



Please share this letter with corporate leadership.

To Corporate Leadership,

Please publish a plan by March 2027 outlining how your company will end betta cup displays storewide.

Small cups hold very little water, allowing waste and toxins like ammonia to accumulate quickly. They lack filtration and heating, restrict movement, and provide little to no enrichment or stimulation. These unstable conditions can contribute to chronic stress, lowered immunity, gill and fin damage, infection, disease, and death.

Although these displays are considered temporary, bettas may remain in cups for days, weeks, or even months before being purchased. Individual cups require frequent water changes, which can make consistent care difficult, especially when stores are displaying large numbers of bettas.

End Betta Cups is calling on Petco, PetSmart, Pet Supplies Plus, and Pet Supermarket to end betta cup displays across stores, either by transitioning to heated, filtered, tank-based holding systems or ending the sale of betta fish.

We urge your company to make a public commitment to ending this practice and provide a clear plan and timeline for doing so.

Sincerely,

Name: _____

City/State: _____

Date: _____