

August  
B/H Weekend

# All About Dogs

An event organised by DOG LOVERS for DOG LOVERS

24 & 25 AUG

Norfolk Showground

2025 Show Guide



[www.allaboutdogsshow.co.uk](http://www.allaboutdogsshow.co.uk)



# All About Dogs

**Norfolk Showground: Sunday 24th & Monday 25th August**

Correct at time of publication. Subject to change without prior notification.

## WELCOME TO ALL ABOUT DOGS

### Unleash the four-legged FUN!

Hello and welcome to this year's All About Dogs Show Norfolk! We've got two days packed with exciting arena displays, expert advice, Breed Meet Ups, over 100 doggy trade stands, almost 50 Fun Dog Show classes and lots of have-a-go activities, plus talent competitions, live music, fun quizzes and much more...

Have fun together with your dog at this year's have-a-go activities! They offer a great chance to bond with your dog and learn something new – or if you've tried the activities before, you can build on your skills together. If you enjoy yourselves, make sure you speak to the team running the activity as they may run a club that you can join too!

For incredible displays across the weekend, head over to the Main Arena to see the likes of Lucy Heath and the Trickstars, the Lowestoft Dog Agility Display Team, Scentwork fun, Crufts star Nicci Hindson, plus enjoy more displays and demos.

Plus, there's a huge selection of trade stands selling dog and non-dog related products with many at special show discounted prices. From the latest dog gadgets to training aids and treats. If you want to treat your dog to the perfect day out, the All About Dogs Show is the place to be...



We hope you have a pawsome day with us!

*All About Dogs Show Team*

### SHOW INFORMATION

**Opening Times:** 9.30am - 5pm

**Address:** Norfolk Showground, New Costessey, Norwich, Norfolk, NR5 0TT

**Tickets:** Available online at [www.allaboutdogsshow.co.uk](http://www.allaboutdogsshow.co.uk)

**Parking:** FREE





# All About Dogs Timetable 2025

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## MAIN ARENA

**11.00am**

**Lowestoft Agility Display Team**

**11.45am**

**Lucy Heath & the Trickstars**

**12.30pm**

**Saints Sled Dog Rescue Display**

**1.15pm**

**Lowestoft Agility Display Team**

**2.00pm**

**SUN: Scentwork with Kassie Woods**

**MON: Crufts H2M star Nicci Hindson**

**2.45pm**

**Lucy Heath & the Trickstars**

**3.15pm**

**Saints Sled Dog Rescue Display**

**4.00pm**



**Best in Show**



## VILLAGE GREEN

All fun competitions in the Village Green area are **FREE** to enter and everyone gets a rosette for taking part.

**11.00am:** Live Music from Hollie-Blue

**11.30am:** Royal Dog Competition

**12.00pm:** Instadog Meet Up

**12.30pm:** Live Music from Hollie-Blue

**1.00pm:** Lucy Heath & the Trickstars

**1.30pm:** Smarty Pooch Talent Competition

**2.00pm:** Live Music from Hollie-Blue

**2.30pm:** Pup Quiz

**3.00pm:** Live Music from Hollie-Blue





# All About Dogs Fun Dog Shows

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## FUN DOG SHOW 1

### OPEN TO ALL DOGS

*Proceeds to the Notts & Yorkshire Boxer Rescue*

- 11.30am:** Fabulous Dog Family
- 11.50am:** Loveliest Lady
- 12.15pm:** Best Rescue Dog
- 12.35pm:** Most Awesome Eyes
- 1.00pm:** Owner who looks like their dog
- 1.20pm:** Dogs with a Disability
- 1.20pm:** Best Fancy Dress
- 2.00pm:** Fabulous Fella
- 2.25pm:** Gorgeous Golden Oldie (7+ years)
- 2.25pm:** Best Trick
- 2.40pm:** Best Paw Shaker
- 3.00pm:** Best Junior Handler (under 16 years)
- 3.20pm:** Musical Sit Competition
- 3.40pm:** Judge's Favourite



Please be aware  
that class times may  
vary on the day.

