



PURINA®
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DOG SHOW 101



THE 145TH ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

PRESENTED BY

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“HE’S MY CHAMPION, MY PARTNER,
MY HEART. THERE’S ONLY
ONE FOOD I TRUST!”



KENOBI
2020 Agility National Champion (IDC)
2019 European Open Finalist (Netherlands)
2-Time Team USA Member

MARIA BADAMO

As a champion agility trainer and a Doctor of Veterinary Medicine, Maria Badamo, DVM knows a thing or two about high-performance canine nutrition. And whether she’s preparing her dog, Kenobi, to bring home another title on the agility course or fueling his best in-between events, there’s only one food she trusts — **Purina® Pro Plan® Sport Performance 30/20**.

SEE WHY CHAMPIONS TRUST PRO PLAN AT

PurinaProClub.com/Experts

Maria received coupons from Purina Pro Plan.



**FUEL THE CHAMPION
IN YOUR DOG**



OPTIMIZES OXYGEN
METABOLISM
(VO₂ MAX) FOR
INCREASED ENDURANCE



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20% FAT TO FUEL
METABOLIC NEEDS AND
MAINTAIN LEAN MUSCLE



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FATTY ACIDS AND
VITAMIN A TO
NOURISH SKIN & COAT

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Your Pet, Our Passion.®



THE 145TH ANNUAL

WESTMINSTER KENNEL CLUB DOG SHOW

PRESENTED BY



THE WORLD'S GREATEST DOG SHOW

For 145 years, dogs from around the world have ventured to New York City to compete for the coveted title of Best In Show at the Westminster Kennel Club Dog Show, presented by Purina Pro Plan. For the first time in history, this year's show will be held at the iconic Lyndhurst Mansion in Tarrytown, NY.

Learn more about the dog show, the 209 breeds that will take the ring, and the advanced nutrition of Purina Pro Plan that fuels 95 of the top 100 AKC All Breed Champions.*

*Dog News Magazine Top 100 Dogs based on AKC All-Breed Competition and RBIS through 12/31/20. The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

DOG SHOW 101

BY THE NUMBERS

THE WESTMINSTER KENNEL CLUB
DOG SHOW COMPETITION STARTS WITH

2500



ACROSS **209** BREEDS

ALL OF THE AKC-RECOGNIZED BREEDS
FALL INTO ONE OF 7 GROUPS:



HOUND



TOY



NON-SPORTING



HERDING



SPORTING



WORKING



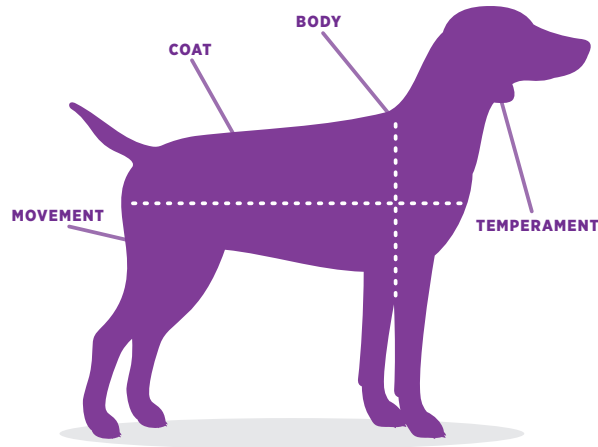
TERRIER

DOG SHOW 101

THE JUDGING

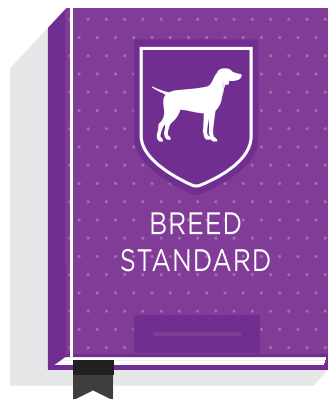
THE WESTMINSTER KENNEL CLUB DOG SHOW IS A “CONFORMATION SHOW.”

Dogs are judged and placed according to how closely they compare or “conform” to their official breed standards.



WHAT ARE THE BREED STANDARDS?

