

Hot Dog! Dachshund announced as celebrated breed at Goodwoof 2025

- The dachshund will be the celebrated breed at Goodwoof presented by MARS Petcare in 2025.
- 21 June is National Dachshund Day, an opportunity to honour one of the nation's most-loved breeds.
- Calling all dachshund owners! The Dachshund Parade will open the event each day.
- Goodwoof takes place Saturday 17 & Sunday 18 May 2025.
- Early bird tickets are now on sale at goodwood.com.

Today – 21 June – on National Dachshund Day, Goodwood is delighted to announce that the dachshund will be the celebrated breed at next year's Goodwoof presented by MARS Petcare.

On hearing the news, eleven dapper dachshunds of all shapes and sizes donned their smartest collars and gathered at The Kennels to enjoy a dinner party and a scamper across Goodwoof's glorious grounds. It's no coincidence that the longest day of the year is also the day which celebrates the longest dog!

Every year, Goodwoof honours a selected breed: at the inaugural event in 2022, it was the spaniel; in 2023 we welcomed oodles of poodles; and in 2024 it was the turn of the Labrador and we look forward to dachshunds taking the lead in 2025. Renowned for their bold and vivacious personalities, the diminutive dog is one of the nation's favourites and is also close to the Estate's heart. The Duke of Richmond's family have their very own dachshund, Winston, who will no doubt savour his time in the spotlight.

The focal point of the breed celebration is the parade, which takes place each morning and opens the event. Venturing from Goodwood House down to the event site, the parade is led by The Duke of Richmond, and a military marching band – and in 2025, of course, a pack of dachshunds and their owners.

The Duke of Richmond and Gordon, CBE DL, said: *"We're delighted to announce that the dachshund will be the celebrated breed at Goodwoof next year. They may be small, but they have big personalities and certainly make their presence known. I have no doubt that our family dog, Winston, is going to enjoy his moment at the front of the breed parade."*

Further announcements about Goodwoof presented by MARS Petcare will be made in the coming months. Early bird tickets are on sale now at goodwood.com. Dachshunds and their owners will be able to register to participate in the breed parade later in the year.

-ENDS-

Note to Editors:

Goodwoof presented by MARS Petcare, Saturday 17 and Sunday 18 May 2025.

Tickets

Tickets for Goodwoof are now on sale and can be purchased at goodwood.com or by calling the Ticket Office on +44 (0) 1243 755055. Children aged 12 and under and dogs go free and a half-price Young Person's ticket is available for those aged between 13

and 21. All activities across the event are included in ticket price. Dachshunds and their owners will be able to register to participate in the breed parade later in the year.

Contact

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For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our [Press & Media Site](#).

Stay up to date with all future announcement and on-event activation across our social channels:

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About Goodwoof presented by MARS Petcare

Goodwoof presented by MARS Petcare is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 17 and Sunday 18 May 2025. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido presented by Antinol, sit back with a glass of Taittinger champagne, relax in The Studio presented by Randox Health with a spot of sound bathing, reiki or Dog Yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

About MARS Petcare

MARS Petcare is a diverse and growing business with 75,000 Associates across 50+ countries dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands PEDIGREE®, WHISKAS®, ROYAL CANIN®, NUTRO™, GREENIES™, SHEBA® and CESAR® as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. MARS Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including BANFIELD™, BLUEPEARL™, PET PARTNERS™, VCA™ and Linnaeus. We're also active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator and

COMPANION FUND™ programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.