

The prize winners announced...



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See Page 18



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Once again folks, it's that time of year. The Retailer Recommended Award Winners 2026 are announced!

These awards celebrate the best that the pet trade has to offer, highlighting standout brands, products and people that make the UK market in particular so strong. Starting on page 23, you can find out the winners in each of our 26 categories, and how their quality and reputation will boost retail sales. Within this issue, you'll also find a free full colour poster to promote all year round feeding of garden birds.

Avian feed experts Johnston and Jeff believe spring and early summer to be critical periods in the bird feed calendar. Since 1880 they have become Britain's leading brand in avian food, attracting the support of serious bird breeders including the Parrot Society which names them as their recommended brand.

The poster in this month's magazine is an example of one of many ways that Johnston and Jeff support the trade.

Elsewhere, Dr Rowena Artz, Head of Exhibitions for Interzoo, breaks down the success of this year's event, we take a look at how Beaphar are on hand to aid your pets travel worries, and Wellness Core enters the cat treat market with some tasty innovations.

Nathaniel

Pet Product Marketing

www.petproductmarketing.co.uk

Nathaniel Cureton, Editor

James Buzzle, Consulting Editor

Nigel Fish, Design and Production Manager

For advertising queries please contact:

Stephen Tanner, Key Account Manager, on 01778 392404 or email stephen.tanner@warnersgroup.co.uk

Andrea Walters, Key Account Manager, on 01778 391169 or email andrea.walters@warnersgroup.co.uk

Our email: editorial@petproductmarketing.co.uk

Our address: Pet Product Marketing, Warners Group Publications, The Maltings, West Street, Bourne, Lincolnshire PE10 9PH

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Follow us on social media...



The Official Minions® Collection sparks mischief in the pet industry!



A growing trend is sweeping across dog households and evidence points to the official Minions® Collection by Happy Pet.

Following the latest Minion film release, reports of excited dogs embarking in cheeky play and a little chaos have surged. Retailers are hearing customer stories of stolen slippers, unexplained squeaking and dogs exhibiting unusually high levels of happiness whenever a yellow character appears in view. We wanted to look into what was behind this...



Happy Pet's officially licensed Minions® range has been extended – combining the pure joy of one of the world's most recognisable entertainment brands with engaging dog toys designed to encourage play, interaction and enrichment. The collection features a variety of characters from the film, each bringing their own dose of silliness to the toy basket.

Retailers are advised to warn customers that this range comes with a high likelihood of fun, and Minions who will deny all responsibility for any mischief!



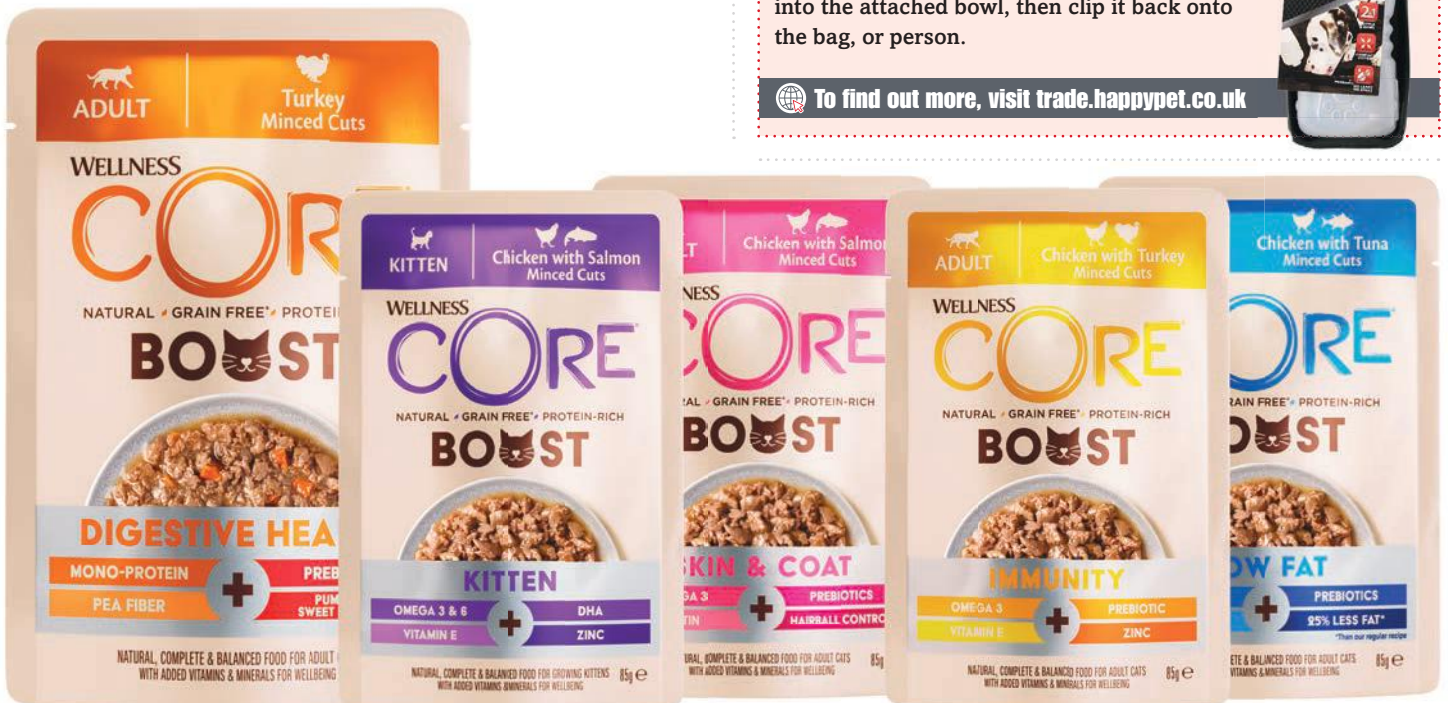
To find out more, visit trade.happypet.co.uk or contact sales@happypet.co.uk

Wellness CORE Boost wet recipes

4

Each recipe combines real meat with a clear functional benefit, including digestive health, immunity, skin and coat, low fat and a dedicated kitten variety to support early development.

CORE Boost is designed to meet rising demand for purposeful nutrition, helping retailers drive premium trade-up and incremental growth within the fast-expanding wet cat category. The benefit-led recipes are designed to deliver targeted nutrition in a convenient 85g pouch. A new texture also brings added variety to the CORE wet portfolio, supporting trial and repeat purchase.



Product highlight...

Check out the PetGear Travel Water Bottle

The two-in-one design is a convenient solution for keeping a dog hydrated during car journeys and outdoor adventures. It's lightweight and easy to use; simply squeeze the water straight into the attached bowl, then clip it back onto the bag, or person.



To find out more, visit trade.happypet.co.uk

To find out more, visit petproducts.co.uk



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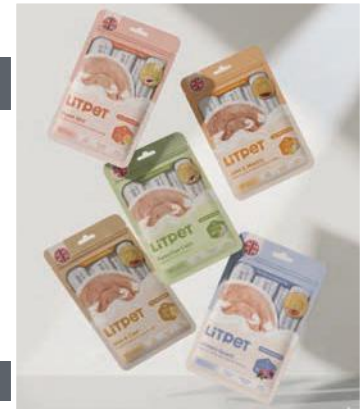
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enquiries@rosewoodpet.com
www.rosewoodpet.com

LitPet adds new Shine & Coat variety to its Meaty Mix range

The new Shine & Coat variety is a functional chicken and salmon-flavoured paste designed to nourish a pet's skin and enhance the natural brilliance of their coat. Packed with premium EPAX fish oil and a carefully selected high-protein blend, making it ideal for pets needing daily coat care or long-term skin support.

The Meaty Mix is a series of functional nutritional pastes for cats and dogs, designed as daily supplements to target specific wellness needs. They come in packs containing 10 sticks, with an RRP of £12.



To find out more, visit litpet.co.uk

Dog & Bond introduces new ice cream flavours

The brand continues to grow its range of make-at-home dog treats, adding Fresh Mint and Strawberry Bliss flavours to the range.

The two new flavours are made with natural, human-grade and dog-friendly ingredients, and use a simple "just add water and freeze" method. Both mixes are available online and in selected independent stores across the UK.

Founder, Avi Nagel, says, "Our new ice cream flavours offer a refreshing, seasonal option that's simple to prepare, but also encourages a more thoughtful approach to treat time."



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To find out more, visit dogandbond.com

Beaphar refreshes non-brushing dental range

The relaunched range covers a variety of formats for both cats and dogs, designed to be used alongside brushing or as part of a regular dental routine where brushing is not possible.

The relaunched range includes:

- Beaphar Plaque Away Dental Powder
- Beaphar Plaque Away Water Additive
- Beaphar Fresh Breath Spray

Additionally, dental treats are available for both dogs and cats. Key range updates focus on improved formulas, with the same competitive price points, palatability and convenience pet owners expect.

Claire Edmunds, UK Marketing Manager at Beaphar, said, "Dental care is one of the most important categories in pet retail, with over half of pet owners purchasing dental products in 2025. This relaunch gives retailers an even stronger range to meet that demand."



To find out more, visit beaphar.co.uk

Wellness CORE cat treats



Wellness CORE has entered the cat treats category with a new range designed to deliver more than simple indulgence. The benefit-led recipes combine high protein nutrition with targeted health support, giving retailers a clear point of difference in a fast-growing segment.

The range includes five variants focused on key needs such as digestion, immunity, skin and coat, kitten development and dental care, each formulated with added functional ingredients. With textures cats enjoy and benefits owners actively seek, the range also offers an accessible entry point to the brand, supporting premium trade-up and encouraging cross-category sales across the wider CORE portfolio.



To find out more, visit petproducts.co.uk



When Skin Needs a Helping Hand

Dogs and cats both have delicate skin that is more vulnerable to irritation, allergens and infection than many owners realise. Their coats can also hide early signs of problems, making regular grooming and hands-on checks an important part of maintaining healthy skin and coat condition.

Whether recovering from surgery, managing a skin condition or healing from a wound, pets can often be tempted to lick, scratch or chew affected areas, potentially delaying the recovery process. Providing protection for vulnerable skin can help support healing while keeping pets comfortable throughout their recovery.



The Ultimate Alternative to the Cone of Shame

Suitical recovery products are designed to offer practical protection for both dogs and cats, helping to shield wounds, post-surgical areas, spay incisions and sensitive skin without restricting movement. As a comfortable alternative to traditional recovery collars, the range allows pets to eat, sleep, play and rest more naturally while helping to prevent licking, scratching or chewing of healing areas.

By combining effective protection with freedom of movement, they help support pets through recovery while promoting wellbeing and comfort.



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- Allows pets to eat, drink and play normally
- Convenient design for toilet breaks
- Eco-conscious packaging

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See our website for details

Other products in the Suitical range ▶▶▶▶



Head Cover

DRY Cooling Vest

Hind Leg Sleeves

Top Shirt

Medical PetS Boot

Front Leg Recovery Sleeves

Benyfit Natural iced treats range for dogs

The new range is designed to support canine wellbeing and meet growing demand for natural, functional pet products.

Made with carefully selected natural ingredients, Ice Cream for Dogs offer a convenient way to keep dogs cool, hydrated, and satisfied. Available in three flavours: Banana & Honey, Apple & Carrot, and Blueberry & Apple.

They are free from artificial additives, dairy, and fillers and use simple, recognisable ingredients suitable for all dogs.

In addition to being a tasty snack, the frozen delights also offer several health benefits for dogs:

- Made with real fruit, providing essential vitamins and minerals
- Helps keep dogs hydrated during warm weather
- Simple and recognisable ingredients suitable for sensitive dogs
- Immune boosting with added aloe vera



To find out more, contact trade@benyfitnatural.co.uk

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New training treats from The Innocent Hound

The new range features four recipes made using a range of proteins including Venison, Lamb, Salmon, and Tuna with Crab. They are gently air-dried to lock in natural flavour and nutrition, resulting in a soft, bite-sized treat.

The collection is available in both 70g and 600g formats, offering flexibility for different training routines – from quick walks and puppy classes to more regular or multi-dog training at home.

Chloe Heaton, Founder of The Innocent Hound, commented, “Training is such a special part of building a bond with your dog, and with how much our treats and food are loved, we saw a clear opportunity to create a dedicated training range that supports those everyday moments.”



To find out more, visit innocentpetcare.co.uk

Douxo's clinically proven itch-relief shampoo for dogs



Clinically proven and recommended by veterinary professionals, the DOUXO S3 CALM Shampoo Bar has been formulated by veterinary dermatology experts to deliver targeted skincare for dogs and cats.

The formula contains ophytrium, a purified natural ingredient that acts in three ways to support the skin barrier: protecting the mechanical barrier, maintaining the natural microbial balance, and reducing irritation.

Designed to improve overall skin condition, the shampoo bar helps reduce itching and irritation while hydrating, and leaving the coat soft and manageable.

Key benefits of the shampoo bar include:

- Soothes itching and irritation
- Supports and protects the skin barrier
- Easy to use, with a non-slip shape, rich lather, and quick rinse formula
- Free from soap, sulfates, parabens, colourants, nanoparticles and phthalates
- Hypoallergenic fragrance

To find out more, visit douxo.co.uk

Coachi relaunches Heritage Boomi Ball

Company of Animals has announced the relaunch of its Boomi Ball under the Coachi training and behaviour brand.

The relaunch includes four sizes to support all types of dog owners, breed, and play style. The two smaller sizes are also featured within the Coachi Puppy & Mini range, providing continuity for younger and smaller dogs as they progress through life stages.

The Boomi Ball is designed to provide an outlet for energetic dogs, supporting natural chasing instincts and providing a constructive way to release energy.

Dr Emily Mugford, CEO at Company of Animals, said, “The Boomi Ball has been part of our product heritage for over three decades, and its relaunch within the Coachi brand reflects both its proven performance and its relevance to today’s pet owners.”

The refreshed range was showcased to trade partners at Global Pet Expo (USA) and Interzoo (Germany), and will be available in major international markets in due course.