A written description of the ideal features of that breed. Generally, these standards describe a dog's appearance, movement and temperament.

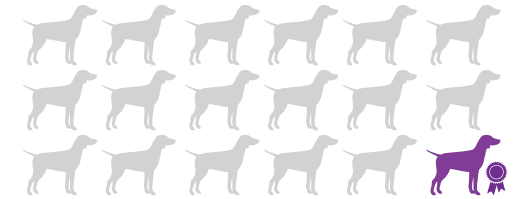


DOG SHOW 101

TO THE WINNER'S CIRCLE

THE BREED COMPETITION

1 Dogs compete against the other dogs in their **BREED / VARIETY**.



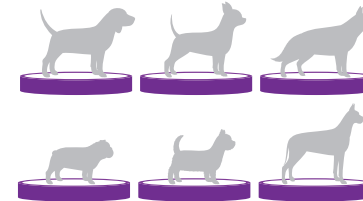
THE GROUP COMPETITION

2 Then they compete against dogs in their **GROUP**.



THE BEST IN SHOW COMPETITION

3 Finally, all 7 Group Winners compete for **BEST IN SHOW**.



Purina® Pro Plan® has fueled 13 of the last 14 Best In Show Champions*. **Who will take the title this year?**

*The handler or owner of these champions may have received Purina® Pro Plan® dog food as Purina ambassadors.

HOUND GROUP

Most hounds share the common ancestral trait of being used for hunting, which is why they were originally classified as Sporting dogs, but in 1930 the Hound Group was born. Some dogs in the Hound Group use acute scenting powers to follow a trail. Others demonstrate a phenomenal gift of stamina as they relentlessly run down quarry. Some hounds bring down the game themselves or hold it at bay until the hunter arrives, while others locate the game by tracking its scent.

DID YOU KNOW?



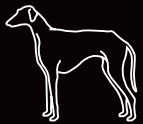
In 2015, Miss P, a Beagle (15 in.), became the 9th Best In Show Champion in a row to be fueled by Purina® Pro Plan®.*

30/20

Miss P's victory was fueled by Purina® Pro Plan® SPORT® Performance 30/20.*



The Greyhound is the winningest breed in the Hound Group, with 13 Group wins.**



The Azawakh, a member of the Hound Group, was eligible to compete at Westminster for the first time in 2020.



6 Best In Show Winners have come from the Hound Group.**



Last year a Whippet named Bourbon won the Hound Group and the Reserve Best In Show title.

*The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

**Since the Hound Group's inception in 1930.

- 1 AFGHAN HOUND
- 2 AMERICAN ENGLISH COONHOUND
- 3 AMERICAN FOXHOUND
- 4 AZAWAKH
- 5 BASENJI



- 6 BASSET HOUND
- 7 BEAGLE, 13 IN. & UNDER
- 8 BEAGLE, 13-15 IN.
- 9 BLACK AND TAN COONHOUND
- 10 BLOODHOUND



- 11 BLUETICK COONHOUND
- 12 BORZOI
- 13 CIRNECO DELL'ETNA
- 14 DACHSHUND (LONGHAIRED)
- 15 DACHSHUND (SMOOTH)



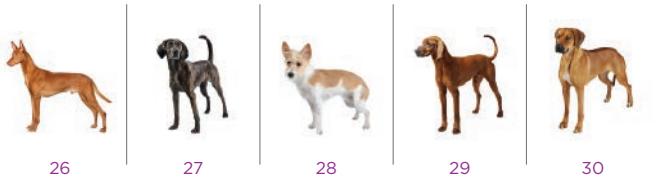
- 16 DACHSHUND (WIREHAIRED)
- 17 ENGLISH FOXHOUND
- 18 GRAND BASSET GRIFFON VENDÉEN
- 19 GREYHOUND
- 20 HARRIER



