

# Arizona



## Meet the seller



**Jess Berger**  
Bundle x Joy  
Phoenix, AZ



Scan to visit the  
seller's storefront

Jess Berger, a first-generation Latina, found herself disillusioned with the lack of representation, inclusivity, and alignment in the pet industry after 15 years of corporate experience. This led her to found Bundle x Joy, a pet care brand where “nutrition meets purpose.” As Berger explained, “My pets are such a big part of my family. They bring me so much love, and I wanted to bring that through in our products. We’re totally changing the game with our fun and whimsical designs, while also bringing super food nutrition to every pet and their person.”

Bundle x Joy shipped its first product in late 2022 and quickly expanded to 500 retailers nationwide. Berger then turned to Amazon, which she said “very quickly became important for us to be able to reach every customer. It’s been great for our business because it’s allowed us to reach a lot of new customers who may not have a local retail store near them.” This move paid off, as the company surpassed \$1 million in sales in its first year, with Berger noting, “Every month we have our best month ever in the Amazon store and, as we look to next year, we’re growing expectations on Amazon 20x.”

Utilizing Fulfillment by Amazon has also helped Bundle x Joy stay nimble as demand for their products grows. As Berger explained, “Shipping 18-pound bags is not for the weak-hearted. We have a lot of pet food that we have to get to homes, and Fulfillment by Amazon helps to get it there quicker.” The company's Subscribe and Save program has also been a “game changer” for pet parents looking for convenient product delivery.

In addition to its focus on nutrition and customer experience, Bundle x Joy is committed to empowering women in entrepreneurship. As a 100% female-founded venture, the company has a 3% give-back program to support the growth of more than 50 small businesses. Berger also brings in local student interns, hoping to “inspire more diverse and women-owned businesses.”

### Independent Sellers

**9,500**

There are more than 9,500 independent sellers in Arizona selling in Amazon’s store.

### Average Annual Sales

**\$155,000**

In Arizona, average annual sales per independent seller was more than \$155,000.

### Items Sold

**43 million**

Independent sellers in Arizona sold more than 43 million items in 2023.