To find out more, visit companyofanimals.com

TRIXIE

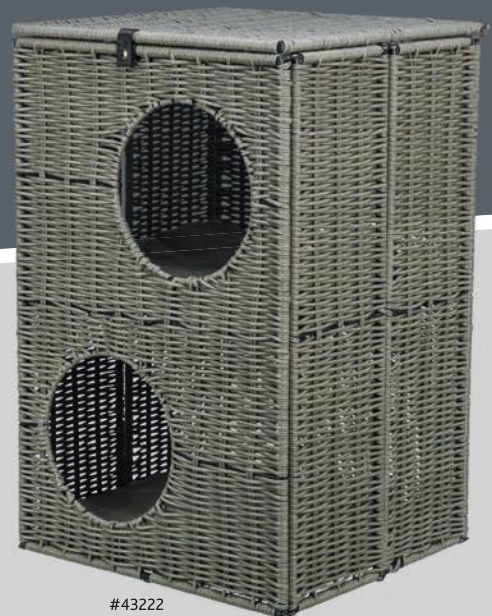


New *highlights* for dogs and cats

Practical, stylish and perfect for specialist retailers: discover selected new products such as our dog buggy in a trendy green shade, a car seat cover in new colours, a camping fence for outdoor enthusiasts, new bicycle trailers, a hop-in litter tray, as well as an elegant outdoor retreat made from polyrattan for cats.



And
this is just a
selection – there's
much more to
discover!



New cat products from Trixie

German manufacturer, Trixie, has added a number of new cat products to its already extensive variety.

Made from robust, weather-resistant materials, Trixie outdoor products are designed to provide cats with comfortable outdoor retreats through modern in designs. They are practical in use and ideal for balconies, patios and gardens.

Amalia scratching post – made from water-repellent polyrattan, with jute-wrapped posts. A cosy den with an outdoor cushion offers shelter and comfort.

Amalia dens – cats can enjoy a sheltered retreat in the different outdoor dens made from polyrattan with water-repellent covers.

Beach chair – the outdoor beach chair made from FSC®-certified wood with an adjustable backrest invites cats to enjoy a sunny nap.

Davio Top outdoor litter tray – featuring a covered entrance that reliably protects litter from moisture.



To find out more, visit trixie.de/en

Adventures with Mountain Paws

Outdoor brand, Mountain Paws, has released a number of new products designed to make outdoor adventures with a canine safer and stress free.

Kibble Bag – made with a 70D nylon ripstop fabric that is sure to stand up to the rigours of life outdoors, the fabric is water resistant and odour-proof to keep the contents fresh.

Travel Dog Bed – built from water-resistant fabric, it stands up to both damp ground and muddy paws, while the lightweight, compact design packs down easily into its own carry bag.

Rechargeable Dog Collar Light – allows owners to keep track of their dog in the dark. Built from flexible silicone that is comfortable on their neck, the light is water resistant and easily shrugs off rough camping conditions, plus has a battery life of up to 16 hours.

Ultimate Dog First Aid Kit – Ensures owners are prepared for any injuries or accidents that might occur while camping. The kit provides first aid essentials to deal with everything from cuts and bruises to tick removal, nail care and wound cleaning.



Arden Grange marks anniversary with Peanut Butter Tasty Paste



The company is celebrating its 30th anniversary celebrations with the launch of Peanut Butter Tasty Paste.

Launching in a limited-edition anniversary design, it functions as a high-value training and recall tool, a stress-free way to disguise medication, and a calming distraction during grooming sessions or vet visits. The recipe is grain-free, palm-oil-free, and made without artificial colours, flavours or preservatives.

Robert Craig, Managing Director at Arden Grange, said, “Retailers have consistently asked us for more flavours in this range, and we’re delighted to deliver a product that meets a genuine consumer need”. Peanut Butter Tasty Paste continues our 30-year philosophy of natural, integrity-led nutrition while giving retailers a fresh and commercially strong addition to an already proven range.”

Peanut Butter Tasty Paste is now available in shelf-ready trays of 12 through the Arden Grange distribution network.

To find out more, visit mountainpaws.com

To find out more, visit ardengrangetrade.com

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Send anxiety packing: calming solutions for travel season

Nearly half of dog owners say their pet experiences anxiety during car journeys. As the peak travel season approaches, retailers have a clear opportunity to support owners – and to drive sales in one of the fastest-growing segments in pet care

All dog owners travel in the car with their pet at some point – whether for holidays, day trips or routine vet visits. Yet despite the frequency of travel, Beaphar consumer research reveals that nearly half of owners report their dog experiences anxiety during car journeys.¹ And while dogs may travel more frequently, cats can also experience significant stress linked to journeys and unfamiliar

environments. With the peak travel season approaching, this presents a clear and timely opportunity for retailers to support owners and drive sales in the pet-calming category.

Why travel anxiety matters

The impact of travel anxiety extends beyond the journey itself. Around one in three dogs has damaged their owner's car by chewing or scratching. Nearly half have been sick during travel, and close to a third have had



a toileting accident. These incidents add cost, inconvenience and stress for owners, and reinforce why many are actively seeking solutions ahead of the summer.

As pets are increasingly regarded as family members, owners are more attuned to the effect of stress on their pet's wellbeing – and more willing to invest in solutions. For dog owners in particular, the importance of sharing stress-free days out with their four-legged family members should not be underestimated.

Recognising travel anxiety

Owners do not always connect their pet's behaviour with anxiety. Helping customers recognise the signs is a practical first step in guiding them towards appropriate solutions. Signs of travel anxiety in dogs and cats include:

- Pacing or restlessness
- Panting
- Excessive vocalisation
- Trembling
- Drooling
- Vomiting (travel sickness)
- Toileting accidents
- Reluctance to enter the car or carrier

Helping owners prepare for travel

For many pets, it is not just the journey itself that triggers anxiety, but the unfamiliarity of the car environment and the disruption to routine. Retailers are well placed to guide owners through practical preparation steps.

1. Start the conversation – when a customer is browsing travel essentials, use the opportunity to ask how their pet usually copes with car journeys. This opens the door to tailored advice and relevant product recommendations
2. Encourage gradual preparation – for pets that are unfamiliar with the car, a gradual approach can make a real difference. Starting with shorter journeys to familiar, enjoyable destinations – a local

park or woodland walk, for example – is a good foundation. Simply spending time in a stationary car can help build familiarity with the environment. For food-motivated dogs, feeding meals or offering treats in a stationary car can create positive associations over time

3. Offer practical travel tips – remind owners about the importance of regular breaks, adequate hydration and maintaining exercise routines during longer journeys. These simple measures support the pet's physical comfort and help reduce stress for both animal and owner

Natural support

Alongside preparation, calming supplements offer an additional layer of support. Natural formulations are increasingly popular: nearly one in three pet owners cite natural ingredients as the most important factor when choosing a calming product, and 30% say they would switch brands to find a product with natural ingredients.³ According to a Soil Association report, the natural products sector had recorded nine consecutive years of double-digit growth – a trend that shows no sign of reversing, with demand for natural formulations continuing to rise across both human and pet care.⁴

Key ingredients, well-known to support calming, and found across the Beaphar StressLess Herbal Calming range, include:

- Valerian: noted for its calming and stress-relieving properties
- Lavender: a flower known for its calming scent
- Melissa (lemon balm): calming, soothing and muscle-relaxing properties
- Rosemary: known for supporting wellbeing
- Hop flowers: known for calming and soothing effects that promote relaxation

Format and stocking considerations

Format matters as much as formulation.

Tablets are the preferred delivery format for 39% of pet owners,³ and other travel-friendly options such as treats, collars, or sprays that can be given or applied ahead of and during a journey are also practical.

Consumer data also confirms the importance of range depth. Two-thirds of owners report using multiple products when travelling with their pet in the car, and 58% say they would prefer to source multiple products from the same brand.^{1,3} Stocking a complementary range of formats – including fast-acting and long-lasting solutions – meets that need, while also helping to maximise basket value.

Retailers should also consider the wider travel fixture. Alongside calming, the most commonly purchased products when travelling include wipes (37%), odour eliminators (31%), and disposable absorbent pads (25%).¹ Grouping these complementary categories can increase dwell time and average transaction value.

Beaphar StressLess Herbal Calming range

Beaphar's StressLess range gives retailers a practical way to meet different calming needs within one cohesive brand. The range includes fast-acting, long-lasting, and additional support formats, helping retailers guide owners towards products that suit the pet, the journey and the wider situation.

- Fast-acting: Beaphar StressLess Herbal Calming Tablets and Beaphar StressLess Herbal Calming Spot-Ons
- Long-lasting: Beaphar StressLess Herbal Calming Collars
- Additional support: Beaphar StressLess Herbal Calming Spray and Beaphar StressLess Herbal Calming Treats for Cats

The StressLess range also extends beyond travel, with products including Beaphar StressLess Herbal Calming Diffuser, suitable for year-round, at-home support. Stocking the full range ensures the fixture works hard over the year, not just the summer months.



- References
1. Beaphar Consumer Research (UK, July 2025) Travelling with dogs – the opportunity.
 2. www.grandviewresearch.com/industry-analysis/pet-calming-products-market-report
 3. Beaphar Calming Survey (2022)
 4. Soil Association Organic Beauty and Wellbeing Market 2020 report.



Interzoo 2026



WZF GmbH/Thomas Geiger

interested in that. Then sustainability is still one of the big topics, which is also touching on alternative protein resources, specific packaging ideas and clever upcycling methods, too.



WZF GmbH/Thomas Geiger

“Questions like where can I leave a positive impact? Where can I change things? How can I design a product differently? Who could I work with to have a different impact? That was something we could really see.

“I also liked everything which makes the life of pets and people together more convenient. For example, we had a product, which won the Fresh Ideas Award, called the Mouse Bounce. A cat flap that uses AI. Or products like a cat litter that helps you with the health control of your cat. Products that help you with the health monitoring of your pets, and technological innovations which are increasing the bond between humans and their pets were both hot topics.”

The European landscape

Europe’s biggest pet trade show has closed the shutters once again, showcasing an abundance of new ideas, trends, and opportunities for the future...

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The growth of Interzoo, over its many editions, mirrors the evolution of the pet industry itself. It is easy to assume Interzoo has always been the global powerhouse it is today, but the event’s origins were far more modest. The exhibition traces its roots back to 1950, when the German Pet Trade & Industry Association (ZZF) proposed a national trade fair known as ‘Zoobörse’. The first event attracted just 15 exhibitors and 100 visitors, before growing to 70 exhibitors from four countries and 1,600 visitors from 17 countries by 1964. Renamed Interzoo (in 1968) to reflect its increasingly international focus, the show has been held in Nuremberg since 1990 and has evolved over more than seven decades into the world’s leading trade fair for the pet industry, mirroring the globalisation and professionalisation of the sector itself.

We caught up with Dr Rowena Arzt, head of ZZF/WZF’s exhibition and trade fair programme since 2016, and, as the Head of Exhibitions for Interzoo, is largely responsible for the event’s status as Europe’s biggest pet show.



How did the show evolve from the previous show in 2024?

“We are very happy that the show grew in all categories. From the broad square meters, the rented square meters, the number of exhibitors, and the internationalisation of those exhibitors.

“We have emotionalised the brand a lot. We really wanted an event that comes together and celebrates pets like a big family. We had things like photo points and an Interzoo song for the first time, so we really tried so to bring the brand Interzoo to life.

“In 2024, we had 2,150 exhibitors, and this year we had around 2,400 exhibitors. On the visitor side, in 2024, we had 37,000 visitors, and this year we had more than 39,000 visitors from over 130 countries. If you look at those numbers, it’s really the world’s leading show with the highest degree of international visitors and exhibitors. Over 87% of the exhibitors are from abroad and over 70% of the visitors are non-German. We are really proud of these unique numbers.”

After spending a week walking through the halls, did any particular themes jump out at you?

“I liked everything linked to health and wellbeing of the pets; people are highly

While it would be a nice addition, Dr Artz says that growing the show’s exhibitor numbers is not a priority...

“It would be great, but the core aim is not really to have more exhibitors. It’s really to represent the industry, to mirror the market, create a platform where people can exchange a high-quality dialogue and offer the industry a platform to meet. I don’t think the difference between 2,500 and 2,600 exhibitors makes a difference.

It’s the idea of creating a central hub that brings the right companies together to fulfil the needs of the industry by discussing the most important topics. So my goal is not to increase in the numbers. If we increase, that’s fine, but it’s not going to be my major goal.”



WZF/Frank Boxler

From your perspective, what does this year's event tell us about the current state of the global pet industry?

"We can see that several markets that are still evolving and that several countries have discovered their love for pets. For example, there's a still strong demand from China, but also in Turkey we see that the markets are developing. In terms of topic trends, the concept of the humanisation of pets is still triggering the industry, but now in different countries. I could also see that from the product ranges. While walking around the show, you notice how the same type of product can have a different design for different nations."

Were there any particular areas that caught your eye?

"On the exhibitor side, we had some 70 countries being represented, and over 130 countries on the visitor side. When I walk the show, I love looking at the different national pavilions. I always love to go to the startup pavilions as well. We have a national startup pavilion with only companies from Germany; it's supported by the German



WZ/Frank Boxler

Government. Then we have an international startup pavilion where you can see so many clever ideas from around the world. There's not really one nation being more innovative than any others."

What's new, what's next?

"Well, the next edition of Interzoo is going to be a special one because it's the 40th edition. We will certainly celebrate the occasion in a very special way. This year, we had a sustainability conference and a new groomer's day. That gave the international pet grooming community a full-day programme of presentations, discussions and networking. We had about 180 pet

groomers from all over the world joining that programme and will certainly expand it on from that.

"The sustainability conference, which was kicked off by the former Vice Secretary General of the United Nations, was a great success, too. We will really push those topics as well. I'm sure that technology will further support the developments within the pet industry, so we will see what kind of tech innovations come around the corner and if this is worth it, we want to stress that in a certain way. This is really important for us, it's a priority of us to take the trend topics and weave them into the show concept."

An advertisement for Johnston & Jeff No.1 Parrot Food. On the left is a 2kg bag of the product, which is maroon with a blue band and features a parrot's head. The text on the bag includes 'JOHNSTON & JEFF', 'No.1 PARROT FOOD', '2kg', and 'PARROT FOOD'. To the right of the bag, the words 'NUMBER ONE' are written in large, bold, orange letters, and 'FOR A REASON' is written in white below it. On the far right, a vibrant blue and yellow parrot is perched on a wooden branch. The background is a dark, textured blue.

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Why quality matters when choosing salmon oil for pets

Salmon oil has become one of the most popular daily supplements for dogs and cats in recent years – and for good reason. For pet owners looking for simple, proactive ways to support their pets' health, omega-rich oils have become firmly established as part of the wellbeing conversation.

From skin and coat conditions through to mobility, cognitive function and heart health, salmon oil offers broad-spectrum nutritional support that appeals to owners wanting to invest in long-term health rather than simply reacting to problems as they arise. But as the market continues to grow, so does the variation in product quality. And while many owners understand the general benefits of salmon oil, fewer realise that provenance, sourcing and processing

standards can make a significant difference to the final product.

At Dorwest, we believe quality and trust matter just as much as the ingredient itself, which is why a great deal of work has gone into sourcing our new Norwegian Salmon Oil, launching this month.

