

## CASE STUDY

# BARK Eats

“Matt always made himself available when needed and was very thorough from start to end. Will definitely be referring him and his agency to others looking for a best-in-class commercial real-estate experience.”

-Chris Warren, BARK Eats

# BARK EATS



### Project

Launched in 2012 and headquartered in New York City, The Original BARK Company has continued to experience rapid growth, largely due to the expansion of its monthly themed toys and treats subscription service offerings. BARK Eats, a monthly subscription service which offers personalized meals for dogs, operates in Columbus, Ohio. The brand initially housed its operations in a 5,000 SF warehouse, but as the brand gained traction, it needed to bolster its operations to meet demand.

### Approach

Working with Matt Osowski and NAI Ohio Equities' Industrial Property Team, BARK Eats navigated the leasing of three warehouse spaces between 2019 and 2021, beginning with its 5,000 SF space at 684 New York Avenue, then moving to a 15,000 SF space on 1070 W. Third Avenue, and eventually, moving into a nearly 100,000 SF warehouse on Walcutt Road during the Summer of 2021.

Anticipating the move to their new facility on Walcutt Road, there was no longer a need for the Third Avenue space, therefore the Industrial Property Team was tasked with finding a new tenant for that location. Osowski understood that finding the right tenant to occupy the space on Third Avenue was critical to ensuring the deal was a success for all. Though the space was in a desirable location and attracted a lot of interest, the owner was looking for a tenant of a similar caliber, who would not just sublet the space, but had an interest in signing a direct lease beyond the original lease date with BARK and had ample qualifications.

### Results

Osowski and the Industrial Property Team were able to help BARK Eats successfully navigate its expansion. Not only was the team able to find a space that was the desired size, but it also satisfied other needs, such as access to the desired labor pool to fuel its operations without moving too far from its current location and employees. The space also offered generous green space and ample opportunity for customization so that the brand could create a home reflective of the BARK culture. Osowski and the Industrial Property Team achieved all of this while finding a tenant under a stringent deadline to occupy the space on