## FUN DOG SHOW 3

### OPEN TO LARGE DOGS

*Proceeds to the German Shepherd Rescue Elite*

- 12.00pm:** Best Condition
- 12.20pm:** Best Adult (1-7 years)
- 12.40pm:** Best Veteran (7+ years)
- 1.00pm:** Best Crossbreed
- 1.20pm:** Best Pedigree
- 1.40pm:** Gorgeous Girl
- 2.00pm:** Stunning Boy
- 2.20pm:** Best Puppy (3-12 months)
- 2.40pm:** Rescue / Rehome
- 2.55pm:** Happiest Dog
- 3.15pm:** Judge's Choice



## FUN DOG SHOW 2

### OPEN TO ALL DOGS

*Proceeds to the German Shepherd Rescue Elite*

- 12.00pm:** Golden Oldies
- 12.15pm:** Handsome Dog
- 12.35pm:** Marvellous Markings
- 12.50pm:** Prettiest Princess
- 1.10pm:** Best Rescue/Rehome
- 1.25pm:** Cutest Puppy (3-12 months)
- 1.45pm:** Adorable Adult
- 2.05pm:** Waggiest Tail
- 2.20pm:** Cutest Crossbreed
- 2.40pm:** Perfect Pedigree
- 3.00pm:** Child's Best Friend (under 16)
- 3.20pm:** Friendliest Dog



## FUN DOG SHOW 4

### OPEN TO SMALL/MEDIUM DOGS

*Proceeds to FLOOF*

- 11.20am:** Most Handsome
- 11.40am:** Golden Oldie (over 7 years)
- 12.00pm:** Lovely Lady
- 12.20pm:** Precious Pup (under 12 months)
- 12.40pm:** Judge's Favourite
- 1.00pm:** Fabulous Family (2+4 legs)
- 1.40pm:** Junior Handler (under 16)
- 2.00pm:** Most Handsome
- 2.20pm:** Lovely Lady
- 2.40pm:** Precious Pup (under 12 months)
- 3.00pm:** Waggiest Tail
- 3.20pm:** Best Rescue



## Registration from 10am

### Entry for each Fun Dog Show:

£1.50 for first class. Each class after is £1.00  
(all proceeds go to the rescues running the classes)

### BEST IN SHOW: MAIN ARENA AT 4PM

If your dog wins a first place rosette they are invited to  
take part in the All About Dogs Best in Show. Entry is free.





# All About Dogs KC Good Citizen

**Norfolk Showground: Sunday 24th & Monday 25th August**

Correct at time of publication. Kennel Club Good Citizen Dog Scheme - Bronze Award is FREE to enter at the All About Dogs Show

The Kennel Club Good Citizen Dog Scheme Bronze Award aims to provide handlers with a basic knowledge of understanding and training their dog.

Entrants will either gain a "Pass" and be presented with a free Certificate and rosette sponsored by Skeyton K9 Dog Training or, a "Not Ready" mark if the required standard isn't reached.

Skeyton K9 Dog Training Club will be hosting the test for their sixth consecutive year and for both days, free advice on the Scheme will be available at the SK9DT Stand.



## EXERCISES

1. Cleanliness and Identification
2. Collar, Lead and Equipment
3. Walk on Lead
4. Control at Door/Gate
5. Controlled Walk amongst People and Dogs
6. Stay on Lead for one minute
7. Grooming
8. Examination of the Dog
9. Return to Handler
10. Responsibility and Care



**Butternut Box**

Fetch a **FRESH** lunch on us at the Butternut Box stand

**Proud sponsors of All About Dogs**





# All About Dogs Breed Meet Ups

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We're su-PAW excited to be running FREE Breed Meet Ups at this year's All About Dogs Show Norfolk!

Whether you and your dog would like to meet more beautiful Boxers, chill out with some Chow Chows or enjoy playtime with Pugs, the All About Dogs Breed Meet Ups are THE place to be!

There's no need to pre-register, just turn up at the time slots below for some relaxed social time. Please note that dogs must remain on leads.

