2026 PACK RETREAT RECAP

The Honest Kitchen x 5WPR



Overview

Event Overview

THE PACK RETREAT 2.0

5W's 2026 Pack Retreat brought together pets, pet parents, media and creators for a three-day Catskills getaway at the Arnold House, celebrating the special bond between pets and their people.

The Honest Kitchen welcomed guests with in-room product placements featuring Wholemade™, treats, Bake Mixes and Clusters, and hosted a hands-on dog cake decorating activity that let pet parents create special treats for their four-legged companions.

The retreat welcomed an impressive mix of media and creators, including Forbes Vetted, Good Morning America (GMA), InsideHook, The Spruce Pets and a variety of pet-focused influencers.

Through thoughtful product placements and interactive experiences, The Honest Kitchen showcased its offerings in an authentic, engaging environment that celebrated the joy of sharing life's moments with pets.

Thank you for being part of Pack Retreat 2026 and helping make the retreat memorable!



THE GUESTS

INFLUENCERS



Rimma Wong
@milothepencildog
Dogs: Lumi & Milo
218K Instagram followers



Ana Mateizsok
@anamateizsok
Dog: Ducky
183K Instagram followers



Brittany Edman
@thehuskymoon
Dog: Shadow
401K Instagram followers



Gailin Heller
@goldenchilidog
Dogs: Chili & Stevie
477K Instagram followers



Kaylin Bergeson
@lavenderandlatte
Dogs: Lavender & Latte
258K Instagram followers



Paige Chernick
@puppynamedcharlie
Dogs: Charlie & Albert
122K Instagram followers



Marilyn Pina
@therealwinstonschnauzer
Dog: Winston
75K TikTok followers

MEDIA

GOOD MORNING AMERICA abc

INSIDEHOOK

Forbes

the spruce Pets

THE HONEST KITCHEN INTEGRATIONS

Each touchpoint of the retreat was intentionally crafted to naturally incorporate participating brands into the attendee experience.

The Honest Kitchen secured high-value visibility through strategic integrations, including:

- Inclusion in Welcome Newspaper
- Official logo placement on the main event welcome signage and brand-owned signage throughout the retreat
- Product placement in each guest room
- Prominent product placement in common areas
- Brand-owned cake decorating activation



Product in common areas



Guest rooms stocked with product

THE PACK IN ACTION

Shared meals, outdoor adventures and interactive activities gave guests natural opportunities to engage with participating brands, discover story ideas and capture organic content alongside their pups.













CAKE DECORATING ACTIVATION

Guests got hands-on with The Honest Kitchen's newly launched Bake Mixes through an interactive, dog-friendly cake decorating activity.

On-site staff prepared cakes for each pup, and guests decorated using dog-friendly ingredients like applesauce, Greek yogurt, peanut butter, strawberries, blueberries, and more. The Bake Mixes were featured throughout the activation, with the team sharing product details and introducing guests to the brand's newest launch.

In a post-retreat survey, guests were asked about their favorite part of the retreat and shared:

- *"EVERYTHING! But the cake decorating was so sweet!"*
- *"Being exposed to new brands - the cake decorating activity was awesome."*
- *"The cake decorating was the perfect way to experience the Honest Kitchen baked items and we are really enjoying all their products."*









Retreat Collateral

Event Collateral

WELCOME NEWSPAPER



The Pack Dispatch

September 29, 2026 | Vol. 2, No. 1 | @sullivancatskills | #5wpr

Welcome to the Pack Retreat 2.0: Catskills Edition

We're so excited to welcome you to the Pack Retreat 2.0 — a few days dedicated to discovering incredible brands, making new connections and taking a well-deserved break from the pace of everyday life. Throughout the retreat, you'll have the opportunity to experience each of our brand partners in a fun, relaxed setting, while enjoying everything the Catskills have to offer with your furry best friend by your side.

From outdoor adventures and curated experiences to cozy moments around the fire, great food and plenty of time to unwind, this is your chance to step away from the usual routine and simply enjoy being present. We hope you'll discover a few new favorites along the way - and leave with a deeper connection to the brands, products and people that make life with our pets even better.

So settle in, breathe in the fresh air and get ready to explore, relax, laugh and make some memories with the Pack. Here's to a few days of discovery, good company, wagging tails and time well spent.

