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SDR Ventures Advises Holistic Hound on Strategic Partnership With an Undisclosed Investor

SDR Ventures is pleased to announce that Hill Holdings, Inc. d.b.a. Holistic Hound (“Holistic Hound” or “Company”) has entered into a strategic partnership with an Undisclosed Investor. SDR served as the exclusive advisor to Holistic Hound throughout the transaction process.

Founded in 2003 by Heidi Hill, Holistic Hound first started as a pet retail store based out of Berkeley, CA. After witnessing how the CBD products sold in her store positively affected her beloved husky, Pearl, Heidi set out to create her own line of unique supplements and, together with her business partner Duncan Schmidt, developed the Holistic Hound brand. Under Heidi and Duncan’s leadership, Holistic Hound experienced rapid growth and was quickly recognized as a top-tier national brand in the pet health & wellness space in the United States.

While CBD has lately been in the public spotlight due to its laundry list of potential health benefits, Holistic Hound has taken herbal remedies to the next level. The Company’s implementation of medicinal mushrooms and other underutilized supplements has resulted in products that contain a comprehensive suite of proven benefits beyond traditional CBD solutions. Holistic Hound now provides CBD-infused pet supplements and medicinal mushrooms to over 1,800 pet stores nationwide

“We were incredibly pleased with the level of professionalism and diligence the SDR Ventures Team showed throughout the entirety of the process. Ultimately, their team was able to identify and execute with a company that will be a fantastic strategic partner for years to come,” stated Heidi Hill, Founder of Holistic Hound. “Our new partnership provides Holistic Hound with the resources and expertise needed to ensure the company’s continued growth.”

“After conducting a broad process that yielded many interested parties, we were ultimately able to find a like-minded strategic partner who shared Heidi and Duncan’s long-term vision for Holistic Hound. The Holistic Hound brand has an exciting future ahead of it and we are eager to see the company continue to succeed for years to come,” commented SDR Associate, Sasha Rogachevsky.