More than just coat support

Many owners first turn to salmon oil to help maintain skin and coat condition, particularly if their pet experiences dry skin, dull fur or seasonal sensitivity. And for good, science-backed reason. Omega fatty acids help nourish the skin barrier from within, supporting hydration and helping maintain a healthy, glossy coat.

But the benefits of salmon oil go far beyond appearance. Naturally rich in

omega-3 and 6 fatty acids, it provides both EPA and DHA – two key nutrients that contribute to health throughout a pet's life. EPA plays an important role in supporting heart health, joint comfort, mobility and normal inflammatory responses, while DHA is particularly valuable for cognitive function, healthy brain ageing and eye health.

This broad range of benefits is another reason salmon oil has become such a versatile category within pet retail. Owners are increasingly seeking products that fit easily into an everyday wellness routine, whether they have an energetic young dog, an active adult pet or a senior needing extra nutritional support.

There is also a growing focus on preventative care that we're seeing at

Dorwest, with many owners wanting to maintain their pet's resilience and vitality before any visible health issues begin to develop.

Supporting pets through every life stage

Yet another reason salmon oil remains such a valuable addition to the wellbeing category is its relevance across different ages and lifestyles. For younger pets, the DHA supports healthy cognitive and visual development, while active adult dogs may benefit from additional nutritional support for joints, mobility and recovery.

In senior pets, omega fatty acids can generally help maintain cognitive function, mobility and vitality as part of healthy ageing routines. This broad relevance makes salmon oil a useful long-term recommendation rather than a short-term solution tied to a single concern.

Simplicity matters to pet owners

And then there's its ease of use.

With many owners juggling busy routines, products that can be seamlessly incorporated into daily feeding habits naturally have strong appeal. A simple pump of salmon oil added to food once



or twice a day feels manageable, especially for pets who struggle with tablets or supplements.

Dorwest customer feedback tells us that palatability plays a major role in successful supplementation. Even the most beneficial product will only work if the pet willingly accepts it. That's why salmon oil 'taste' matters just as much as convenience - particularly when some pets can be incredibly picky. Ours is mild tasting - enough to keep salmon-loving tails wagging but not so robust flavour-wise as to put off the ardent carnivores!

Why provenance is becoming more important

As awareness around pet nutrition grows, so does interest in ingredient sourcing and transparency. We find that more owners are asking more questions about where ingredients come from, how they are processed and whether products are responsibly sourced. This mirrors wider trends within human wellness, where provenance and quality assurance have become major purchasing factors. Salmon oil is no exception.

During the process of developing our own salmon oil product, we quickly realised that not all oils are created equal. The way an oil is sourced and handled can have a significant impact on purity, consistency and nutritional integrity.

Dorwest Norwegian Salmon Oil is responsibly sourced from Norwegian salmon raised in the cold, clear waters of Norway. These waters are recognised for their high environmental standards and are considered among the cleanest and most carefully regulated aquaculture environments in the world. It was a no-brainer for us.

This provides reassurance not only around quality, but also consistency and traceability. Each batch is independently verified for authenticity and purity, giving us, our retailers and owners added confidence in exactly what they are buying.

Processing quality matters, too

Sourcing is only part of the story. How salmon oil is processed and stabilised is equally important. Highly processed oils can lose nutritional value during manufacturing, particularly when exposed to excessive heat or poor storage conditions. Oxidation can also affect freshness and stability over time, which is why careful handling is so important.

After more than 75 years in the pet wellbeing sector, we know that many more of today's consumers are looking for more than simply 'a salmon oil'. They want a trusted product with clear quality credentials. If they are investing in their pet's long-term health, they want to invest wisely.

Independent retailers are particularly well placed to have conversations around quality and sourcing because customers frequently look to them for guidance, reassurance and trusted recommendations. And beyond salmon oil, the growing focus on preventative wellbeing in general is continuing to create opportunities within a thriving pet category.



Jo Boughton-White
Managing Director of
Dorwest Herbs

To find out more, visit [dorwest.com](https://www.dorwest.com)



Wellness CORE enters cat treats with purpose-led innovation



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WELLNESS CORE

A new approach to treating

Wellness CORE has expanded its premium cat offering with the launch of a new range of benefit-led cat treats, marking the brand's first move into the fast-growing treats category. Designed to move beyond simple indulgence, the range combines high quality, protein-rich recipes with targeted health benefits, giving retailers a clear point of difference in an increasingly competitive space.

Targeted health benefits, clearly defined

The range includes five recipes tailored to key health needs. Digestion supports gut health with prebiotics, while Immunity helps maintain natural defences through essential vitamins. Skin & Coat delivers omega-3 and 6 for visible condition, and Kitten includes DHA to support early development. A dedicated Dental variant features an airy, crunchy texture with added kelp to help reduce plaque build-up and support oral care. Across the range, the five functional recipes combine a crunchy outer shell with a creamy centre, offering a texture cats enjoy and encouraging repeat purchase.

Built for trial, trade-up and growth

With functionality a growing driver in cat treats, the Wellness CORE range helps retailers meet shopper demand for more purposeful products, supporting premium trade-up and incremental sales. Treats also act as an accessible entry point to the brand, helping recruit new shoppers and drive cross-category purchasing across CORE's wider wet and dry portfolio.

The new Wellness CORE Cat Treats range is available exclusively through Pedigree Wholesale, supported by launch promotions and in-store activation to help maximise impact at shelf.



For more information, email sales@petproducts.co.uk or call 0115 982 3900

New from Wellness CORE: Cat Treats with Benefits!



Available to order now!



Crunchy
Dental Treats

ONLY
1.6
KCAL/TREAT



Irresistible
Dual Texture Pillow

A benefit-led treat range designed to build baskets, drive rate of sale and unlock incremental growth. Available with exclusive launch offers at Pedigree Wholesale.

sales@petproducts.co.uk – 0115 982 3900

WELLNESS
CORE

Well-being starts from the CORE



Honeyfields® rebrand lands; Helping bird lovers rewild their world Stronger shelf impact, better bird health and better margins

Honeyfields®, the trailblazing wild bird food brand from WHM Pet, has unveiled a major rebrand, designed to boost on-shelf standout, simplify shopper choice and unlock stronger retail performance

Backed by extensive market research and rooted in a bird health-first philosophy, the new Honeyfields® Simply Range is built to work harder in-store - delivering clearer navigation, stronger visual impact and improved margin potential.

At the heart of the relaunch is a new brand positioning; putting bird health first to Rewild Your World, taps into rising consumer demand for nature-led lifestyles. Feeding birds is repositioned from a routine purchase to a bird-health conscious, rewarding, feel-good experience - driving stronger shopper engagement, longer dwell time and higher purchase intent.

The refreshed packaging has been engineered to cut through on shelf and simplify decision-making. A cleaner, more contemporary look is paired with single-

mindful product claims and a more intuitive pack architecture - helping shoppers find the right product, fast.

Added-value features, including a feeding and hygiene guide and a QR code linking to the Honeyfields® Discover hub that shares seasonal feeding tips and insights for feeding responsibly, helping to build trust and encourage repeat purchase.

The full range has been streamlined to remove duplication while maintaining choice across species, feeding occasions and budgets.

Leading the relaunch is the new Honeyfields® Simply Range: Bird Health First - a premium collection spanning key subcategories including seed mixes, straights, suets and treats.

“We have developed the Honeyfields® Simply Range and designed feed and

feeders to help consumers create thriving natural environments for garden birds all year round,” said Sarah Kitson, Head of Marketing at Honeyfields®.

“But we actually go beyond just providing wild bird food; our foods and feeding strategies put bird health first to help them flourish, wherever they are and whatever the season.

“Our new branding and messaging support shopper navigation making it easier for bird lovers to invite the beauty and vitality of wild birds into their everyday life. Our aim is to make feeding wild birds accessible, from urban environments to the wilds of the countryside we want everyone to connect with nature and enjoy their beauty and song, whilst maintaining a strong focus on education to support responsible feeding.”



Become a stockist

For retailers looking to strengthen their wild bird proposition, simplify range management and drive premium sales, Honeyfields® new chapter offers a compelling proposition.

The rebrand is backed by a targeted channel strategy and comprehensive support, including:

- Strong margin structures and competitive pricing
- Introductory stocking incentives
- National and bespoke promotional activity

- Category management expertise
- Staff training support

To find out more please contact your Regional Sales Manager or call us on 0845 257 0232.

About Honeyfields®

Honeyfields® is proud to put wild bird health first, always. Every product is crafted using premium quality ingredients, from carefully formulated seed blends, straights and suet and treats supporting year-round

health and well-being, while attracting a wide variety of species.

Honeyfields® is a part of WHM Pet, which is also home to the Marriage's® brand. WHM Pet's comprehensive range supports the health, vitality, and well-being of wild birds, small animals, indoor birds, racing pigeons, poultry, pigs and more.

For information please call: 0845 257 0232.
Email: info@honeyfieldswildbird.co.uk
Or visit: honeyfieldswildbird.co.uk



Quality, reliability and trust remain at the heart of the WHM Pet's philosophy as a one stop shop for exceptional nutritional health across multiple species.



Honey fields

Summer feeding for wild birds

Summer can be one of the toughest times for many birds, as natural seed supplies are at their lowest, a period often referred to as the 'hunger gap'. Your garden can be a lifesaver through this period, so the key is to not stop feeding, but to feed responsibly. Offering a variety of protein-rich foods like kibbled peanuts, kibbled sunflower hearts, mealworms and suet products will help adults meet their energy needs and supplement the diet of growing chicks. Your garden will stay busy with grateful birds, and you'll be directly supporting next generations. **Rewild your world®.**



T. 0845 257 0232 | E. info@honeyfieldswildbird.co.uk
honeyfieldswildbird.co.uk

Pet Product Marketing's Retailer Recommended Awards

2026 Results

In a pet industry filled with innovation, new product launches and evolving consumer trends, there is one opinion that consistently carries real weight: the opinion of the independent retailer

Every day, pet retailers are speaking directly with customers, answering questions, solving problems and seeing first-hand which products earn repeat purchases and lasting loyalty. That unique insight is what makes the Retailer Recommended Awards so special.

Unlike awards judged by panels or industry experts alone, these honours are decided by the people who work closest to pet owners and their pets. They reflect genuine experiences from the shop floor, highlighting the brands, products and suppliers that are delivering outstanding results in the real world.

The Retailer Recommended Awards celebrate excellence across the pet sector, recognising everything from innovative new launches and trusted best-sellers to exceptional

customer service and strong supplier relationships. For manufacturers and brands, earning a place among the winners represents a significant achievement and a powerful endorsement from the industry's frontline professionals.

This year's results showcase the companies and products that have made the greatest impression on retailers during the past 12 months. Whether through quality, reliability, value, innovation or customer appeal, each winner has demonstrated why it deserves a place among the industry's very best.

Congratulations to all of our 2026 winners and finalists. Your success reflects the confidence, trust and recommendation of the retailers who help drive the pet industry forward every day.

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SUPREME PETFOODS

PET PRODUCT MARKETING SAYS:

“Championing small pets, Supreme is a master of brand authority, reputation and high quality pet food.”

Supreme Petfoods has once again been recognised as Manufacturer of the Year, securing the prestigious title for the third consecutive year

Few accolades carry as much meaning as those awarded by the retailers who work with a brand every day. This recognition reflects the confidence and trust placed in Supreme, highlighting not only the quality of its products but the standards, expertise and support behind them.

Manufacturer of the Year celebrates the entire Supreme business – from product development and nutritional knowledge to manufacturing, sales and logistics. Every team and every stage of the process plays a role in maintaining the high-quality standards that define Supreme, ensuring consistency, reliability and confidence for retailers and pet parents alike.

For Supreme, quality starts with understanding what small pets need. Every product is developed with care, combining nutritional expertise, research and practical insight to support the health and wellbeing of rabbits, guinea pigs and other small animals. The result is a range designed to give pet parents confidence and retailers products they are proud to recommend.

Recognised by retailers, driven by quality

This commitment to quality goes beyond the products themselves. Supreme believes that exceptional service, strong communication and genuine partnerships are equally important in delivering the best possible experience. Specialist retailers play a vital role in the small pet category, offering advice and helping pet parents make informed choices about their pets' care.

Working closely with retail partners allows Supreme to listen, learn and continue improving. Retailer feedback helps shape future developments, ensuring the brand continues to meet the needs of both retailers and the pets they care

“Supreme remains focused on doing things better and raising expectations for small animal care.”

for. These relationships are built on trust, shared expertise and a commitment to raising standards across the category.

This award represents more than a single achievement; it reflects the consistency and dedication that runs throughout Supreme Petfoods. Maintaining the highest standards across every area of the business is what allows Supreme to continue delivering quality that retailers and pet parents can depend on.

The third consecutive Manufacturer of the Year recognition is a proud moment

for the whole Supreme team and a reminder of the importance of continually improving. From innovation and nutritional expertise to the way the business works with its partners, Supreme remains focused on doing things better and raising expectations for small animal care.

At Supreme Petfoods, our purpose has always been simple: to help small pets live healthier, happier lives. Every decision we make is guided by quality, knowledge and a commitment to creating a better future for small pets.



Enquiries: experts@supremepetfoods.com
Website: supremepetfoods.com



THREE YEARS AT THE TOP, TOGETHER.



Our pursuit of perfection has always been driven by one goal – creating products that pets and their parents love, and retailers trust. Thank you to our retail partners for recognising our commitment, we are proud to be Manufacturer of the Year for the third consecutive year.



Scan to claim your thank you free samples and POS

supremepetfoods.com



LET'S GET CONNECTED @supremepetfoods

PEDIGREE WHOLESALE

PET PRODUCT MARKETING SAYS:

“You need trust, reliability, competitive prices and someone who has your back. Pedigree Wholesale offers all this and more...”

Pedigree Wholesale believes in partnering with the very best brands to give customers the greatest choice of products. It also has its own exclusive brands, with fantastic margins and best-sellers customers can't get anywhere else. Pedigree Wholesale are our well-deserved Wholesaler of the Year



“Independent retailers are the backbones of their local communities, offering a level of expertise, passion, and curated care that pet parents can't find elsewhere”

Pedigree Wholesale is absolutely thrilled and incredibly proud to have been named Pet Product Marketing's 2026 Wholesaler of the Year.

Because these awards are voted for exclusively by independent retailers, this trophy is more than a milestone, it is a testament to the trusted partnerships we have built together.

Winning this award reflects our team's tireless dedication to delivering the consistent, reliable, and flexible service that independent pet shops need to stay competitive in today's market.