Welcome to the Pack — we're so glad you're here.



Get to know the brands joining us on this adventure. We're proud to be joined by brands who share our love for connection, adventure, and life with our four-legged friends.

Sullivan Catskills NEW YORK &

@sullivancatskills | Sullivan Catskills

The Sullivan Catskills region is the heart of our Pack Retreat- the playground for pups and parents alike to explore and enjoy the beautiful scenery, tastes, and history of this incredible region. From air that tastes of pine and possibility, fresh fall breezes, sparkling waters and scenery that dazzles through every season. Sullivan Catskills is a place where people come to explore, reconnect, and experience something unforgettable. What's best? You don't have to leave your best friend behind. Come discover a destination where the trails are beautiful, the history runs deep and every adventure is better with a dog by your side.

the honest kitchen

@honestkitchen | The Honest Kitchen

The Honest Kitchen believes pets deserve the very best, which is why they make thoughtfully crafted, human grade food and treats using wholesome ingredients you can recognize. Your room will be stocked with treats and their Wholemade and Whole Food Clusters food options to keep your pup fueled throughout the retreat. You'll also get to experience their new Bake Mates Firehand during a fun, hands on activity designed for the whole Pack to enjoy.

CABOT CREAMERY

@cabotcreamery | Cabot Creamery

We're so glad you and your best friend are here for Pack Retreat! Cabot Creamery is a farmer-owned cooperative that's been making great-tasting, high-quality products for more than a century. We've stocked the fridges with Cabot Seriously Sharp Cheddar Snack Sticks — perfect for on-the-go snacking and wherever life takes you and your four-legged friend. And because everything is better with cheddar, we sent some cheese-inspired goodies for both you and your pup. We're pretty sure your dog will be claiming the Seriously Sharp Squeaker toy!

Dental Fresh

@dentalfreshpets | Dental Fresh

Dental Fresh believes a healthy smile is the start of a happy, healthy life, which is why it makes daily dental care easy for pets and their people. You'll have the chance to discover their innovative oral care products throughout the retreat, including a fun, photo-worthy moment where your pup can show off their pearly whites at the Dental Fresh Dog Kissing Booth.

VETERINARY FORMULA

@veterinaryformula | Veterinary Formula

Veterinary Formula is dedicated to helping pets look and feel their best with thoughtfully formulated wellness solutions designed to support their everyday needs. Throughout the retreat, you'll have the opportunity to discover products designed with your pup's health and happiness in mind, making it easy to bring a little extra care into their daily routine.

MacKENZiE-CHILDS

@mackenziechilds | MacKenzie-Childs

Known for its joyful mix of color, pattern and craftsmanship, MacKenzie-Childs makes every day extraordinary. Throughout the Pack Retreat, guests will spot the brand's signature décor alongside its playful pet collection, including Check Pet Dishes and Mats and all-new Check Collars and Leashes.

waggle

@waggletv | Waggle

Waggle helps pet parents stay connected to their pets with smart monitoring and safety solutions for home, travel, and life on the road. Throughout the retreat, you'll get to experience Waggle firsthand through fun, interactive moments and connected pet tech designed to bring more peace of mind to every adventure.



THE PACK DISPATCH • SEPTEMBER 29, 2026

Your Pack Retreat Itinerary

A weekend designed to connect, recharge, and discover the joy of slowing down — one pawprint at a time.

Day 1
Tuesday, September 29

5:00 PM – Check In & Welcome Snacks (Bonfire Lawn)
Settle in, grab a bite and let the pups begin sniffing out their new surroundings.

6:00–5:00 PM – Trail Walk with the Pack (Arnold House Trails)
Stretch your legs, and all four of theirs, with a scenic walk through the Catskills.

6:30–8:30 PM – Welcome Dinner (Greenhouse)
Gather around the table for great food, new friends and plenty of pup talk, including a special icebreaker from Waggle.

8:30 PM – Movie Night Under the Stars (Shandelee Gardens)
Cozy up with your canine companion for a relaxing outdoor screening.

Day 2
Wednesday, September 30

8:00–9:00 AM – Rise, Dine & Wag (Shandelee Hall)
Fuel up for a full day of activities, adventure and quality time with the pack.

9:00–11:15 AM – Pool Time & Free Time
Take a dip, explore the grounds or simply enjoy a little downtime together.

