Perfect! Here's how we can break your welcome email into a **3-part onboarding series** that feels light, engaging, and digestible—while still delivering all the rich info your customers need.

**📩 Email 1: Welcome + What’s in the Box**

**Subject:** Your Pup’s First Box Is On the Way! 🐾  
**Focus:** Warm welcome, delivery expectations, packaging, and basic feeding/storage tips.

**Highlights:**

* Welcome to the Pack!
* Delivery updates coming soon
* Meals arrive cold in BPA-free cooler boxes
* Vacuum-sealed 4-cup packs for freshness
* Divide and refreeze as needed
* Thaw in water bath or warm briefly for picky pups
* Clean bowls after every meal

**Tone:** Friendly, reassuring, and celebratory  
**CTA:** “Need help with feeding or storage? We’ve got you covered.”

**📩 Email 2: Feeding Tips + Behavior Support**

**Subject:** Feeding Time Tips for Happy, Healthy Dogs 🍽️  
**Focus:** Feeding behavior, aggression, structure, enrichment, and digestion.

**Highlights:**

* Separate feeding areas to reduce stress
* Warm meals slightly to boost aroma
* Rotate proteins (if no allergies)
* No hand-feeding
* Clean bowls after each meal
* Never go more than 12 hours between meals
* Remove uneaten food after 15–20 minutes
* Use puzzle feeders or snuffle mats
* Avoid high-value treats outside training

**Tone:** Supportive, expert, and practical  
**CTA:** “Want to personalize your pup’s feeding plan? Let’s chat.”

**📩 Email 3: Poop, Vomiting vs. Regurgitation + Reorder Reminder**

**Subject:** Let’s Talk About Poop 💩 (And Why Reordering Matters!)  
**Focus:** Stool changes, GI symptoms, parasites, vomiting vs. regurgitation, and reorder timing.

**Highlights:**

* Mucus in stool: when it’s normal vs. when to watch
* Parasites: what to look for and how to treat
* Vomiting vs. regurgitation explained
* Smaller meals help prevent regurgitation
* Reminder: Place your next order by **Friday** to receive it next week
* If you haven’t signed up for **recurring orders**, now’s the time—you save money and avoid the awkward “no food from your personal chef” moment!
* Always have backup!

**Tone:** Educational, humorous, and proactive  
**CTA:** “Set up recurring orders now and never miss a meal.”

Would you like me to draft the actual email copy for each one next? Or tailor it for Shopify’s email builder with image prompts and layout suggestions? I can also help you build a matching SMS flow or printable inserts for new customer boxes.