For us, being a wholesaler is about much more than moving boxes from a warehouse to a storefront. It is about a shared mission. Independent retailers are the backbones of their local communities, offering a level of expertise, passion, and curated care that pet parents can't find elsewhere.

We view our role as a dedicated support system for these businesses. We work hand in hand with our retail partners by offering exclusive access to premium, high-margin brands that draw footfall and protect independent margins. From high-performance toys to natural treat innovations, we carefully curate our portfolio to ensure our customers always have access to the latest market trends before they hit the mainstream. When independent retailers succeed, the entire pet industry benefits.

To our wonderful existing customers:

thank you for your votes, your continued trust, and your invaluable partnership. We share this win with all of you, and we look forward to supporting your business through 2026 and further!

Why Partner with Pedigree Wholesale

We know how important newness is in the pet trade. That's why we ensure we have new product launches every month from industry favourites and emerging brands.

- We offer expert advice to all our customers, making it as easy as possible to stock products customers will need, want and love. All this is brought together by our team of passionate professionals who genuinely care about the bottom line.
- We make it easy to manage inventory, boost profitability, and keep customers coming back for unique products they can't find anywhere else.

Ordering from Pedigree Wholesale couldn't be easier... download the app or visit the website, or speak to your Pedigree Wholesale representative for more information.

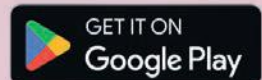


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The fastest, easiest way to order!



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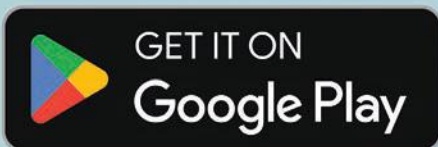
Pedigree[®] Wholesale

Have you seen our app?

Download the app today- the fastest and easiest way to order from the Wholesaler of the Year 2026!

With Live Sync and Real-Time updates, you can seamlessly order across all your devices while accessing the latest deals and product launches plus . . .

- **Instant barcode scanner:** Build your order quickly, whether you're connected or offline.
- **Comprehensive Order History:** Effectively track and repeat previous orders.
- **Regular Buys tool:** Easily reorder your favourites, best sellers and new products.
- **Push notifications:** Be the first to hear about new products and promotional offers.



Pedigree Wholesale - Helping you grow your pet business - anytime, anywhere.

Here for your pet business



petproducts.co.uk



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sales@petproducts.co.uk



0115 982 3900

FORTHGLADE

PET PRODUCT MARKETING SAYS:

“Six years running! SIX YEARS! Such an achievement in an incredibly competitive market, and one thoroughly deserved. Congratulations to Forthglade.”

Independent pet retailers have once again recognised Forthglade’s enduring appeal, naming the brand Best Wet Dog Food for a sixth successive year.

Winning Best Wet Dog Food for the sixth year running, voted for by independent pet retailers, is an incredible achievement and one we are really excited about. Awards are always special, but this one means a great deal because it comes directly from the people who know the category inside out: independent retailers who speak to pet owners every day, understand what dogs need, and see first-hand which products customers return to time and time again.

For us, this award is a powerful endorsement of the quality, trust and consistency behind our wet dog food range. To win once is fantastic; to be

“To win once is fantastic; to be recognised for six consecutive years shows that our recipes continue to deliver for dogs, their owners and the retailers who recommend them.”

recognised for six consecutive years shows that our recipes continue to deliver for dogs, their owners and the retailers who recommend them.

Our grain-free wet food range has been created to make mealtimes simple, nourishing and enjoyable for dogs at every life stage. Made with natural ingredients, added vitamins and minerals, each recipe is designed to support a balanced, healthy lifestyle while giving dogs a

dinner they genuinely love. With recipes suitable for puppies, adults and seniors aged 7+, there is a meal for every dog, whether owners are looking for everyday complete nutrition, variety at mealtimes or something gentle on sensitive tummies.

Our wet recipes are high in quality protein, with at least 75% protein in every wet food recipe, excluding our lighter senior recipes at 60%. They are also free from fillers, artificial colours, flavours and preservatives, giving pet parents confidence that they are choosing food they can trust. The recipes are hypoallergenic and gentle on dogs’ tummies, which is an important consideration for many customers looking for natural, nutritious meals that suit their dog’s needs.

The variety within the range is another key strength. Popular recipes include chicken, lamb, duck, turkey, salmon and sardines, alongside our much-loved British Classics range. This breadth helps independent retailers offer something for all dogs and customer preferences, from familiar favourites to exciting recipe options that encourage repeat purchase and mealtime rotation.

We believe pet food should be simple to understand, made with ingredients owners recognise, and created with dogs’ health and happiness at its heart. Our wet food range brings those values to life in convenient, appetising recipes that retailers can recommend with confidence.

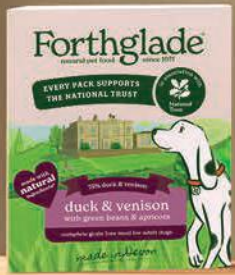
Independent retailers are central to our success. We value their expertise, their strong relationships with customers, and the role they play in helping pet owners find products that genuinely suit each dog. Being voted for by them makes this award especially meaningful.



best wet food



voted for by independent retailers



Pet Product Marketing
RETAILER RECOMMENDED AWARDS 2026
WINNER
Wet Dog Food of the Year

Forthglade
natural pet food since 1971

ARDEN GRANGE VETCARE

PET PRODUCT MARKETING SAYS:

“The dedication and passion to get a product exactly right is clear to see. VetCare delivers specialist nutritional support while maintaining the premium quality and natural ethos that Arden Grange is renowned for.”

For nearly three decades, Arden Grange has been a trusted name in premium pet food, and this award highlights how VetCare continues that legacy with innovation, compassion, and uncompromising quality



Image: Dr. Marvin J. Firth, MRCVS

“Why should feeding for a health condition mean compromising on the natural food their dog loves?”

Gastrointestinal, Hypoallergenic, Joint Care, Renal, and Weight Management – each VetCare diet is carefully developed to deliver precise, targeted support while maintaining the quality, taste, and ingredient integrity pet owners value.

ensuring that pets with medical conditions can still enjoy food that is natural, nourishing, and crafted with care.

Our ethos has always been simple: when a dog’s health changes, their nutrition should remain exceptional.

Award winning, veterinary-approved nutrition without compromise

Arden Grange is honoured to have won Best Dry Food in the Pet Product Marketing Awards for our VetCare range. This recognition reflects our long-standing commitment to creating natural, science-led nutrition that helps pets thrive, especially those living with specific health conditions.

A breakthrough for dogs with health conditions

VetCare was created to solve a real dilemma faced by pet owners: Why should feeding for a health condition mean compromising on the natural food their dog loves?

VetCare was created to support pet owners at a time when their dog’s nutritional needs become more complex. Many owners want a diet that meets veterinary requirements while still reflecting their preference for natural, high-quality ingredients. VetCare brings these priorities together.

Every recipe in the range is grain free, crafted with exceptional natural ingredients, and fully PARNUT compliant, ensuring it meets the strict nutritional standards needed to support dogs with diagnosed health conditions.

Covering five key areas –

Why VetCare stands out

VetCare delivers a unique combination of:

- **Veterinary approval** – every recipe is developed with veterinary insight and adheres to PARNUT regulations
- **Targeted nutritional support** – condition-specific diets designed around quality of life
- **Exceptional natural ingredients** – no added wheat gluten, artificial colours, flavours, or preservatives
- **A trusted choice for health-conscious pet owners** – meeting growing demand for natural, transparent, scientifically proven nutrition



Reflecting Arden Grange’s values

VetCare embodies everything Arden Grange stands for: **nutrition without compromise.**

For 30 years, we have championed natural, high quality ingredients supported by scientific expertise. VetCare extends that mission to dogs who need it most,

Why retailers choose VetCare

With 40% of dogs in the UK facing a health concern*, VetCare meets a growing demand from owners who want diets that support veterinary needs and reflect their expectations for natural, transparent ingredients. It offers retailers a premium, credible option at a time when proactive pet wellness and natural nutrition are driving purchasing decisions. With Arden Grange VetCare, pet owners no longer have to choose between managing a health condition and feeding a high quality, natural diet – now, they can confidently do both.

Available now

VetCare dry food is offered in 2kg and 12kg packs, and wet food in 395g cans.



Enquiries: trade@ardengrange.com
Website: ardengrange.com/vetcare

* C&D Dog Owners Survey conducted 27/29 November, 2023 with 300 dog owners

THE VET-APPROVED DIET THAT GIVES THEM MORE

Rooted in science. Filled with natural ingredients. Made with integrity.



Find out more about these vet-approved, scientifically proven, grain free recipes: Gastrointestinal, Weight Control, Hypoallergenic, Joint Care, and Renal.

Contact your local Arden Grange representative or call 020 3985 7574.

www.ardengrange.com @ardengrangeuk



Scan to learn more

WHIMZEES TOOTHBRUSH

PET PRODUCT MARKETING SAYS:

“Tasty and functional? Absolutely... give this treat to any dog and they’ll love you forever (along with having cleaner teeth!)”

Why Whimzees Toothbrush is winning with retailers and pet parents



“Dental health remains one of the most overlooked aspects of dog care, yet issues can build over time...”

iconic shape, designed to turn chew time into clean time. Dental health remains one of the most overlooked aspects of dog care, yet issues can build over time, making simple, consistent daily solutions increasingly important. The Toothbrush addresses this through its unique shape, with grooves and ridges that help reach around the teeth and along the gumline, combined with a firm texture that encourages longer chewing and supports plaque and tartar reduction.

Crucially, the Toothbrush is VOHC approved, meaning it meets the Veterinary Oral Health Council’s standards for helping reduce plaque and tartar, reinforcing its role as a functional, purpose-led solution rather than just a treat, and giving both retailers and pet parents confidence in its effectiveness as part of a daily routine.

This focus on function sits at the heart of the WHIMZEES brand, where simple, natural recipes are designed to support everyday wellbeing while fitting easily into feeding routines. Alongside this, the range is built to work commercially in store. Multiple formats help drive engagement at every stage of the shopper journey, with newly released smaller trial packs playing a key role in encouraging first purchase

and lowering the barrier to entry, alongside loose product for discovery and impulse, value bags to support trade up, and variety boxes to build long-term loyalty.

For independent retailers, WHIMZEES offers a strong opportunity within a growing category. Dental chews are increasingly seen as a daily essential, helping to drive repeat purchase and consistent basket spend. A product like the Toothbrush, with a distinctive format and clear benefit story, is well placed to stand out on shelf and convert interest into routine use.

Support for retailers remains a key priority, with WHIMZEES designed to be easy to merchandise and simple to recommend. The recognisable shape and clear functionality make WHIMZEES Toothbrush an accessible solution for pet parents looking to improve their dog’s daily care routine.

For retailers not yet stocking WHIMZEES, the case for inclusion is compelling. The Toothbrush taps into a genuine and growing need for effective dental care, is backed by award-winning recognition and veterinary approval, and delivers a format that supports both trial and repeat purchase.

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Recognition as Dog Treat of the Year reflects a broader shift in the category, where products are expected to deliver clear, functional benefits alongside enjoyment. For WHIMZEES, this award highlights the growing importance of daily dental care and the role that well-designed solutions can play in supporting both pets and their owners. As a brand, we’re delighted to see the Toothbrush recognised in this way, particularly as it reflects a genuine need in the market.

At the centre of this recognition is the WHIMZEES Toothbrush, the brand’s



Enquiries: To find out more or to stock WHIMZEES Toothbrush, contact your preferred wholesaler
Website: whimzees.eu/en-uk/wholesalers-stockist-page

Dog Treat of the Year! Daily Dental Care Made Easy



**Pet Product
Marketing**
RETAILER RECOMMENDED AWARDS 2026
WINNER
Dog Treat
of the Year



WHIMZEES
WELLNESS

Daily Dental Treats made
with natural ingredients

CATIT CREAMY

For the second year running, Catit Creamy has been named Cat Treat of the Year, and with over 4.6 million tubes sold in the UK in 2025, it's easy to see why

Since its founding by Rolf C Hagen in 1955, Hagen has evolved into the world's largest privately owned, multi-national pet products manufacturer and distributor. What began with a simple passion for pets has grown into a global business built on care, compassion and a deep respect for the animals we serve. At our core, we believe pets give so much to our lives, and every product we create should help return the favour.

With operations spanning more than 60 countries and a portfolio of trusted, globally recognised brands, Hagen continues to push forward through innovation, quality and expertise. We focus on developing thoughtful, progressive solutions that reflect the changing needs of today's pet owners, always grounded in science, insight and a genuine understanding of the human-animal bond.

Recognition from independent pet retailers means a great deal to us. These are the people working at the sharp end of the industry, engaging with customers daily and understanding what truly resonates on the shop floor. To be voted for at this year's Retailer Recommended Awards is a privilege, and we'd like to sincerely thank everyone who supported Hagen. It's endorsements like these that remind us why we do what we do.

Cat Treat of the Year – Catit Creamy

Made from 100% natural ingredients with real meat as the primary ingredient, Creamy is free from grain, soy, by-products and artificial additives. Its high moisture content makes it a naturally hydrating snack, while added taurine supports heart function, digestion and immune health. It's a treat owners can feel genuinely good about giving.

Creamy's versatility also makes it a strong performer for retailers. Cats love it straight from the tube, on a dish, as a food topper, or frozen into an ice pop, driving repeat purchase across a range of pack sizes from four-packs through to 80s.

"We back our retail partners with a comprehensive package of trade resources, both online and in-store"



There's plenty more to come, too. We're expanding the Creamy family with new textures, flavours and formats, including dedicated Kitten and Senior formulations as well as an exciting new dual-textured treat. To help independent retailers showcase the growing range, we'll also be providing a dedicated free-standing display unit designed specifically for independent pet stores.

Our award-winning lines are just a snapshot of what Hagen has to offer. We remain focused on advancing pet care through innovation, education and genuine

PET PRODUCT MARKETING SAYS:
"Without question, if cats could vote, they would have also voted Catit Creamy as Treat of the Year!"

partnership, and we're always keen to work with new stockists who share that same commitment.

Retailer support

At Hagen, we believe strong products deserve strong support. That's why we back our retail partners with a comprehensive package of trade resources, both online and in-store. Our team works closely with stockists to deliver custom solutions, campaign-ready content, and product education tools that make a real difference on the shop floor and beyond. We're here to help you create impact, inspire customers, and maximise every opportunity.



Trade enquiries: uk.customersupport@rchagen.com
Website: catit.com

THANK YOU FOR VOTING!