- 21 IBIZAN HOUND
- 22 IRISH WOLFHOUND
- 23 NORWEGIAN ELKHOUND
- 24 OTTERHOUND
- 25 PETIT BASSET GRIFFON VENDÉEN



- 26 PHARAOH HOUND
- 27 PLOTT
- 28 PORTUGUESE PODENGO PEQUENO
- 29 REDBONE COONHOUND
- 30 RHODESIAN RIDGEBACK



- 31 SALUKI
- 32 SCOTTISH DEERHOUND
- 33 SLOUGHI
- 34 TREEING WALKER COONHOUND
- 35 WHIPPET



TOY GROUP

The diminutive size and winsome expressions of the dogs in the Toy Group illustrate the main function of this Group: to embody sheer delight. Don't let their tiny stature fool you, though — many Toys are tough as nails. They make ideal apartment dogs and terrific lap warmers on nippy nights. These dogs are loyal and intelligent companions, provided you give them plenty of attention.

DID YOU KNOW?



The Pekingese is the winningest breed in the Toy Group, with 26 Group wins.



2021 is the first year the Biewer Terrier is eligible to compete at Westminster.



The Havanese was the Group winner last year, and was fueled by Purina® Pro Plan.**



Purina® Pro Plan® offers Small Breed formulas that feature bite-size, nutrient-dense kibble that's great for dogs under 20 lbs.



11 Best In Show Winners have come from the Toy Group.



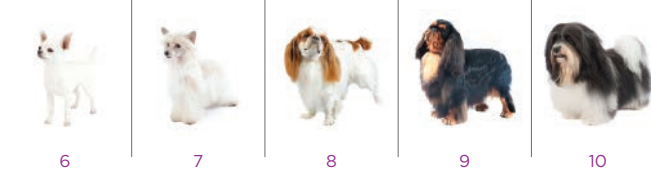
Small breeds can actually be found in every group, not just the Toy Group.

*The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

- 1 AFFENPINSCHER
- 2 BIEWER TERRIER
- 3 BRUSSELS GRIFFON
- 4 CAVALIER KING CHARLES SPANIEL
- 5 CHIHUAHUA (LONG COAT)



- 6 CHIHUAHUA (SMOOTH COAT)
- 7 CHINESE CRESTED
- 8 ENGLISH TOY SPANIEL (B&PC)
- 9 ENGLISH TOY SPANIEL (KC&R)
- 10 HAVANESE



- 11 ITALIAN GREYHOUND
- 12 JAPANESE CHIN
- 13 MALTESE
- 14 MANCHESTER TERRIER (TOY)
- 15 MINIATURE PINSCHER



- 16 PAPILLON
- 17 PEKINGESE
- 18 POMERANIAN
- 19 POODLE (TOY)
- 20 PUG



- 21 SHIH TZU
- 22 SILKY TERRIER
- 23 TOY FOX TERRIER
- 24 YORKSHIRE TERRIER





NON-SPORTING GROUP

The Non-Sporting Group is a very diverse group. Originally the AKC registered dogs as Sporting or Non-Sporting. Then the Hounds and Terriers split off from the Sporting Group and the Toys and Working dogs from the Non-Sporting Group. The Herding Group then split from the Working Group to make up the 7 Groups. The remaining dogs that have traits that don't fit into any of the other categories are judged in the Non-Sporting Group. These dogs differ in personality, appearance, size, coat and temperament.

DID YOU KNOW?



The Standard Poodle is the winningest breed in the Non-Sporting Group, with 31 Group wins.



The 2020 Best In Show Winner was Siba*, a Standard Poodle from the Non-Sporting Group fueled by Purina® Pro Plan®.



12 Best In Show Winners have come from the Non-Sporting Group.



The 2018 Best In Show Winner, Flynn, was a Bichon Frise from the Non-Sporting Group and was fueled by Purina® Pro Plan®.



The Non-Sporting Group is a very diverse group, containing a varied collection of breeds in terms of size, coat, personality and overall appearance.

myPLAN

Like the breeds in the Non-Sporting Group, every pet has unique traits and preferences. Find the right food for your pet at proplan.com/myPLAN.

