

Purina Beneful Declares February 27 as 'National Small Dog Day' in Honor of Pint-Sized Pups

Special day celebrates all the things that make the small dogs in our lives so special

ST. LOUIS, Feb. 24, 2025 /[PRNewswire](#)/ -- Beneful is declaring February 27 as 'National Small Dog Day,' celebrating the small dogs in the pack, their mighty personalities, and the huge impact they have on our lives. Small dog owners are invited to join the celebration on social media by posting pics of their favorite pint-sized pups with the hashtag #SmallDogDay and tagging @beneful.

Small dogs have unique attributes and bring their owners endless joy, whether they are showing off two-footed dance moves, confidently protecting their homes, or curling up on their owners' laps. With 'National Small Dog Day,' Beneful celebrates everything there is to love about small dogs and aims to educate humans on the importance of providing nutrition that supports their specific needs.

Small Dogs, Big Personalities, and Unique Needs

According to Purina veterinarian Dr. RuthAnn Lobos, dogs who weigh 20 pounds or less fall under the small dog or toy dog breed category.

"Despite their stature, small dogs are anything but pint-sized when it comes to their energy, personalities, and distinct traits," said Dr. Lobos. "They tend to live longer than larger dogs and love activity, play, and adventure just as much as any other dog. However, they have a unique set of needs, and it's important for pet owners to recognize and support these through proper nutrition."

Beneful's [IncrediBites](#) line is specifically developed to support small dog needs with a great, dog-loved taste. The high-protein formulas help small dogs maintain strong muscles; incorporate nutrient-dense food to support small dogs' faster metabolisms and longer life spans; and many formulas include antioxidants to bolster their immune systems for a better quality of life. Plus, smaller kibble makes it easier for them to eat. Dog owners can choose between beef or chicken, which was reintroduced in 2025 to suit their dogs' tastebuds.

"Beneful IncrediBites is dedicated to providing our beloved small dogs with food made just for them to nourish their bodies and help them live long and healthy lives. Its line of wet and dry dog food delivers big taste, fuels their larger-than-life personalities, and meets their nutritional requirements," said Dr. Lobos.

Each Beneful IncrediBites complete and balanced adult dog food formula begins with real meat, fish or poultry and has accents of natural fruits or vegetables. These make each meal an exciting and enjoyable time for dogs, ensuring dogs and their owners have exactly what they need to live life to the fullest.

Celebrate the Smallest Member of Your Family with Small Dog Day

Beneful invites pet owners to celebrate their beloved small dogs and delight them with Incredibites on 'National Small Dog Day' on February 27. Pet owners can also participate by capturing their small dogs' BIG personality and sharing their photos on social with the hashtag #SmallDogDay, tagging @beneful.

To learn more about Beneful, go to purina.com/beneful.

Right now, while supplies last, you can get points to redeem a free 3oz can of Beneful wet dog food when

you download and sign-up for the myPurina app. Download the app today on App Store and Google Play, or visit purina.com/mypurina-app for more information; your small dog could try Beneful IncrediBites for free!

About Nestlé Purina PetCare

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Dog Chow, Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or subscribe [here](#) to get the latest Purina news.

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