100% NATURAL

PACKED WITH
REAL MEAT OR FISH

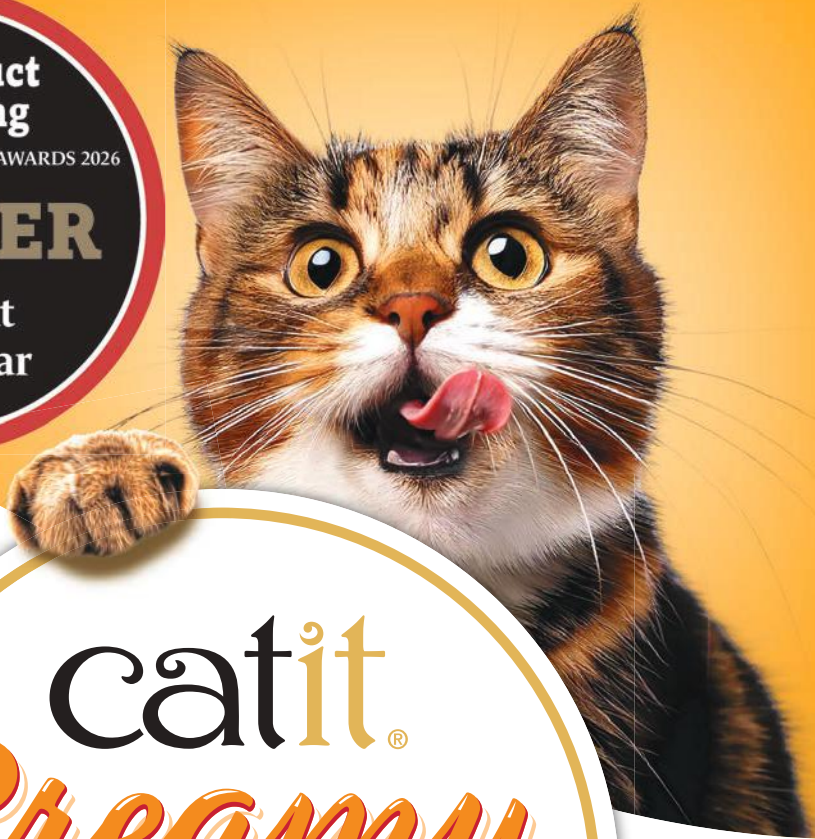
KITTEN FRIENDLY

Pet Product
Marketing

RETAILER RECOMMENDED AWARDS 2026

WINNER

Cat Treat
of the Year



catit[®]
Creamy[®]

LICKABLE CAT
TREATS



BREEDER'S CHOICE

THE NO.1 PAPER CAT LITTER IN THE UK

PET PRODUCT MARKETING SAYS:

"A sustainable litter choice, without compromising quality... with a renowned reputation for absorbency, odour control, and low dust. It's a sure winner!"

Breeder's Choice has long been a leader in the natural litter category, trusted for its reliable performance, strong rate of sale and loyal consumer base. Breeder's Choice Paper Cat Litter takes the well-deserved Cat Litter of the Year award



"Our approach is built around partnership; one that provides retailers with a trusted product, backed by consistent messaging, category insight and ongoing innovation such as our PLUS range with added functional benefits."

reputation as a dependable, fast-turning line for retailers.

The recent transition from Breeder Select to Breeder's Choice marks a natural evolution for the brand, creating a stronger, more unified global identity while retaining the same **trusted product** at its core. Crucially, retailers can remain confident that there has been no change to formulation or performance. Just a name change and packaging refresh designed to support clarity and continuity in store.

Sustainability remains central to the brand. Upcycled from 99% recycled paper, Breeder's Choice is biodegradable, compostable and non toxic, offering a standalone and environmentally responsible litter solution. Combined with its lightweight format and high absorbency, it delivers practical benefits for both pet owners and retailers alike.

Supporting the **independent pet trade** is a key priority. We continue to invest in trade marketing, retailer communications

and in-store visibility to ensure Breeder's Choice remains a strong, recognisable presence on the shelf. Our approach is built around partnership; one that provides retailers with a trusted product, backed by consistent messaging, category insight and ongoing innovation such as our PLUS range with added functional benefits.

For retailers not yet stocking Breeder's Choice, the message is simple: this is a proven, **award-winning product** that delivers repeat purchase and strong consumer satisfaction. Its combination of performance, sustainability and brand recognition makes it an easy addition to the category, with the reassurance that it is already recommended by the retailers who stock it today.

We are incredibly proud of the continued recognition Breeder's Choice receives and remain committed to supporting the specialist pet trade with products that deliver **for people, pets and the planet.**

Winning this award is a fantastic endorsement of Breeder's Choice Paper Cat Litter and a proud moment for the entire team.

Retailer recommendation sits at the heart of this award, so to be recognised by the trade as a product that consistently delivers on a retail shelf is particularly meaningful.

Manufactured in the UK from 99% recycled paper, the litter combines excellent absorbency with natural odour control, delivering a clean, low dust solution that cat owners value. This consistent quality is what underpins its



Trade enquiries: enquiries.pet.uk@kentww.com
Website: breederschoicecats.co.uk



New name. More awards.

This year, **Breeder Celect** is becoming **Breeder's Choice** – a new name and a fresh look, but the same trusted, award-winning paper cat litter inside the bag.

And we're thrilled to share that it's just been named **Pet Product Marketing's Cat Litter of the Year** – three years running, and we couldn't be prouder.

- ✓ 99% recycled paper
- ✓ An all-natural recycled product
- ✓ Natural odour control
- ✓ Highly absorbent paper pellets
- ✓ Suitable for all cat breeds and kittens
- ✓ Made in the UK
- + Natural probiotics for extra odour control
- + Natural attractant assists in litter training
- + Flatter pellet design to be softer on little paws



**NEW NAME,
SAME AWARD
WINNING
CAT LITTER**

To find out more, contact:

✉ Enquiries.Pet.UK@kentww.com ☎ 01724 282 182

Choose Better. Choose Ginger.

breederschoicecats.co.uk

ROSEWOOD NATURALS CATNIP BALL

PET PRODUCT MARKETING SAYS:
“Rosewood offers an exciting range of products across the pet spectrum. Always innovating, always one step ahead...”

Rosewood Pet Products is celebrating success after the Rosewood Naturals Catnip Ball was voted Best Cat Accessory



“Over the past two decades, the brand has established itself as one of the pet industry’s most trusted names in the small animal category for natural treats, chews and accessories.”

Voted for by pet retailers, the award recognises products that consistently deliver for stores and customers alike, making it a particularly meaningful achievement for the Rosewood team.

The Catnip Ball has become a staple within the cat category, combining natural catnip with simple, engaging play that keeps cats coming back time and time again. Its popularity with retailers and consumers has helped make it one of the standout products within the Rosewood Naturals range.

The award arrives during a landmark year for the brand, which is celebrating 20 years of Rosewood Naturals in 2026. Over the past two decades, the brand has established itself as one of the pet industry’s most trusted names for natural treats, chews and accessories, helping retailers offer products that support pet wellbeing while delivering strong sales performance.

Commenting on the award win, Chris Brough, Managing Director of Rosewood Pet Products, said: “To receive an award voted for by retailers is incredibly rewarding. The Rosewood Naturals Catnip Ball has been a fantastic success, and we’re delighted that retailers have recognised both the product and the brand. I’d like to thank everyone who voted for us and



for their continued support of Rosewood. We see this award as recognition of the partnerships we’ve built together and a motivation to continue bringing high-quality products to the market.”

Exciting plans ahead

While celebrating the success of the Catnip Ball and the Rosewood Naturals brand, Rosewood is already focused on the future.

Visitors to PATS on 27-29 September will be among the first to see a host of exciting new launches planned for the remainder of 2026 and beyond. The company will be unveiling new product developments across multiple categories, including additions to its successful Joules licensed collection and the introduction of brand-new exclusive licensing partnerships.

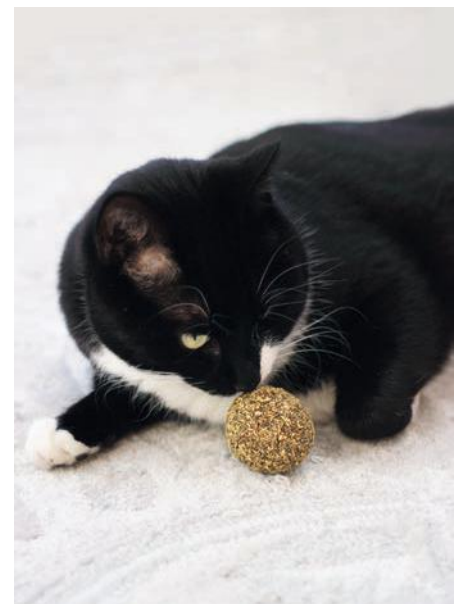
Rosewood will also be expanding its increasingly popular collagen category with an extended and enhanced range of collagen treats, providing retailers with even more choice within one of the fastest-growing areas of the natural treat market.

Alongside new product development, Rosewood continues to invest in improving the customer experience.

A brand-new trade website is scheduled to launch in Q4, providing retailers with an enhanced online platform featuring easier ordering, improved product information, account management tools and access to promotions.

Retailers can discover all of this and more by visiting Rosewood at PATS in Hall 3A, Stand 030, where the team will be showcasing new ranges, celebrating 20 years of Rosewood Naturals and offering exclusive trade show deals available only to visitors.

With award-winning products, exciting new launches and continued investment in customer experience, Rosewood is looking forward to an exciting future alongside its retail partners.



NATURALS



Enquiries: enquiries@rosewoodpet.com
Website: rosewoodpet.com



Contact Rosewood or your preferred wholesaler to stock up.



NATURALS CATNIP BALL



To place an order, existing customers contact your sales representative or log into your online trade account. If you do not know your representative email us with your account number. New customers must apply for a trade account. All account applications are subject to credit checks. Minimum order value of £250 nett plus £10 delivery charge. Free delivery on orders of £400 nett and above. Minimum annual trade amount of £3,000.

enquiries@rosewoodpet.com www.rosewoodpet.com

DRONTAL TASTY BONE

PET PRODUCT MARKETING SAYS:

“A strong, reputable brand with the accolade of winning three years in a row. If you’re not already stocking it, this really is a must-stock worming product.”

Drontal Tasty Bone is celebrating another standout achievement, being named Worming Treatment of the Year for the third year running

We do the deworming. You do the recommending

This recognition matters. It comes directly from retailers – the experts who understand what customers trust, what works, and what delivers consistent results. And once again, they’ve chosen Drontal Tasty Bone as their number one alongside millions of pet people.

In a category as essential as parasite protection, having a trusted, reliable product on the shelf is critical. Worming is a cornerstone of pet healthcare yet remains an often-overlooked routine.

Unlike fleas and ticks, worms are largely invisible – hidden risks that can exist without obvious symptoms. From microscopic eggs in the environment to transmission through everyday habits, the threat is real, even if pets appear healthy.

That’s where trusted, effective solutions matter most.

Trusted by retailers. Chosen by pet owners

Drontal Tasty Bone doesn’t just stand out with retailers – it’s a long-time favourite with consumers, too, having been voted **Best Worming Product for Dogs** by *Your Dog* magazine readers for multiple years and current winner for 2026.

“It’s a long-time favourite with consumers, too, having been voted Best Worming Product for Dogs by Your Dog magazine readers for multiple years and current winner for 2026.”

Why do pet owners love Drontal Tasty Bone?

- **Kills all major intestinal worms** commonly found in UK dogs, including roundworms, whipworms, hookworms and tapeworms
- **Vet-strength formula** delivering fast, effective treatment
- **Easy-to-give, tasty bone-shaped tablets** with a meat flavour dogs love – making worming simple for owners. It’s worming made easy, effective, and reliable – every time.



protection, while retailers bring that solution directly to pet owners.

Now supported by a refreshed pack design, Drontal Tasty Bone makes it even simpler to shop. Clear communication of dog size, dosage, and worm coverage helps guide decisions quickly, while the strong Drontal brand presence reassures customers they’re choosing a proven solution.

Driving value in-store

Independent pet retailers play a vital role in pet healthcare advice. Worming provides a natural opportunity to engage customers, reinforce expertise, and build repeat visits. By recommending a trusted brand like Drontal, retailers can strengthen customer confidence while driving demand across their wider healthcare offering. With parasite protection such a fundamental part of routine care, having the right product on shelf doesn’t just meet a need – it builds long-term loyalty.

Retailers have spoken – and once again, they’ve chosen Drontal Tasty Bone.

We are delighted that retailers have once again put their trust in Drontal Tasty Bone.

Drontal® Dog Tasty Bone/XL contain febantel, praziquantel and pyrantel, NFA-VPS. Further information from the datasheet at noahcompendium.co.uk or email Vetoquinol UK uk_office@vetoquinol.com. Use medicines responsibly.

We do the hard work. You deliver the solution

As part of the Drontal range, Tasty Bone benefits from a heritage of science-led innovation and a brand that millions trust. Our latest “We Do, You Do” campaign brings that partnership to life – Drontal focuses on delivering trusted parasite



Enquiries: uk_office@vetoquinol.com
Website: drontal.co.uk

YOU DO THE MORNING MEETING

WE DO THE DEWORMING

CHOSEN BY
MILLIONS OF
PET-PEOPLE

20+
years

**Pet Product
Marketing**

RETAILER RECOMMENDED AWARDS 2026

WINNER

**Worming
Treatment
of the Year**



VET STRENGTH FORMULA FAST AND EFFECTIVE

Drontal®

Drontal®
Dog Tasty Bone
WORMING TREATMENT

Drontal®
Dog Tasty Bone XL
WORMING TREATMENT



1 tablet
per 10kg

MEAT
FLAVOUR
TABLET

KILLS:
✓ Roundworms
✓ Tapeworms
✓ Hookworms
✓ Whipworms

1 tablet
per 35kg

KILLS:
✓ Roundworms
✓ Tapeworms
✓ Hookworms
✓ Whipworms

MEAT
FLAVOUR
TABLET

Use medicines responsibly. Drontal® Dog Tasty Bone/XL Tablets contain febantel, praziquantel and pyrantel. NFA-VPS.
Further information is available from the datasheet www.noahcompendium.co.uk or Vetoquinol UK on +44 (0)1280 814500, uk_office@vetoquinol.com.

vetoquinol
ACHIEVE MORE TOGETHER

AN10160

PROREP VIVARIUMS

PET PRODUCT MARKETING SAYS:

“A trusted brand, offering value and support – and above all Peregrine is a team made up of people genuinely passionate about reptile wellbeing.”