- 1 AMERICAN ESKIMO DOG
- 2 BICHON FRISE
- 3 BOSTON TERRIER
- 4 BULLDOG
- 5 CHINESE SHAR-PEI



- 6 CHOW CHOW
- 7 COTON DE TULEAR
- 8 DALMATIAN
- 9 FINNISH SPITZ
- 10 FRENCH BULLDOG



- 11 KEESHOND
- 12 LHASA APSO
- 13 LÖWCHEN
- 14 NORWEGIAN LUNDEHUND
- 15 POODLE (MINIATURE)



- 16 POODLE (STANDARD)
- 17 SCHIPPERKE
- 18 SHIBA INU
- 19 TIBETAN SPANIEL
- 20 TIBETAN TERRIER



- 21 XOLOITZCUINTLI



*The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

HERDING GROUP

The Herding Group was created in 1983 and is the newest AKC classification. Before that, the dogs in this group belonged in the Working Group. All breeds in the Herding Group share the fabulous ability to control the movement of other animals. However, the vast majority of herding dogs, as household pets, never cross paths with a farm animal. In general, these intelligent dogs make excellent companions and respond beautifully to training exercises.

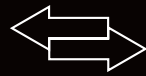
DID YOU KNOW?



The Pembroke Welsh Corgi has the most consecutive wins with 3.



The Herding Group didn't exist until 1983. Before then, breeds in this group belonged to the Working Group.



All breeds in this group share the ability to control the movement of other animals.



The German Shepherd Dog is the winningest breed in the Herding Group, with 17 Group wins.*



Since 1983, only 2 Best In Show Winners have come from the Herding Group.



2021 is the first year the Belgian Laekenois is eligible to compete at Westminster.

*7 wins in the Working Group, before the Herding Group's inception in 1983. 10 wins in the Herding Group after 1983.

- 1 AUSTRALIAN CATTLE DOG
- 2 AUSTRALIAN SHEPHERD
- 3 BEARDED COLLIE
- 4 BEAUCERON
- 5 BELGIAN LAEKENOIS



- 6 BELGIAN MALINOIS
- 7 BELGIAN SHEEPDOG
- 8 BELGIAN TERVUREN
- 9 BERGAMASCO SHEEPDOG
- 10 BERGER PICARD



- 11 BORDER COLLIE
- 12 BOUVIER DES FLANDRES
- 13 BRIARD
- 14 CANAAN DOG
- 15 CARDIGAN WELSH CORGI



- 16 COLLIE (ROUGH)
- 17 COLLIE (SMOOTH)
- 18 ENTLEBUCHER MOUNTAIN DOG
- 19 FINNISH LAPPHUND
- 20 GERMAN SHEPHERD DOG



- 21 ICELANDIC SHEEPDOG
- 22 MINIATURE AMERICAN SHEPHERD
- 23 NORWEGIAN BUHUND
- 24 OLD ENGLISH SHEEPDOG
- 25 PEMBROKE WELSH CORGI



- 26 POLISH LOWLAND SHEEPDOG
- 27 PULI
- 28 PUMI
- 29 PYRENEAN SHEPHERD
- 30 SHETLAND SHEEPDOG



- 31 SPANISH WATER DOG
- 32 SWEDISH VALLHUND



ONLY ONE
BRAND FUELS

95 / OF THE TOP
100*

SHOW DOGS



SEE WHY CHAMPIONS
CHOOSE PURINA® PRO PLAN®.

SUPPORTS
IMMUNE SYSTEM
DURING TRAVEL
& COMPETITION

HELPS KEEP
SKIN & COAT
IN EXCELLENT
CONDITION

HELPS OPTIMIZE
OXYGEN METABOLISM
FOR INCREASED
ENDURANCE



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*Dog News Magazine Top 100 Dogs based on AKC All-Breed Competition and RBIS through 12/31/20.
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 PURINA



 RedRover



**48% of victims will stay in an abusive situation rather than leave a pet behind.
WE'RE WORKING TO CHANGE THAT.**

Purina and our family of brands are working to create more pet-friendly domestic violence shelters across the U.S. We're aiming to donate more than \$1M to our partner RedRover in support of the Purple Leash Project—giving hope to pets and people when they need it most.

