

English Cream Golden Retrievers



Some interesting facts you should know...

In recent years there has been a sharp increase in internet marketing strategies aimed at specifically promoting cream-colored Golden Retrievers. These light dogs are sometimes being presented to the general public as being exceptionally rare or extremely valuable and are often called 'English Cream Golden Retrievers' or 'Rare White European Golden Retrievers' or 'Exquisite Platinum Imported Golden Retrievers'. Such cream Golden Retrievers are frequently being touted as being healthier, of having better temperament, of having stronger longevity and the implicit suggestion is that they therefore are more valuable than the more golden-colored Golden Retrievers bred in North America. Due to these common marketing ploys the average puppy buyer sometimes mistakes such light-colored Golden Retrievers for being a separate breed. *Nothing could be further from the truth.* There is only one Golden Retriever breed, governed by the breed standard endorsed by various recognized Kennel Clubs around the world.

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The Golden Retriever Club of America would like to emphasize to breeders and puppy buyers alike that **the cream color has always been part of the full spectrum of colors found in our breed.**

English Cream Golden Retrievers

We furthermore direct you to the following section of our Golden Retriever Club of America Breed Standard ([click here to view the GRCA Breed Standard](#)):

Color — rich, lustrous golden of various shades. Feathering may be lighter than rest of coat. With the exception of graying or whitening of face or body due to age, any white marking, other than a few white hairs on the chest, should be penalized according to its extent. Allowable light shadings are not to be confused with white markings. Predominant body color which is either extremely pale or extremely dark is undesirable. Some latitude should be given to the light puppy whose coloring shows promise of deepening with maturity. Any noticeable area of black or other off-color hair is a serious fault.

The photo above furthermore illustrates the common shades of cream and gold found on this continent and all these particular dogs are bred right here in North America. This broad range of color is not only commonly found around the world, but both light and dark shades can also occur in the very same Golden Retriever litter, with full siblings varying in color from very light cream to a rich gold.