The ProRep Vivarium range was developed to tackle some of the biggest challenges facing reptile retailers and keepers today – and winning Reptile Product of the Year shows that vision has paid off

Winning this award is a tremendous honour for everyone at Peregrine Livefoods. We are incredibly proud that a product developed with such a clear purpose has been recognised by the industry.

Rising costs, increasing operational pressures and shrinking margins have made it more difficult than ever for businesses to remain competitive while still providing customers with high-quality products. Our goal was to create a vivarium range that offered genuine value throughout the supply chain without compromising on quality, appearance or functionality.

The result is a product that we believe stands apart from anything else currently available on the market. ProRep Vivariums combine premium aesthetics with practical design, creating a habitat that reptile keepers are proud to display in their homes. The response from the market has exceeded our expectations, with customers across the UK and internationally embracing the range from the moment it was launched.

This award is particularly meaningful because it reflects the philosophy that sits at the heart of the ProRep brand. Our motto has always been “For reptile enthusiasts, by reptile enthusiasts.” For us, reptile keeping is not simply a market; it is a passion. Every product we develop is designed by people who understand the needs of reptiles and the expectations of the keepers who care for them. That connection to the hobby ensures that welfare, usability and long-term value remain at the centre of every decision we make.

ProRep Vivariums are a perfect example of that approach. We believe that high-quality reptile housing should not be reserved for a select few, and this range demonstrates that affordability and excellence can exist together.

As a wholesaler, Peregrine Livefoods is committed to supporting reptile retailers throughout the UK and beyond. We understand that retailers need products that not only perform well but also help them build sustainable and profitable businesses.

We would like to thank Pet Product Marketing, the retailers who voted, and the many customers who have supported the ProRep brand. This award is a reflection of their confidence in what we are trying to achieve. We remain committed to developing innovative products that support reptile welfare, help retailers succeed and continue to move the industry forward.

For retailers interested in stocking the award-winning ProRep Vivarium range, we would be delighted to discuss how Peregrine Livefoods can support your business.

“The result is a product that we believe stands apart from anything else currently available on the market.”



PROREP 

Vivariums

**Pet Product
Marketing**

RETAILER RECOMMENDED AWARDS 2026

WINNER

**Reptile Product
of the Year**



Lightweight

Maximum Visibility

Superior Strength

Available in 4 Sizes

Choice of 3 Colours

The ProRep Vivariums offer a modern reptile enclosure built for both practicality and display. Their reinforced aluminium corner posts and lightweight melamine panels ensure durability without excessive weight. Finished in contemporary black, grey and oak, they blend seamlessly into modern interiors, while the advanced ventilation system promotes a healthy environment.



Small Animal Product of the Year...

SUPREME'S SELECTIVE RANGE

PET PRODUCT MARKETING SAYS:
“Unbeaten since 2017, Supreme's
Selective range is simply a
must-have for any pet shop.”

To be chosen as the retailer-recommended small animal product every year since 2017 is a huge honour and a testament to the trust placed in Selective by the pet trade



44

“Everything we do is guided by one simple purpose: helping small pets live healthier, happier lives through better nutrition.”

expertise, quality ingredients and a deep understanding of what small pets need. The range has been developed with the health and wellbeing of rabbits, guinea pigs and other small pets at its heart, offering scientifically formulated diets designed to support their everyday health.

Selective is also UK vets' number one choice, giving retailers and pet owners further confidence in the quality and expertise when recommending the range.

As a premium small animal nutrition range, Selective is exclusively available through specialist pet retail and is not found in grocery. This gives independent retailers the opportunity to offer something differentiated – a trusted, expert-led brand that supports the specialist advice they provide to pet owners.

For pet owners, Selective provides reassurance that they are choosing a high-quality, specialist diet. For retailers, it offers a proven range with strong recognition, repeat purchase potential and a loyal customer base.

At Supreme Petfoods, everything we do is guided by one simple purpose: helping small pets live healthier, happier lives through better nutrition. Selective reflects our commitment to creating products that combine research-led nutrition and welfare advice with the needs of pets and their parents.

Our relationships with retailers are central to our success. Retailers play a vital role in supporting the small pet category, sharing expertise with pet parents and helping them make informed choices. We value these partnerships and the insight they provide, which helps us continue to innovate and deliver products that genuinely make a difference.

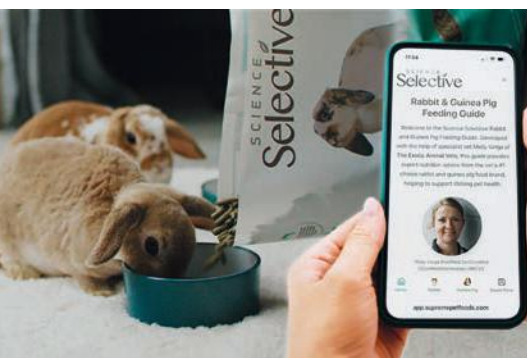
For retailers who don't currently stock Selective, this award offers reassurance that they are choosing a brand trusted across the industry. The range represents an opportunity to meet growing demand for premium, specialist small animal nutrition while offering customers a product they recognise, value and actively seek out.

We would like to thank every retailer who voted for Selective and continues to support Supreme Petfoods. Winning once is special – being recognised consistently since 2017 is a privilege, and one that inspires us to keep raising the standard for small animal care.

Supreme Petfoods is incredibly proud that its flagship Selective range has once again been named Small Animal Product of the Year.

Recognition from retailers means so much because it comes from the people who see first-hand which products earn customer loyalty.

What makes Selective stand out is its combination of nutritional



Enquiries: experts@supremepetfoods.com
Website: supremepetfoods.com

SCIENCE
Selective™

SETTING THE STANDARD SINCE 2017.



**Pet Product
Marketing**
RETAILER RECOMMENDED AWARDS 2026
WINNER
Small Animal
Product
of the Year



Thank you to all our voters for supporting our drive to deliver nutritional expertise, quality ingredients and a deep understanding of what small pets need.

TRY OUR FEEDING GUIDE APP:



supremepetfoods.com

LET'S GET CONNECTED
@supremepetfoods

www.petproductmarketing.co.uk

BRAMBLES

PET PRODUCT MARKETING SAYS:

“A triumphant third year in a row speaks volumes about Brambles’ position in the market. Congratulations to the team!”

Winning Wild Animal Product of the Year reflects the strength of the Brambles entire range, with products carefully formulated to meet the varying needs of wildlife

Winning the Pet Product Marketing Retailer Recommends Award for the third year running is something we’re incredibly proud of. As an award voted for by retailers, it means a great deal to the team at Brambles, and we’d like to say a genuine thank you to all those who have supported the brand and taken the time to vote for us again.

From crunchy to softer textures,

“Brambles is built around a clear purpose: supporting British wildlife through better nutrition.”

the Brambles range is designed to suit different feeding behaviours while delivering balanced, appropriate nutrition.

Brambles is built around a clear purpose: supporting British wildlife through better nutrition. While hedgehogs remain at the heart of the brand, our range also supports

other commonly fed wildlife such as ducks and swans, typically found in parks, rivers and ponds. As awareness grows around the importance of feeding wildlife responsibly, more consumers are actively seeking out specialist, appropriate foods rather than traditional alternatives.

We understand the important role independent retailers play in this space. Brambles offers a trusted, specialist range that helps retailers confidently meet this growing demand, with products that are easy for customers to understand and choose. With strong recognition and repeat purchase potential, the range provides a reliable addition to the wildlife category.

For retailers not currently stocking Brambles, the category continues to grow as more shoppers look to support wildlife in their local environments. With a strong, established range and consistent retailer endorsement, Brambles provides a credible and relevant opportunity to develop wildlife sales in-store.



46



A hedgehog enjoys an evening meal of Brambles wet food

Trade enquiries: hello@bramblespaw.co.uk
Website: bramblespaw.co.uk

Brambles™

Passionate About Wildlife

A genuine thank you to all those who have supported the brand and taken the time to vote for us again.



Find out More:
www.bramblespaw.co.uk



Best Eco Brand Award...

PET PRODUCT MARKETING SAYS:

“DIRTBAG is a very worthy winner and ‘scoops’ this award ticking every box, plus offers excellent marketing and retail support.”

DIRTBAG

Eco-conscious dog poo bag brand, DIRTBAG Compostable Pet Poo Bags, have been named Best Eco Product



48

Winning Best Eco Product means a huge amount to us, especially because it was voted for by the people who matter most, pet retailers and industry professionals.

This particular award recognises the growing demand for sustainable pet products that combine strong branding, practical performance and genuine environmental values.

DIRTBAG was created with one simple aim: to offer genuinely eco-

conscious pet poo bags without compromising on quality, practicality or price. As dog owners ourselves, we wanted to challenge the idea that environmentally friendlier products had to feel flimsy, overcomplicated or inaccessible.

We know dog owners use poo bags every single day, so even small changes can have a significant impact over time. That's why we focused on creating strong, reliable bags while also making sustainability central to the brand. Alongside performance, we wanted DIRTBAG to feel approachable, honest and a little bit fun too, because pet products shouldn't have to be dull to be responsible.

Winning this award is particularly rewarding because it reflects the growing demand from both retailers and customers for products with genuine environmental consideration behind them. Independent pet retailers are often at the forefront of that shift, and we're incredibly grateful for the support we've received from stores across the UK.

Working closely with independent retailers has always been important to us. As a small family-run business, we understand the value of good relationships, reliable service and products that sell. We aim to support our stockists with eye-catching branding, strong margins, social media support and a

“Working closely with independent retailers has always been important to us.”

product that customers come back for.

Alongside the product itself, we're always looking for ways to help retailers create excitement around

the brand. Our new “Winning Tickets” promotion adds a fun surprise element for customers while helping generate engagement and repeat purchases in-store.

DIRTBAG also reflects wider values that are important to our business. Alongside creating eco-conscious products, we're proud to support small grassroots conservation projects through our wider company charity work, including turtle conservation initiatives with Jakarta Animal Aid Network. As a small family-run business ourselves, supporting smaller organisations doing meaningful work feels especially important to us.

For retailers who don't currently stock DIRTBAG, we'd simply say this: eco-friendly products are no longer a niche category. Customers actively look for them, but they still expect quality, value and convenience. DIRTBAG delivers all three, while also giving retailers a product with strong branding and a clear story behind it.

We're incredibly proud of how far DIRTBAG has come, and this award feels like a real milestone for the brand. Thank you to everyone who voted for us and continues to support what we do.

Trade enquiries: sales@simply2pets.com
Website: simply2pets.com



ECO BRAND OF THE YEAR

PPM Retailer Recommended Awards 2026



DIRTBAG Compostable Pet Poo Bags have been named Best Eco Brand Of The Year by retailers and industry professionals, recognising the growing demand for sustainable pet products that don't compromise on performance, practicality or price.

DIRTBAG was created with one simple aim; to offer genuinely eco-conscious pet poo bags without compromise. As dog owners ourselves, we wanted to challenge the idea that environmentally friendlier products had to feel flimsy, overcomplicated or inaccessible.

Today, DIRTBAG is trusted by independent retailers across the UK, offering strong margins, reliable supply and a product customers come back for again and again.



MORE THAN JUST A POO BAG

We wanted DIRTBAG to support retailers as well as dog owners, creating a product customers genuinely come back for while helping stores drive repeat purchases.

Our 'Winning Ticket' promotion gives both **customers and retailers the chance to win up to £500**, adding a fun, interactive element at point of sale.



100% plastic-free & home compostable



Breaks down completely in 180 days – no microplastics



80% less waste when incinerated



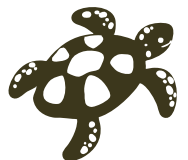
Printed with water-based, eco-friendly inks



FSC-certified packaging



Supports turtle conservation



MAKING A DIFFERENCE BEYOND THE BAG

Alongside our eco-conscious design and commitment to reducing plastic waste, we're proud to support grassroots turtle conservation initiatives with Jakarta Animal Aid Network. Every DIRTBAG purchase helps contribute towards protecting vulnerable wildlife and supporting hands-on conservation work, helping us make a positive impact beyond the bag itself.



"If we save the sea, we save our world"

Sir David Attenborough

www.simply2pets.com/dirtbag

*Not for food compost. Use on non-edible plants only



WELLNESS CORE PUPPY OCEAN

PET PRODUCT MARKETING SAYS:
“Recognised for innovation, Puppy Ocean combines greater choice for pet parents with retail-ready marketing support.”

Winning Pet Product Marketing’s Retailer Recommended Award for Product Innovation of the Year is a proud moment for the Wellness CORE team, and a meaningful one

“In a category where poultry-based recipes dominate, there has long been a gap for puppies with sensitivities or for owners actively seeking alternative protein sources.”



reassurance that they are feeding well.

This focus on purposeful, premium nutrition is central to the Wellness CORE brand. Every recipe is designed to deliver high protein, natural nutrition that supports wellbeing, while aligning with the growing demand for transparency, quality ingredients and targeted solutions. Puppy Ocean builds on the success of our established Ocean range, giving retailers a trusted extension into the puppy life stage.

We also recognise that great products need to work commercially in store. That is why Puppy Ocean is available in a two-size format designed to drive both trial and repeat purchase. A 1.5kg bag encourages first-time buyers, while the 5kg format supports trade-up once satisfaction is established. This simple structure helps retailers convert interest into long-term loyalty.

range. Puppy Ocean offers a clear point of difference on shelf, helping stores stand out while meeting a growing demand for sensitive and alternative protein diets.

Filling the gap...

For retailers not yet stocking the product, the opportunity is clear. Puppy Ocean taps into a genuine gap in the market, is backed by award-winning innovation, and is built on the strength of an already trusted brand platform. It is a product designed not just to sit on the shelf, but to drive interest, conversion and repeat purchase.

In a competitive and evolving category, products that combine real consumer relevance with strong commercial fundamentals are the ones that deliver. Puppy Ocean does exactly that. Don’t miss the opportunity to bring award-winning innovation to your shelf. Contact Pedigree Wholesale to place your order today.

Recognition like this reflects more than just strong product development. It highlights our commitment to understanding real shopper needs and supporting retailers with solutions that truly perform in store.

Puppy Ocean is a perfect example of that approach in action. In a category where poultry-based recipes dominate, there has long been a gap for puppies with sensitivities or for owners actively seeking alternative protein sources. Puppy Ocean answers that need with a single-source, fish-only recipe that delivers complete and balanced nutrition, without compromise.