## SUNDAY

- 11.00am:** Greyhounds, Whippets, Lurchers
- 11.15am:** Boxers
- 11.30am:** French & English Bulldogs
- 11.45am:** Labradors / Retrievers
- 12.00pm:** Puppies (under 12 months)
- 12.15pm:** Spaniels
- 12.30pm:** Brand Ambassador Meet Up
- 1.30pm:** Small Dogs
- 1.45pm:** Poodles & Poodle Mixes
- 2.00pm:** Pugs
- 2.15pm:** Rescues
- 2.30pm:** Schnauzers
- 2.45pm:** Best of the Rest (all breeds)

## MONDAY

- 11.00am:** Terriers
- 11.15am:** Collies
- 11.30am:** Huskies / Malamutes
- 11.45am:** Pointers / Setters
- 12.00pm:** Dachshunds
- 12.15pm:** Chow Chows
- 12.30pm:** Brand Ambassador Meet Up
- 1.30pm:** Beagles
- 1.45pm:** Large Dogs
- 2.00pm:** Dalmatians
- 2.15pm:** Staffies
- 2.30pm:** Crossbreeds / Best of the Rest





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24 & 25 AUG

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SHOW PLAN 2025

KIDS FUN ZONE

VILLAGE GREEN

BREED MEET UPS



**Polite Request:** Please keep your dog on a lead at all times, unless you are taking part in the have-a-go activities under the supervision of our team. If you have an extendable lead, please keep these locked on a short length while in main public areas to avoid trip hazards. Please ensure that your dog has full and up-to-date inoculations before attending the show.

Whilst we advertise events, activities and entertainments we will not be held responsible for the failure of any events, activity and/or entertainment being available or the quality of any of the events, activities or entertainments. Failure of any of these to please cannot be held as a reason for refund. Disclaimer: By entering this fun dog show you are agreeing to take full responsibility for, any injury or damage to your dog(s) and it is not the liability of Aztec Shows LLP including disappearance, theft, death or otherwise. You are fully liable for your animal should they cause any damage or injury. Any dog showing aggressive behaviour at the show will be asked to leave with no refund given. In the interests of hygiene make sure you pick up after your dog. Any photos taken by a member of Aztec Shows LLP may be used in future for promotion of the show. Visitors are reminded that the terrain of the show may be unstable please be aware of the possibility of slips, trips and falls. By entering the show you are agreeing to the above disclaimer and that the images taken may be used.

# All About Dogs Have-a-go fun!

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Correct at time of publication. Activities subject to change and small additional charges may apply.

