we're excited to share some trends that'll be cooking up this year.

Turn up the heat.



Brace yourself - it's the year of the spice. With a constant surging in its sales, Sriracha is finding its way into cuisine and cocktails, along with Calabrian chili oil. Also be on the lookout for Gochujang, a Korean-style condiment made from hot chili paste and fermented soy beans. If that's not enough to tease your taste buds, keep an eye out for Shichimi Togarashi, a Japanese seasoning made from an assortment of dried chili peppers. Bring on the burn!

Squeeze in some citrus.



Though once relegated to simply adding zest to bland drinking water, citrus is morphing into a tangy necessity during mealtime. In addition to adding a fresh punch of flavor, citrus is a nonfat, vitamin-packed alternative to high-sodium seasonings. You'll see lemon juice used to lighten up everything, from sides of vegetables to dressings and pastas. As you order dessert, sip on a new cocktail, or grab an appetizer, and get ready for some bright in your bite!

Go for ancient grains.



Out with the old, and in with the...ancient. Old-world grains like kamut, quinoa, barley, farro and millet are popping up in more recipes and on more supermarket shelves. With health benefits like preventing cancer, heart disease, and high blood pressure, these ancient grains also offer some tasty gluten-free options for those with special dietary needs. Expect to see pasta made with quinoa and buckwheat, and other non-wheat alternatives.

Hello to hybrids.



A great way to shake things up? Bring on the mashups! (We know you've heard of the infamous cronut.) Prepare yourself for herb or fruit-infused ice cubes. Save room for a dessert pizza. (Coconut-chocolate-with-strawberries pie, anyone?)

Found yourself bored with run-of-the-mill hamburger buns? You'll love the griddled ramen-noodle bun by chef Keizo Shimamoto.

Keep it local.



Between farmers markets and the farm-to-table movement, there's been a positive shift toward sustainability and locally grown products. More restaurants are featuring responsibly-sourced ingredients on their menus. Chains like Chipotle and Panera Bread have launched marketing campaigns promoting their local-sourcing efforts, which is a welcome change from formerly typical “trucked-in” operations. No doubt this year will continue to see a growth in the “go local” mentality.

Influences from foreign flavors.



You won't need to grab your passport to enjoy international flavors this year. In addition to the Korean and Japanese seasonings we mentioned above, be sure to scan your menu for ingredients from regions like Turkey, Israel and Morocco. You'll find Turkish Marash peppers in meat dishes like chicken or lamb. Za'atar, a mixture of sumac, sesame seed and herbs, will also pop up more frequently.

Adding these kinds of Middle Eastern seasonings is a great way to boost your food's taste without adding unwanted calories.