At the heart of the recipe is fresh salmon as the number one ingredient, chosen for its digestibility and palatability. With 34% protein and 17% fat, it provides the nutritional profile needed to support healthy growth and development during this crucial life stage. Added omega-3 and omega-6 further support skin health and coat condition, giving pet parents visible

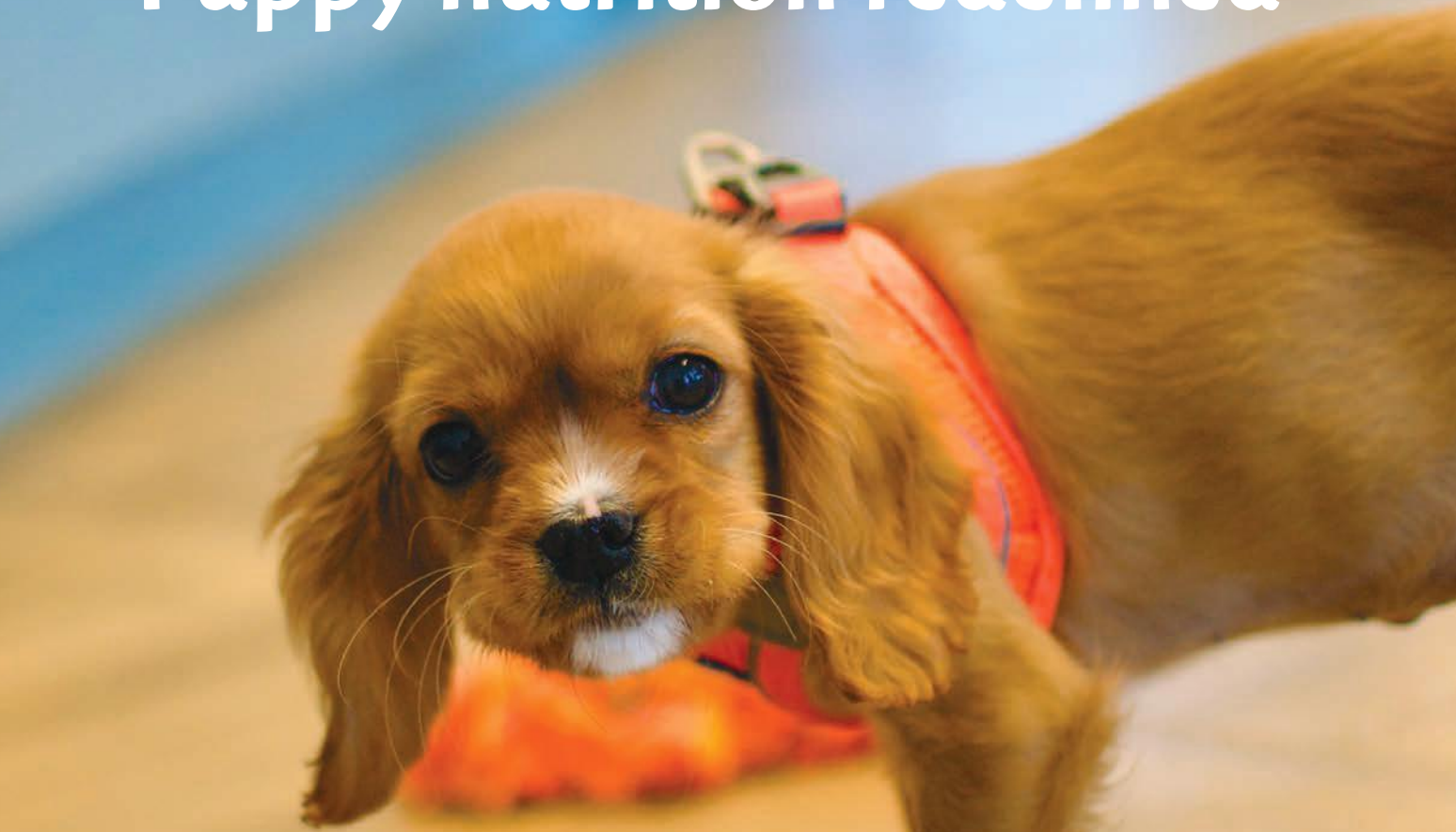


Supporting independent retailers is a key priority for us. From point of sale materials to category insight and account support, we aim to make it as easy as possible to introduce and grow the Wellness CORE



Trade enquiries: sales@petproducts.co.uk
Website: petproducts.co.uk/wellness-core

Innovation of the Year! Puppy nutrition redefined



WELLNESS
CORE

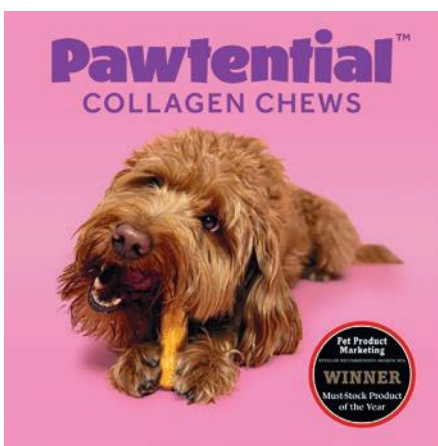
Well-being starts from the CORE

Single-source fish recipe with high protein
to fuel healthy development

PAWTENTIAL COLLAGEN CHEWS

PET PRODUCT MARKETING SAYS:
“Collagen chews are in demand from health-conscious owners wanting the best for their pets. Pawtential offers a trusted, reliable brand for your shelves.”

Pawtential was created to give retailers a high-impact, commercially strong product, and it's great to know that it has truly resonated with customers and consumers. A worthy winner of Must Stock Product of the Year



“Pawtential Collagen Chews bridge the gap between a deeply satisfying, long-lasting chew and targeted health benefits.”

- **A great rawhide alternative:** made with 64% hydrolysed collagen, Pawtential offers a highly digestible, safer, and worry-free alternative that satisfies a dog's natural urge to chew
- **Functional benefits:** it's more than a distraction. Every chew actively works from the inside out to support joint health, mobility, a shinier coat, and healthier skin, while the firm texture helps reduce plaque and tartar build-up.
- **Inclusivity by design:** with four irresistible flavours (beef, chicken, salmon, and peanut butter) and four tailored sizes (xs, s, m and l), Pawtential caters to every breed, age, and life stage

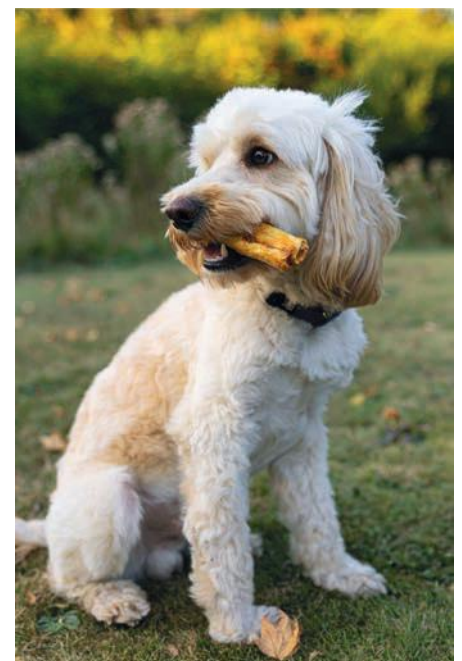
As an exclusive brand from Pedigree Wholesale, Pawtential also embodies our core commitment to supporting independent retail. We don't just want to create great products; we want to build a thriving ecosystem for our trade partners. That's why Pawtential is supplied in distinctively branded, shelf-ready packaging designed specifically for strong visual standout. It maximises impact at the fixture and the till point: two high-footfall areas proven to drive impulse purchases and generate lucrative repeat business.

Why stock Pawtential

If you aren't currently stocking Pawtential Collagen Chews, you are missing out on one of the fastest-growing categories in pet nutrition. Collagen is a booming wellness trend, and pet parents are actively looking for it.

By adding Pawtential to your shelves, you give your customers a great value, functional product they can trust, while securing a highly reliable, repeat-purchase

driver for your store. You can order via the website or the Pedigree Wholesale app. You can also contact your Pedigree Wholesale representative directly for more information on the range.



It's such an honour to receive recognition directly from independent retailers, the frontline experts who talk to pet parents every single day, understand their needs, and know exactly what moves off the shelves.

To be voted as the ultimate 'must stock' product by the trade is a massive endorsement of the hard work that went into developing this range.

The pet market is seeing a massive shift toward the humanisation of pets, with owners demanding the same level of wellness and functional nutrition for their dogs as they buy for themselves. Pawtential Collagen Chews bridge the gap between a deeply satisfying, long-lasting chew and targeted health benefits.



Trade enquiries: sales@petproducts.co.uk
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TRIXIE BATHROBE FOR DOGS

PET PRODUCT MARKETING SAYS:

“This is award-winning comfort for dogs – Trixie never fails to impress with quality and value. A great addition to any pet shop.”

Trixie continuously work to develop practical and reliable products that support everyday life between pets and their owners. This dedication and hard work often results in award-winning products, and in this case, they take Grooming Product of the Year

Our bathrobe (item nos. 23571-23575) is made from 100% cotton terry cloth and helps dogs dry quickly after walks in the rain, grooming sessions or outdoor activities. At the same time, it protects them from getting cold – a key benefit, particularly in changeable weather conditions.

A wide collar, adjustable elastic drawstring and continuously adjustable belly strap ensure a secure and comfortable fit, while press studs in the tail area make handling especially simple.

Available in five sizes and starting from an RRP of £13.99, the bathrobe offers an accessible, high-demand product with strong sales potential across a broad customer base.

Expanding solutions for active lifestyles

To complement the Trixie Bathrobe and the needs it addresses, we have recently expanded our outdoor and travel range with a selection of new products in natural green tones, reflecting current lifestyle trends.

With the warmer months ahead, this is the ideal season for these products, as more dog owners spend time outdoors... whether on day trips, short breaks or camping. As a result, the demand for practical solutions to manage dirt and moisture during these activities – as well as ensuring comfort afterwards – continues to grow.

Alongside the bathrobe, we therefore offer a comprehensive range of products designed to support every stage of time spent outdoors. These highlights represent just a selection of our latest innovations within this category. From practical transport solutions, such as a car seat cover (item no. 13240) and a backpack (item no. 28838), to products that create

“To complement the TRIXIE Bathrobe and the needs it addresses, we have recently expanded our outdoor and travel range with a selection of new products...”



comfort and structure on location, like the pop-up dog tent (item no. 28210) or the camping fence (item no. 39540) to define a safe and controlled space.



Explore our latest product innovations in our webshop and see for yourself how Trixie products can enhance your retail offering.



In addition, we are proud that Shaunie Blore was honored with the Sales Rep of the Year award. Having been part of Trixie for 10 years, this recognition highlights both her long-standing commitment and our strong dedication to supporting our retail partners.



Trade enquiries: sales@trixieuk.uk
Website: trixie.de/en

Pet Product Marketing's Retailer Recommended Awards

Full list of winners

Wet Dog Food of the Year	Forthglade Natural Grain-Free Wet Dog Food
Dry Dog Food of the Year	Arden Grange VetCare
Raw Dog Food of the Year	Nutriment Complete Recipe Raw Dog Food
Dog Treat of the Year	Whimzees Toothbrush
Dog Accessory of the Year	Pet Remedy Boredom Buster Foraging Kit
Cat Food of the Year	Canagan Cat Wet Food Tins
Cat Treat of the Year	Catit Creamy
Cat Litter of the Year	Breeder's Choice Paper Cat Litter
Cat Accessory of the Year	Rosewood Naturals Catnip Ball
Grooming Product of the Year	Trixie Bathrobe for dogs
Pet Wellbeing Product of the Year	Bugalugs Pet Care Pre, Post & Probiotic Grooming Range
Flea Treatment of the Year	Indorex Defence Household Flea Spray
Worming Treatment of the Year	Drontal Tasty Bone Dog Wormer
Bird Product of the Year	Happy Pet Bird Sand
Reptile Product of the Year	ProRep Vivariums
Aquatic Product of the Year	King British Fish Flakes
Small Animal Product of the Year	Selective Range
Wild Animal Product of the Year	Brambles
Manufacturer of the Year	Supreme Petfoods
Wholesaler of the Year	Pedigree Wholesale
Emerging Brand of the Year	Waita Pets
Product Innovation of the Year	Wellness CORE Puppy Ocean
Shopfitting/POS of the Year	Happy Pet Tabby Patch Cat FSDU
Eco Brand of the Year	DIRTBAG Compostable Pet Poo Bags
Sales Rep of the Year	Shaunie Blore (Trixie)
Must-Stock Product of the Year	Pawtential Collagen Chews

Congratulations to
all our winners!



Why enrichment is becoming a must-have category for pet retailers

56

The small pet category is changing. Owners who may once have bought a bag of nuggets and a plastic igloo are now researching foraging behaviour, learning to recognise the signs of gut stasis and watching enrichment tutorials on TikTok

Enrichment is no longer a niche welfare conversation; it is becoming one of the fastest-growing, most valuable growth opportunities in the pet sector.

This matters especially in the small pet category. Rabbits and guinea pigs are social animals with complex behavioural needs that can easily be underestimated, particularly by first-time owners. In the wild, rabbits are active foragers, spending many hours grazing, moving between feeding areas and exploring their environment. Giving pet rabbits the opportunity to express these natural behaviours is fundamental to good welfare.

Boredom and under-stimulation in rabbits and guinea pigs can be associated with a range of issues, including repetitive behaviours, obesity and overgrooming. In rabbits, low fibre intake and reduced activity can also contribute to gut-stasis,

a potentially life-threatening condition. Communicating the link between enrichment, activity and well-being is key to positioning enrichment as a necessity, not a luxury.

Products designed to encourage natural foraging behaviours, such as the Selective Naturals Botanicals range, reflect a growing understanding that feeding itself can be an opportunity for enrichment.

A growing trend across all pet categories

This shift is being seen across all species. Dog owners are investing in puzzle feeders, lick mats and interactive toys to help keep pets mentally stimulated, while cat owners are prioritising climbing systems, scratching products and activity-based play. Bird owners are looking for rotational toys and natural materials to encourage exploration, while reptile owners are increasingly focused on creating more stimulating habitats that better reflect natural environments.

The influence of social media and changing owner behaviour

Social media has played a significant role in accelerating the trend toward enrichment. Platforms such as TikTok and Instagram are filled with videos showcasing enrichment ideas, DIY set-ups, activity feeding and interactive routines, encouraging owners to recreate these experiences at home. Pet parents are now regularly exposed to new ideas online, whether that is frozen summer treats for dogs, forage boxes for rabbits or climbing walls for cats.

This constant stream of content has helped shift enrichment from a specialist welfare discussion to an everyday



expectation. Importantly, social media has also made enrichment feel more accessible. Owners are increasingly aware that enrichment does not always require expensive equipment, and that simple changes to feeding routines, toys or environments can make a significant difference to wellbeing.