11:15 AM –12:15 PM – Morning Sound Bath (The Barn)
Start the morning with a calming sound bath designed to help you relax, reset and recharge.

12:15–1:15 PM – Lunch on the Lawn (Bonfire Lawn)
Refuel with an al fresco lunch and some fresh Catskills air.

1:30–3:00 PM – The Ultimate Pup Playlist (Shandelee Hall)
Decorate a cake with The Honest Kitchen, stop by the Dental Fresh kissing booth, and put your pup's willpower to the test with Waggle's treat challenge.

3:00–5:30 PM – Refresh & Relax
Unwind, nap, or enjoy the mountain views.

5:30–6:30 PM – Pre-Dinner Cocktail Hour (Shandelee Gardens)
Sip on cocktails featuring Pollinator Spirits and enjoy a selection of cheeses from Cabot.

6:30–8:30 PM – Family Style Dinner (Shandelee Gardens)
Come together for a shared meal with the Pack Retreat's extended human-and-pup family.

8:30 PM – Bonfire with the Pack (Bonfire Pit)
Wind down around the fire with cozy conversation beneath the Catskills sky.

Day 3
Thursday, October 1

8:00 – 9:00 AM – Farewell Breakfast (Shandelee Hall)
Enjoy one more morning meal together before the final day's adventures begin.

9:30–10:30 AM – Collar Charm Bar with Furci (Shandelee Hall)
Create a little wearable keepsake that lets your pup's personality shine.

10:30 AM – 12:00 PM – Free Time, Pool & Lawn Games
Soak up the final hours with a swim, a game or one last romp around the grounds.

12:00 PM – Check Out
Time to head home with plenty of goodies and great memories in tow.

12:15– 1:15 PM – Farewell Lunch (Bonfire Lawn)
Gather for one final meal before heading home with happy pups and new memories.

Legend

1. Check In
2. Tavern
3. Shandelee Hall
4. Sun Room
5. Sun Deck
6. Tavern Garden
7. Arnold House Dove
8. Bluestone Patio
9. Shandelee Foot Garden
10. Bonfire
11. Additional Parking
12. The Pool
13. Upper Field
14. Trail Head
15. Causeway Site

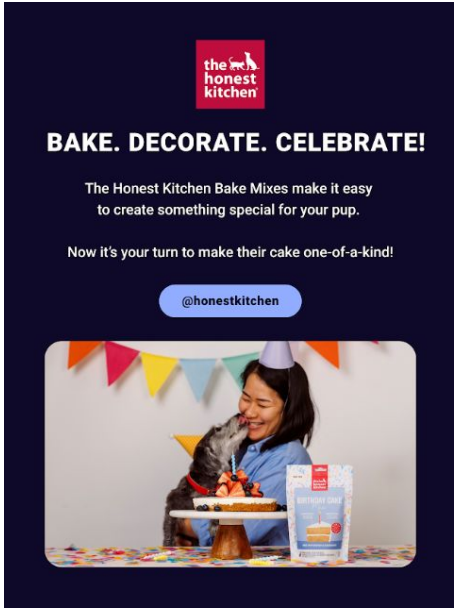
The Pack Dispatch Welcome Newspaper

Event Collateral

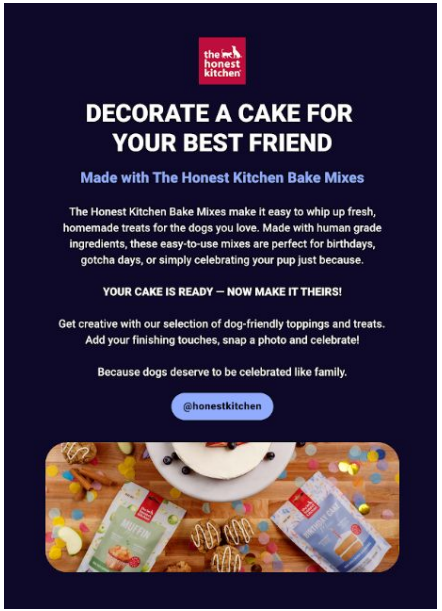
EVENT SIGNAGE



Welcome Sign



Cake Decorating Activation Sign



Activation Print-Outs

Media & Social Outputs

DRIVING EXCEPTIONAL IMPACT

The retreat successfully drove exceptional impact and seasonal relevance during the competitive pre-holiday editorial season. The relaxed setting encouraged seamless content capture and strong relationship building.