Visit PurpleLeashProject.com and see how you can join us and give hope to pets and people.

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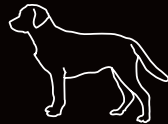
SPORTING GROUP

The Sporting Group is comprised of gun dogs that were developed to assist the hunter. These dogs are remarkable for their instincts in water and woods and are generally naturally active, alert and have stable temperaments.

DID YOU KNOW?



In 2016, CJ, a German Shorthaired Pointer, became the 10th Best In Show Champion in a row to be fueled by Purina® Pro Plan®.*



The Labrador Retriever is the most popular breed, according to the AKC, but has never won Best In Show.



A Golden Retriever named Daniel was the Group winner last year, fueling his victory with Purina® Pro Plan®.*



20 Best In Show Winners have come from the Sporting Group.



The Barbet, a French water dog, will be eligible to compete at Westminster in 2021.



7 of the last 8 AKC National Retriever Champions** are fueled by Purina® Pro Plan®.*

*The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

**Based on the winners of the National Amateur, National Open and National Derby Championship stakes 2018 - 2020.

- 1 AMERICAN WATER SPANIEL
- 2 BARBET
- 3 BOYKIN SPANIEL
- 4 BRITTANY
- 5 CHESAPEAKE BAY RETRIEVER



- 6 CLUMBER SPANIEL
- 7 COCKER SPANIEL, A.S.C.O.B.
- 8 COCKER SPANIEL, BLACK
- 9 COCKER SPANIEL, PARTI-COLOR
- 10 CURLY-COATED RETRIEVER



- 11 ENGLISH COCKER SPANIEL
- 12 ENGLISH SETTER
- 13 ENGLISH SPRINGER SPANIEL
- 14 FIELD SPANIEL
- 15 FLAT-COATED RETRIEVER



- 16 GERMAN SHORTHAIRED POINTER
- 17 GERMAN WIREHAIRD POINTER
- 18 GOLDEN RETRIEVER
- 19 GORDON SETTER
- 20 IRISH SETTER



- 21 IRISH WATER SPANIEL
- 22 LABRADOR RETRIEVER
- 23 LAGOTTO ROMAGNOLO
- 24 NEDERLANDSE KOOIKERHONDJE
- 25 NOVA SCOTIA DUCK TOLLING RETRIEVER



- 26 POINTER
- 27 RED AND WHITE SETTER
- 28 SPINONE ITALIANO
- 29 SUSSEX SPANIEL
- 30 VIZSLA



- 31 WEIMARANER
- 32 WELSH SPRINGER SPANIEL
- 33 WIREHAIRD POINTING GRIFFON
- 34 WIREHAIRD VIZSLA



WORKING GROUP

Dogs of the Working Group were bred to perform such jobs as guarding property, pulling sleds and performing water rescues. Many of these breeds also serve as draft animals, and as police, military, and service dogs. They have been invaluable assets to man throughout the ages. Quick to learn, these intelligent, capable animals make solid companions.

DID YOU KNOW?



The Boxer is the winningest breed in the group, with 25 Group wins.**



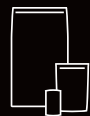
2021 will be the first year the Dogo Argentino is eligible to compete at Westminster.



15 Best In Show Champions have come from the Working Group.



Dogs of the Working Group were bred to perform jobs like guarding property, pulling sleds or performing water rescues.



Purina® Pro Plan® offers specialized nutrition that can meet the needs of large and giant breeds like those found in the Working Group.



The Purina® Pro Plan®-fed Boxer, Wilma, was awarded the winner of the Working Group.*

*The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.
**Since joining the Working Group in 1936.

