

BUSINESS

The Dog Stop Gulf Breeze provides luxury boarding, grooming experience for busy dog lovers

Kalyn Wolfe New Business

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Located at 1175 Gulf Breeze Parkway, The Dog Stop in Gulf Breeze features luxury dog boarding accommodations, an interactive and social day care experience, a spa-like dog grooming retreat, holistic retail store and much more. *Special To The News Journal*

Make no bones about it, there's a new business occupying the 10,000-square-foot space that was once the Tree House Cinema in Gulf Breeze.

The Dog Stop, located at 1175 Gulf Breeze Parkway, is committed to providing dog owners with top notch training, grooming and boarding services. With locations in more than 20 states, this Pittsburgh-based operation is considered to be a game changer in the pet industry.

"Plus, there's nothing better than seeing happy dogs all day," The Dog Stop Gulf Breeze owner Jodi Gup said.

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Gup is no stranger to the Pensacola area. Before opening her own Dog Stop franchise, Gup served as director of development for numerous local organizations, including Nemours Children's Health System and the Pensacola Museum of Art.



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Though Gup's love of philanthropy holds a prominent place in her heart, there was something else that just kept calling to her.

"I'm passionate about animals," Gup said. "The timing was right, and I fell in love with (The Dog Stop's) founders and their story. I want to be impactful in everything I do. From the moment we signed the papers, The Dog Stop has been supportive in helping me get started. I discovered that there was a gap that needed to be filled in our area. So, to offer something like this is really important to the community."

According to The Dog Stop's website, the owners of the franchise spent several years researching the pet care industry, surveying the needs of local pet owners and planning an all-inclusive facility after they saw a lack of transparency in the industry. Their goal was to create a fun and safe environment where dogs would love to come and play, and pet owners would feel 100% confident in the superior care that their dogs were receiving.

The Gulf Breeze location features a spacious retail frontage, to five separate play areas, as well as several boarding and grooming suites. It's not unusual for The Dog Stop to have as many as 60 dogs at the facility in any given time.

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"Safety comes first," Gup said. "When it comes to social interaction, we want to determine which group would be the right group for them. We monitor the energy levels and temperaments. Once we're ready to acclimate the new dog, we introduce them to one dog at a time. We also take note of any known allergies and dietary needs."

As the holiday season approaches, many people will be seeking options for overnight boarding. At Dog Stop, dog owners can view live video cameras of the luxury suites, playrooms and outdoor areas on the website with just one click.

"If you're looking for a place to board your dog over the holidays, we are already 50% booked," Gup said. "We love what we do, and we haven't met a dog we didn't like."

The Dog Stop is open from 7 a.m. to 7 p.m. Monday through Friday and from 10 a.m. to 5 p.m. Saturday and Sunday. For more information, visit thedogstop.com/locations/florida/pensacola or call 850-565-5335.

Kalyn Wolfe is a freelance columnist for the News Journal. Send new business tips to pcolanewbiz@gmail.com.



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