

## It's Bob's world on Espresso

[Espresso](#), SABC 3's morning magazine show, along with Bobtail dog food, now has a black and white French bulldog puppy, Bob, who debuted on the show last week. He will be following the Espresso team around from week to week, accompanying them on all matters pet related and lending his expert opinion.



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Espresso's producer, Bradley van den Berg, hatched the idea and Bobtail was happy to go along with the idea. "It's a great way to engage dog owners with the show, as pet care is something our viewers are very interested in. Not to mention the cute factor," says van den Berg. "The cast and crew have all completely fallen in love with Bob."

Bob puts a face to the products, albeit a squint-eyed and fuzzy face. "It's a way for viewers to see the brand in action, so to speak," adds Bobtail marketing manager, Steven Bedford.

### "Passionate about pets"

"We've always been passionate about pets and pet care and our partnership with the show will go a long way in showing people that," says Bedford. Bob will be growing up on the show, with his own personal trainer, Nicole Alers, who has gained her experience from South Africa's qualified animal behaviourist, Caris Bryer.

Bob's segment airs weekly in the morning 6.30-9am and will share training tips with viewers on how to take care of a French bulldog as well as offering excellent advice concerning other breeds.

Photos and videos of Bob's progress will be posted on his [Facebook page](#).