



Good Boy Goodies

We are in 200 stores across 26 states.

ArrKeicha Danzie, founder of Good Boy Goodies, never imagined she would one day build a pet brand. She built her professional career as a paralegal in workers' compensation and as an assistant at a nonprofit. But everything changed when Mr. Chubb, a lovable Great Pyrenees/Poodle mix with a personality as big as his fluffy coat, came into her life and changed her path forever.

"I've always believed that we are our dogs' advocates — they can't speak for themselves," ArrKeicha says. "I wanted to give Mr. Chubb the very best, and I knew other pet parents wanted the same." That belief became the heart of Good Boy Goodies — a brand born from love, crafting wholesome, irresistible treats that delight dogs while giving owners confidence they are feeding their furry friends nothing but the best.

Mr. Chubb, the four-legged inspiration behind the brand, comes with a backstory as big and lovable as he is. After the family's previous dog, Waverly, passed, ArrKeicha was hesitant about getting another. But her twins, then in their teens, and her husband outvoted her — they wanted a new dog right away.

ArrKeicha has always gravitated toward big dogs, so when she learned about a breeder in Tampa with Great Pyrenees/Poodle puppies, she loaded the family into the car and drove five hours to meet their next furry family member.

"As soon as the door opened and I saw that dog, it was over," she recalls with a laugh. "I knew right then he was going to be part of my family."

Now nearly 11 years old, Mr. Chubb is not just a pet—he is a certified therapy dog who visits schools to help children relax during tests. Imagine a 110-pound, teddy-bear-faced gentle giant with black fur, two white front paws, soft curls, and big brown eyes, his tail swishing like a slow metronome as he strolls into a classroom. Stress fades, smiles appear, and Mr. Chubb soaks up every pat and hug as if he were born for this work.

A Name with Star Power

Hailing from Georgia, the Peach State, the Danzie family are devoted football fans. They named their lovable pup Mr. Chubb in honor of University of Georgia running back Nick Chubb of the "Go Dawgs!" Bulldogs — a player ArrKeicha admires for his talent, humility, and all-around great character. Now an NFL running back for the Houston Texans, Chubb remains known for his work ethic and gracious demeanor. "He's a phenomenal player who never let fame change him — always kind, always gracious," she says.

While the name carried star power, the true inspiration for the business came from the four-legged Mr. Chubb himself. His easygoing nature and big-dog appetite motivated ArrKeicha to create treats made from wholesome, high-quality ingredients worthy of her gentle giant. That mission grew into Good Boy Goodies, a brand devoted to human-grade treats and toys that keep dogs happy and healthy.

Good Boy Goodies treats are made with the same care and love ArrKeicha gives Mr. Chubb—and they are built to last, with an impressive 18-month shelf life. Free from corn, wheat, soy, preservatives, artificial flavors, and colors, the lineup includes favorites like Honey Glazed Sweet Paw-Tato and Howling PB Hearts, a peanut butter-flavored treat. Signature offerings also feature Coco Salmon Shine, formulated for skin and coat health; Pumpkin Ginger, crafted for digestion; and Glucosamine treats, designed to support joint health. Beyond treats, ArrKeicha has expanded into durable chew toys and soft plush toys, extending her mission of promoting healthy, happy living for dogs. "You are what you eat," she says. "And that's just as true for dogs."

From One Store to 200+ in 26 States

Good Boy Goodies' first retail home was a local Macon store, but the big leap came when ArrKeicha set up as a vendor at AmericasMart in Atlanta, where more than 90,000 boutique owners shop for unique products to fill their shelves. That event expanded her 'paw print' to over 200 stores in 26 states, turning a family passion into a nationwide success.

Her biggest breakthrough came with the Airport Minority Advisory Council (AMAC) Runway to Success Supplier Pitch Competition at St. Louis Lambert International Airport (STL) in May. Competing against 17 contestants, she advanced to the final four and earned a spot in the national pitch competition at the 40th Annual AMAC Airport Business Conference in New Orleans. There, she presented her products to major concession companies, including Hudson by Avolta, SSP America, Paradies, and Areas USA—global leaders in travel, dining, and retail.

The effort paid off—and then some. Hudson by Avolta is launching a six-month pilot of her treats in airport concessions, while Areas USA will carry her products in select stores and feature them in two vending machines at Florida Turnpike rest stops.

Beyond her AMAC Runway to Success achievements, ArrKeicha is celebrating a groundbreaking first: Good Boy Goodies will be the first dog treat brand sold in an airport vending machine, launching at Reagan National Airport.

"It's scary to do something no one's done before," ArrKeicha admits. "But we have the support, and we know there's a need."

The future is wide open — from vending machines in airports to dog-friendly retail centers and travel hubs nationwide. ArrKeicha is determined to grow sustainably, keeping quality high and her "good boy" front and center.

And Mr. Chubb? He now has a new little brother — a Bernedoodle named Tuxedo. The puppy has given 11-year-old Mr. Chubb a new lease on life, especially with the help of glucosamine supplements. "Now they're both running around like two-year-olds," ArrKeicha laughs.

ArrKeicha's enthusiasm and Mr. Chubb's charm prove that with passion and love, you can build something extraordinary — and have a tail-wagging good time along the way.