Key Performance Metrics

5W

11 MEDIA & INFLUENCER ATTENDEES, 14 PUPS

+

30+

pieces of organic social content shared by attendees

+

7.7M+

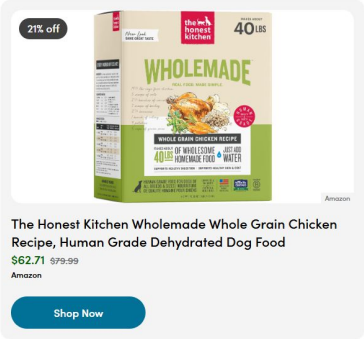
media and influencer impressions

**Social Impressions Based on Follower Count*

EARNED MEDIA PLACEMENTS

GMA

Last chance to save! Pet deals you can't afford to miss during Amazon Prime Big Deal Days



Story published by Pack Retreat attendee, Kelsey Legg, following the trip on 10/7/26

Earned Media Impact

Beyond an immediate Prime Day placement by an attendee, the retreat introduced media to The Honest Kitchen's full breadth of offerings, including complete and balanced food, treats, and specialty items like the Bake Mixes, building ongoing brand familiarity for future coverage down the line.

Key Takeaways

- **Immediate Placement**

Attendee converted event experience into timely editorial consideration.

- **Future Editorial Pipeline**

Attending editors now know the complete line of products for ongoing roundups.

SAMPLING MEDIA

abc GOOD MORNING AMERICA

the spruce PETS

Forbes VETTED

INSIDEHOOK

CREATOR CONTENT HIGHLIGHTS

5W

Attendees naturally shared their experiences, generating powerful unpaid social momentum and extending the brand's reach to new audiences.



@milothepencildog

218K Followers



@goldenchilidog

477K Followers



@anamateizsok

183K Followers



@therealwinstonschnauzernyc

15.3K followers

SOCIAL COVERAGE GRID

Handle	Date	Impressions
@goldenchilidog IG Story	Sep 29	476,000
@goldenchilidog IG Story	Sep 29	476,000
@thehuskymoon IG Story	Sep 29	401,000
@puppynamedcharlie IG Story	Sep 29	121,000
@gidget.beardot IG Reel	Sep 29	4,746
@annaleemejorada IG Reel	Sep 29	2,002
@annaleemejorada IG Story	Sep 29	2,002
@goldenchilidog IG Story	Sep 30	476,000
@goldenchilidog IG Story	Sep 30	476,000
@goldenchilidog IG Story	Sep 30	476,000
@milothepencildog IG Story	Sep 30	217,000
@milothepencildog IG Story	Sep 30	217,000
@anamateizsok IG Story	Sep 30	180,000
@puppynamedcharlie IG Story	Sep 30	121,000
@thearnoldhouse IG Story	Sep 30	19,917
@therealwinstonschnauzernyc IG Story	Sep 30	15,326

Handle	Date	Impressions
@therealwinstonschnauzernyc IG Story	Sep 30	15,326
@gidget.beardot IG Reel	Sep 30	4,746
@annaleemejorada IG Reel	Sep 30	2,002
@gizmogrumbles IG Story	Sep 30	596
@anamateizsok Static Post	Oct 1	180,000
@lavenderandlatte IG Story	Oct 2	258,000
@lavenderandlatte IG Story	Oct 2	258,000
@lavenderandlatte IG Story	Oct 2	258,000
@lavenderandlatte IG Story	Oct 2	258,000
@milothepencildog IG Story	Oct 2	217,000
@lavenderandlatte IG Reel	Oct 6	258,000
@lavenderandlatte IG Story	Oct 6	258,000
@lavenderandlattekaylin TikTok Video	Oct 6	214,500
@lavenderandlatte IG Reel	Oct 7	258,000
@lavenderandlattekaylin TikTok Video	Oct 7	214,500
@Marilyn Pina LinkedIn	Oct 8	578

Total Social Impressions

6,336,241

PACK RETREAT

THANK YOU FOR BEING PART OF THE PACK!

We are thrilled with the incredible visibility and authentic connections generated during the Catskills getaway.

Thank you for being an essential part of this experience.

5W



Until next year!