

Local businesses cater to posh pooches

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CHRONICLE STAFF



STAFF PHOTO BY KEITH E. JACOBSON

At Cause to Paws, 1386A Beacon Street in Brookline, owner Terry Meyers holds Kanji, 6 1/2, who is wearing officially licensed Red Sox merchandise: a jacket, bandana and cap.

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said boredom drove her to seek a new profession.

"I decided it was time for something different, I kinda burned out," said Meyers. "Someone gave me a dog 6 1/2 years ago and it completely changed me. I became a dog fanatic."

my dog ate it catering

Based in Boston, my dog ate it catering specializes in catering to pooches that are true party animals.

Owner Lisa Makrinikolas founded the company after adopting a pug from Precious Pug Rescue and Adoption.

"When I would shop for him, I found out there was a lot of sugar and fillers in most dog food, and he wouldn't eat most of the stuff," said Makrinikolas. "So I thought, I'm going to start baking for him ... I have a huge test group at the dog park nearby. Whenever I come up with an idea, I bring it out to the park and it's like I'm the pied piper, they see me and say 'Oh, she's got something good.'"

Makrinikolas' four-legged employees Vince da Pug, CEO (Chief Eating Officer), along with Norm da Pug, IT Guy (Intern of Taste) and Doug-Doug da Pug, an intern, assist her in cooking up creations for canine milestones.

"We specialize in all-natural dog birthday cakes; most are made without using sugar or salt and everything is human-grade, most of the stuff the owners eat, too," said Makrinikolas. "I usually make most of the recipes from scratch, using honey to sweeten most of the treats."

What your dog will flip for when you shop at Cause to Paws or order from www.mydogateitcatering.com:

- Liver Love Bites, from mydogateitcatering.com, which are bite-sized free-range chicken livers. "These are really

hard to work with, but are very popular," said Owner Lisa Makrinikolas. "They have a very, let's say, distinct smell."

- Pawz, foot protection boots for winter and summer road hazards, are very popular at Cause to Paws.

"Basically, they look like balloons made of heavy-gauge rubber," said owner Terry Meyers "The dog can feel the ground as they walk."

- Tropical Monkey Cake, from mydogateitcatering.com, a carob cake with a carob cream cheese frosting.

"The owners usually eat some, too!" said Makrinikolas.

- K-9 Pj's brand pajamas, from Cause to Paws, plush sleepwear decorated with sheep and sleeping dogs.

"These are popular for sleepovers," said Meyers. "People buy them for new puppies and because their apartments are very cold."

Pampered pooches in the metro area may perk up their schnozes when their owners mention a trip to two area businesses dedicated to canine indulgences.

In Brookline, Cause to Paws on Beacon Street specializes in the finer fare for its four-legged customers, offering designer knock-off squeak toys labeled Chewy Vutton, Ruff Lauren and Dog Perignon.

"They make great gifts," said owner Terry Meyers. "I carry a lot of things my customers tell me to carry that are not in your ordinary Petco or Pet Smart stores."

Meyers founded Cause to Paws in 2005 in Brookline for its nearness to her home and her subsequent knowledge of what people in her neighborhood wanted in a pet boutique.

"[Cause to Pause] is really about getting the right mix of product at the right time, making sure you're offering the right services," said Meyers. "A lot is word of mouth, when you provide excellent service to the customer."

Meyers is assisted daily by her canine greeters Kanji, a 6-year-old cockapoo and shitzu mix, and Decia, a 6-year-old Lhasa Apso.

Cause to Paws also has cat and dog owners covered if they are searching for the perfect wedding garb for their pets getting ready to tie the knot.

Yes, a variety of tuxedos and wedding dresses can also be purchased at the store, said Meyers.

The boutique also caters to its ethnically diverse clients, with kosher dog toys made by Chewish Treats.

The most popular Chewish Treats, said Meyers, are the fish- and bagel-shaped kosher chew toys.

"We try to deal with getting a broad selection of toys to keep dogs busy as well as cats," said Meyers. "We try to have toys for keeping them nondestructive around the home."

Meyers has a degree in marketing and scientific instrumentation, but after 25 years attached to the promotion biz, she