**DOCK DIVING**  
with K9 Aqua Sports

**FASTEST RECALL**  
with German Shepherd Rescue Elite

**MINI-AGILITY**  
with Pug Life Rescue

**AGILITY**  
with BTAC Dog Training

**HURDLES**  
with ACES

**HOOPERS**  
with BTAC Dog Training

**FLYBALL**  
with Funky Fidos

**LURE RACING**  
with ACES

**TOMBOLA DASH**  
with Notts & Yorkshire Boxer Rescue

**SCENTWORK**  
with Kassie Woods



**KC GOOD CITIZEN  
BRONZE TEST**  
with Skepton K9 Dog Training Club

**WHEEL OF PAWTUNE**  
with Dogs Trust

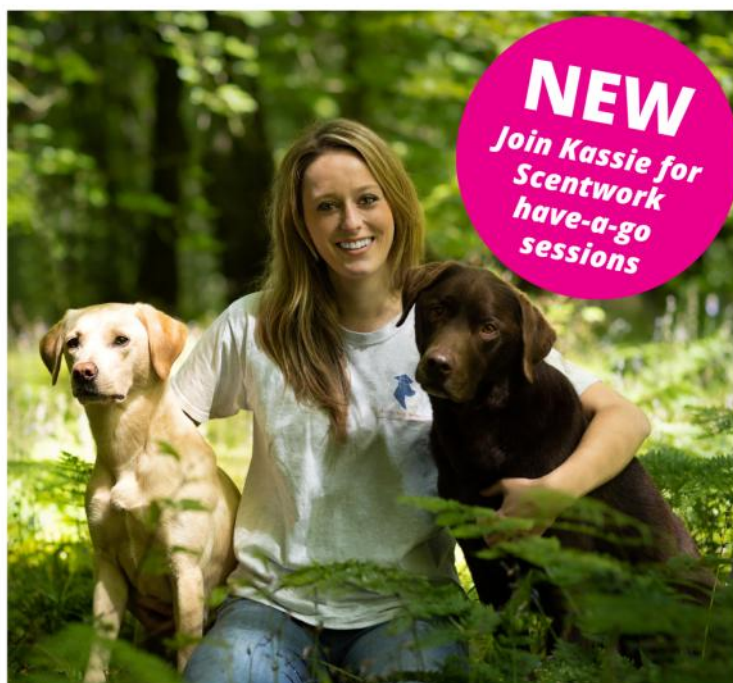
## Ask the Expert *Kassie Woods*

We're proud to be joined by a number of dog experts at this year's event including the incredible **Kassie Woods**.

Kassie is a certified Clinical Animal Behaviourist and Trainer, who covers everything from recall and lead walking to scentwork and more.

Kassie completed a degree at the Royal Veterinary College, followed by a Masters in Clinical Animal Behaviour at the University of Lincoln. She is also a member of the Fellowship of Animal Behaviour Clinicians and a Fellow of the Higher Education Academy.

In her spare time, Kassie can be found training her three Labradors, Archie, Flo and Sunny, in an array of sports such as Agility, Gundog in line with the Gundog Club, Scentwork and Heelwork to Music!



**NEW**  
Join Kassie for  
Scentwork  
have-a-go  
sessions

As well as being on hand to offer advice to visitors and their dogs throughout the show as one of our experts, Kassie will also be running a Scentwork demonstration in the Main Arena at 2pm on Sunday and will be hosting Scentwork have-a-go sessions across the Bank Holiday weekend.



# All About Dogs Shopping stands

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**DOG BEDS**

**TRAINING AIDS**

**PET PHOTOGRAPHY**

**HARNESSES**

**WATER BOWLS**

**DOG FOOD**

**GIFT IDEAS**

**DOG BANDANAS**

**NATURAL DOG TREATS**

**DOG HEALTH PRODUCTS**

**COOLING COATS**

**GROOMING PRODUCTS**

**LEADS & COLLARS**

**DOG MOBILITY AIDS**

**SPORTS DOG EQUIPMENT**

**DOG TAGS**

**RAW DOG FOOD**

**DOG FLEECES & COATS**



**AND SO MUCH MORE!**

**SEE YOU  
NEXT YEAR!**

## All About Dogs

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**30 & 31 AUG  
2026**

**Norfolk Showground**



**[www.allaboutdogsshow.co.uk](http://www.allaboutdogsshow.co.uk)**



# All About Dogs Amazing Dogs...

Dogs truly are amazing and this year we're proud to welcome a range of wonderful dogs and volunteers from clubs, charities and rescues including **The Association of Nihon Ken** and **Saints Sled Dog Rescue**.



## The Association of Nihon Ken

Introducing you to the six native Japanese breeds all designated as 'Natural Living Monuments' of Japan - the Akita Inu, Hokkaido Ken, Kai Ken, Kishu Ken, Shiba Inu and Shikoku Ken. Meet some of these wonderful dogs in the fur and learn from the team's breed experts and owners what it's like to share your home with one of the Nihon Ken breeds.



## Saints Sled Dog Rescue

The non-profit charity is dedicated to rescuing, rehabilitating and re-homing unwanted Northern breeds around the UK. Find out more about the AMAZING work they do and the beautiful sled dog breeds in their care (you can even meet some of their dogs) by visiting the Saint Sled Dog Rescue stand at the All About Dogs Show!



### BELLA LOVES

**Looking for dog treats you can feel great about giving?**

At Bella Loves, we believe treats should be more than tasty they should be nourishing, natural, and full of goodness. That's why we created a range that's:

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- ✓ Packed with Taste & Nutrition

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## FESTIVE GIFT & FOOD SHOW

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# All About Dogs

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**[www.allaboutdogsshow.co.uk](http://www.allaboutdogsshow.co.uk)**