- 1 AKITA
- 2 ALASKAN MALAMUTE
- 3 ANATOLIAN SHEPHERD DOG
- 4 BERNESE MOUNTAIN DOG
- 5 BLACK RUSSIAN TERRIER



- 6 BOERBOEL
- 7 BOXER
- 8 BULLMASTIFF
- 9 CANE CORSO
- 10 CHINOOK



- 11 DOBERMAN PINSCHER
- 12 DOGO ARGENTINO
- 13 DOGUE DE BORDEAUX
- 14 GERMAN PINSCHER
- 15 GIANT SCHNAUZER



- 16 GREAT DANE
- 17 GREAT PYRENEES
- 18 GREATER SWISS MOUNTAIN DOG
- 19 KOMONDOR
- 20 KUVASZ



- 21 LEONBERGER
- 22 MASTIFF
- 23 NEAPOLITAN MASTIFF
- 24 NEWFOUNDLAND
- 25 PORTUGUESE WATER DOG



- 26 ROTTWEILER
- 27 SAINT BERNARD
- 28 SAMOYED
- 29 SIBERIAN HUSKY
- 30 STANDARD SCHNAUZER



- 31 TIBETAN MASTIFF



TERRIER GROUP

The Terrier Group is filled with feisty, energetic dogs that range greatly in size. Their ancestors were bred to hunt and kill vermin. Most terriers have wiry coats that require special grooming in order to maintain their characteristic appearance. The word “terrier” comes from the Latin word terra (ground), as these determined and courageous dogs must be small enough and agile enough to “go to ground” to pursue their quarry (rats, foxes, and other vermin).

DID YOU KNOW?



In 2019, the Wire Fox Terrier became the 12th of the last 13 Best In Show Champions in a row to choose the advanced nutrition of Purina® Pro Plan®.*



The Terrier Group has more than twice as many Best In Show wins as any other group.



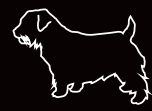
The Wire Fox Terrier is the winningest breed in the group with 24 Group wins.



47 Best In Show Champions have come from the Terrier Group—the most of any group.



Dogs of the Terrier Group tend to be feisty, energetic dogs whose ancestors were bred to hunt and kill vermin.



Terriers make great pets, but are typically stubborn and can require special grooming.

*The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

- 1 AIREDALE TERRIER
- 2 AMERICAN HAIRLESS TERRIER
- 3 AMERICAN STAFFORDSHIRE TERRIER
- 4 AUSTRALIAN TERRIER
- 5 BEDLINGTON TERRIER



- 6 BORDER TERRIER
- 7 BULL TERRIER (COLORED)
- 8 BULL TERRIER (WHITE)
- 9 CAIRN TERRIER
- 10 CESKY TERRIER



- 11 DANDIE DINMONT TERRIER
- 12 GLEN OF IMAAL TERRIER
- 13 IRISH TERRIER
- 14 KERRY BLUE TERRIER
- 15 LAKELAND TERRIER



- 16 MANCHESTER TERRIER (STANDARD)
- 17 MINIATURE BULL TERRIER
- 18 MINIATURE SCHNAUZER
- 19 NORFOLK TERRIER
- 20 NORWICH TERRIER



- 21 PARSON RUSSELL TERRIER
- 22 RAT TERRIER
- 23 RUSSELL TERRIER
- 24 SCOTTISH TERRIER
- 25 SEALYHAM TERRIER



- 26 SKYE TERRIER
- 27 SMOOTH FOX TERRIER
- 28 SOFT COATED WHEATEN TERRIER
- 29 STAFFORDSHIRE BULL TERRIER
- 30 WELSH TERRIER



- 31 WEST HIGHLAND WHITE TERRIER
- 32 WIRE FOX TERRIER

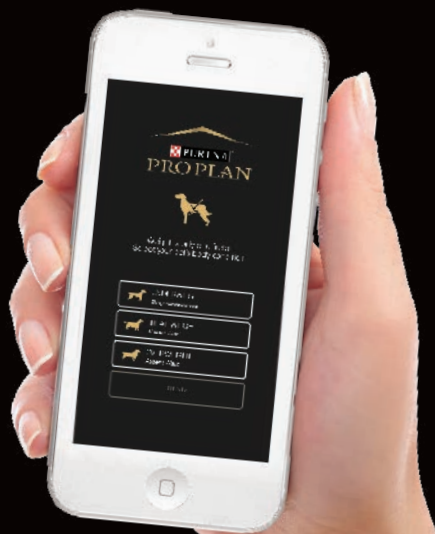




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