A category that works across all budgets

For retailers, this presents a valuable opportunity across multiple price points. Enrichment does not have to mean expensive purchases; in the current climate, many owners are looking for affordable ways to keep pets occupied and engaged. Lower-cost items such as chew toys, forage mixes, treat-dispensing products and boredom breakers can perform particularly well as impulse purchases or basket add-ons, especially when positioned near tills or alongside everyday essentials.

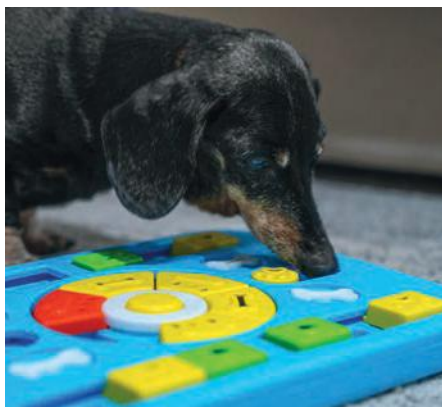


At the same time, premium shoppers are increasingly willing to invest in larger habitat upgrades, interactive feeding systems and more sophisticated enrichment products when they understand the welfare benefits behind them. This gives retailers an opportunity to cater to a wide variety of customers without limiting enrichment to a single product category or budget level.

The category also lends itself particularly well to upselling and cross-selling. Enrichment products naturally complement food, treats, housing and accessories, making it easy for retailers to increase basket spend through thoughtful merchandising and knowledgeable staff recommendations.

Merchandising enrichment effectively in-store

One of the strengths of the enrichment category is its flexibility. Retailers can easily



merchandise enrichment products together by species, seasonal need or behavioural benefit. Creating “boredom buster” displays, activity-feeding sections or summer wellbeing zones can help customers visualise how products work together, while also encouraging multiple purchases in one visit.

Clear POS messaging can also help simplify the concept for customers who may be unfamiliar with enrichment. Simple phrases such as “encourages natural behaviours”, “helps prevent boredom” or “supports mental stimulation” quickly communicate the benefits without overwhelming shoppers with technical language.

Retailers may also benefit from demonstrating products in-store or through social media content. Seeing how an enrichment product works in practice can help customers understand its value and feel more confident making a purchase.

Education-led selling builds trust

Enrichment also creates opportunities for education-led selling. Many owners still do not fully understand how important stimulation and natural behaviours are to long-term welfare, particularly for small pets. Simple POS messaging, staff recommendations and social media content can all help explain the benefits in an accessible way, without overwhelming customers.

Retailers who confidently discuss enrichment and welfare are more likely to build trust with customers and position themselves as experts rather than simply stockists. This is particularly important as pet owners increasingly seek reassurance and guidance when making purchasing decisions.

Looking ahead to 2026

As we move through 2026, enrichment is likely to continue evolving from a trend into a staple category. Consumers are becoming more welfare-focused, more engaged online and more willing to invest in products that help support their pets’ quality of life.

Retailers who embrace enrichment early, across a variety of budgets and species, will be well placed to increase basket spend, strengthen customer loyalty and reinforce their role as trusted experts in modern pet care. Owners are already engaged; now it is important that they find exactly what they are looking for in your store.



Top tips:

summer enrichment for small pets

1. **Make heat safety your hook:** rabbits and guinea pigs are especially vulnerable to heat stress. Position enrichment this summer around helping pets keep cool while staying stimulated.
2. **Think calm, not energetic:** remind customers that enrichment does not always mean exertion. Scatter feeding, forage mixes and chew products in shaded or cooler spots can provide mental stimulation with a lower risk of overheating.
3. **Freeze it:** herbs or leafy greens frozen into blocks of ice can be a simple DIY option - and a great conversation starter at the till.
4. **Cross-merchandise for easy basket add-ons:** place cooling mats, forage products, and chew items together rather than across separate bays. Summer wellbeing makes a strong visual destination on the shop floor.
5. **Start the conversation at the till:** a seasonal enrichment display near the counter gives staff a natural opener, and small pet owners who feel guided are more likely to return.



Claire Hamblion-Jennings
Marketing Director at
Supreme Petfoods

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CROSSWORD

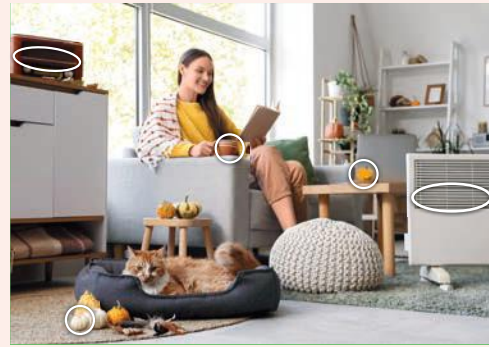
ACROSS:

- 1 no-hoper 5 samba
- 8 Vivaldi 9 touch
- 10 lucid 11 innings
- 12 cement 14 Sierra
- 17 basmati 19 viand
- 22 natty 23 syllabi
- 24 tapas 25 ordinal

DOWN: 1 novel 2 havoc

- 3 paladin 4 raisin 5 satin
- 6 mourner 7 aphasia
- 12 cabinet 13 misstep
- 15 invalid 16 fiasco
- 18 abyss 20 again
- 21 drill

SPOT THE DIFFERENCE



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Nutritious & Delicious
A COMPLEMENTARY BLEND OF HEALTHY NUTRIENTS, VITAMINS & MINERALS

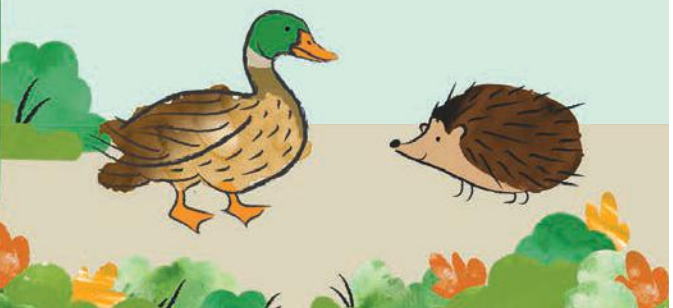
NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR GENETICALLY MODIFIED MATERIALS

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New faces, new energy!

PATS 2026 welcomes over 140 first-time exhibitors



PATS 2026 is attracting an increasing number of new companies eager to showcase their product ranges to a bigger and wider audience of UK and international buyers.

The premier pet and aquatics trade show takes place at the NEC Birmingham over three days from 27-29 September, 2026 and already an impressive list of leading companies have committed to the show, along with businesses exhibiting at a PATS event for the first time.

The New Starter Zone continues to prove a popular feature, offering a dedicated space for start-ups and businesses less than three years old. It provides an ideal platform to boost visibility, accelerate growth, and connect with new opportunities.

Nearly 20 companies have already

booked their stand space in the New Starter Zone, and beyond that, the show will be welcoming over 140 brand new exhibitors to PATS in 2026 across the wider show floor. Summing up the value of exhibiting in the New Starter Zone at PATS, The Paws Lab said, “The exhibition connects us directly with the people shaping the customer experience every day, from retailers to groomers and industry professionals. It’s a valuable opportunity to build visibility, strengthen relationships, and meet partners who share our vision.”

The Dog Circle added, “We discovered PATS as a key hub for the pet industry and a place where innovation meets community. Being part of it matters to us because it gives us the chance to connect with others who understand the value of well designed,

everyday products for dogs.”

Companies interested in being part of the New Starter Zone are encouraged to explore the available opportunities.



Visitor registration is now open...
Visit patshow.co.uk to secure your place



Bugalugs celebrates £25m turnover year

Bugalugs Pet Care has announced another a landmark year, achieving £25 million in turnover for the 2025/26 financial period.

The business has reported consistent year-on-year expansion since launch, growing from £5.5 million in 2022/23 to £11.7 million in 2023/24, then £20 million in 2024/25, before reaching its latest £25 million milestone (representing a 354% growth in four years).

Growth over the past year has been supported by continued investment across operations, team development and international markets. Manufacturing continues at the brand's GMP-certified 37,000 square foot facility in Cumbria, supported by a 17,000 square foot fulfilment centre, enabling reliable supply and efficient global distribution. Bugalugs are also incredibly proud to be one of the leading local employers within Cumbria.

Clouser Pets 'Best Places to Work' recognition

Clouser Pets has been recognised in The Sunday Times Best Places to Work list for the second consecutive year. The business features in the Best Small Places to Work category, with Clouser Pets commended for its people-first culture, flexible working approach, and commitment to employee wellbeing.

'Dog lick mat' searches on a five-year high

Years' behaviour expert reveals how often dog bowls, toys and chews should be cleaned, as searches for 'dog lick mat' rise 51% year on year.



Dog owners are being urged to rethink how often they clean their pet's bowls and toys, as everyday items used by dogs can quickly become a breeding ground for bacteria, old food, saliva and dirt.

Enrichment feeding continues to grow in popularity, with 'dog lick mat' now averaging around 24,000 per month.

Jo Hinds, COAPE-certified behaviourist and Dynamic Dog Practitioner at Years, recommends washing food bowls after every meal, especially if a dog eats wet, fresh or raw food. Water bowls should be washed daily and refreshed with clean water regularly throughout the day.

The cleaning frequency depends on the type of toy, how often it is used and whether it has been outdoors. Jo recommends:

- **Soft toys:** wash weekly if used regularly
- **Rubber toys:** wash several times a week
- **Food puzzle toys:** clean after every use
- **Rope toys:** wash regularly and replace when frayed, dirty or difficult to clean properly

Dirty bowls, damaged toys or old chews can cause discomfort affecting the gut or teeth, contribute to resource guarding, or lead to changes in how a dog interacts with food and play.

Jollyes raises funds

Jollyes stores has taken part in a nationwide fundraising campaign during National Service Animal Week, raising £15,000. The initiative marked the second year Jollyes has supported National Service Animal Week, with stores across the UK raising both funds and awareness for retired service animals who have served within the emergency services.

Garden wildlife fast becoming the next growth category

As consumer interest in nature-friendly gardens continues to grow, leading bird food manufacturer Johnston & Jeff believes independent pet retailers are uniquely positioned to benefit from the expanding garden wildlife market.

Traditionally, wild bird feeding has been one of the most established categories within the pet trade. However, today's consumers are increasingly looking beyond birds and seeking ways to support a wider range of garden wildlife, including hedgehogs, squirrels, insects and pollinators.

According to Johnston & Jeff, this shift presents a significant opportunity for retailers to expand their offering and increase basket spend through a more holistic approach to wildlife care.

Richard Johnston, Managing Director of Johnston & Jeff, said, "Customers are becoming more engaged with the natural world around them. Many people who begin by feeding garden birds soon become interested in supporting other wildlife species, too."

The company has seen growing demand for products that support multiple species and habitats, including hedgehogs and squirrels, reflecting a broader consumer interest in biodiversity and conservation. This trend has been particularly noticeable among younger homeowners and families who view their gardens as important spaces for wildlife.

As public awareness of biodiversity challenges continues to rise, Johnston & Jeff expects the garden wildlife category to become an increasingly important growth area for the pet trade over the coming years.



Rosewood Pet Products scores viral social media success

Leading pet care brand Rosewood Pet Products is celebrating a major social media milestone after a light-hearted office video asking viewers to "Guess Rodney's Owner" went viral across Instagram and TikTok and surpassed 2 million views combined.

The Instagram Reel has now surpassed an impressive 2 million views, while the TikTok version has generated more than 250,000 views and marks a standout achievement within the pet industry social media landscape.

To take a look at the video, search for @RosewoodPet on Instagram

Supreme feeding guide app removes guesswork

Supreme Petfoods has led a 'dietary rethink' to support Rabbit Awareness Week (held in June), under the event's theme 'Feeding Bunnies Better'.

The Selective Nutrition Guide app, a new web-based tool, removes any guesswork about what to feed small animals, and offers reassurance that a pet's nutritional needs are being met. The app is a first-of-its-kind digital tool, developed in partnership with specialist veterinary expert Molly Varga from The Exotics Animals Vets in St Helens.

How Supreme's Selective Nutrition Guide web app works:

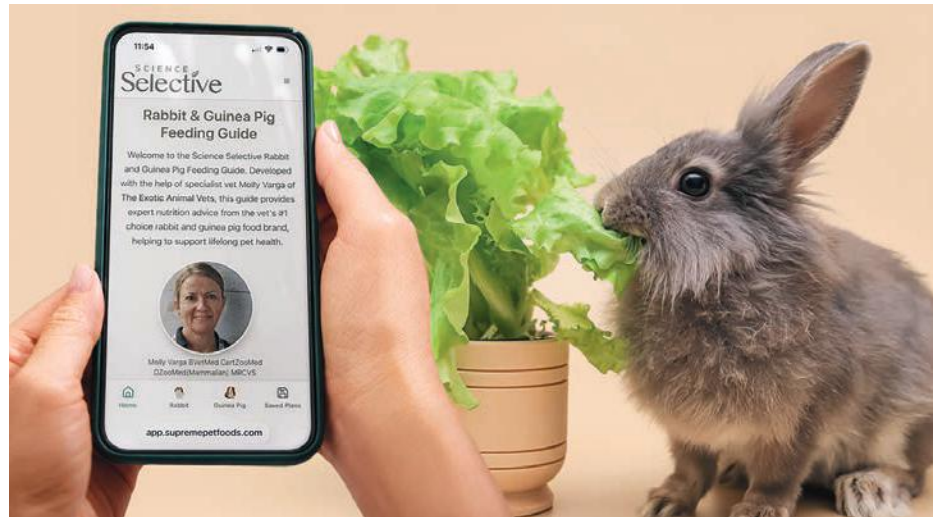
- **Body condition scoring (BCS) guidance:** Step-by-step visual tools help owners accurately assess their pet's weight and body condition
- **Personalised portion calculator:** Exact daily measurements for Selective nuggets, including which to feed and how much, based on the pet's individual requirements, body weight and BCS
- **Safe food database:** A comprehensive

guide explains which leafy greens, vegetables, and occasional fruit treats are safe to feed, and how often

■ **Weekly menu creator:** Featuring customisable options and saveable weekly menus, this planner balances individual pet preferences with nutritional variety and accessibility

Supreme Marketing Director, Claire Hamblion-Jennings, says, "Rabbits and

guinea pigs are intelligent, social, and deeply rewarding companions, and we know that most pet parents want to do the right thing. But our research has shown that what's been missing until now is definitive, actionable feeding guidelines. Our simple, expert-led approach should finally clarify any confusion, and the new app will put precise, expert-level nutritional guidance in the palm of everyone's hand."



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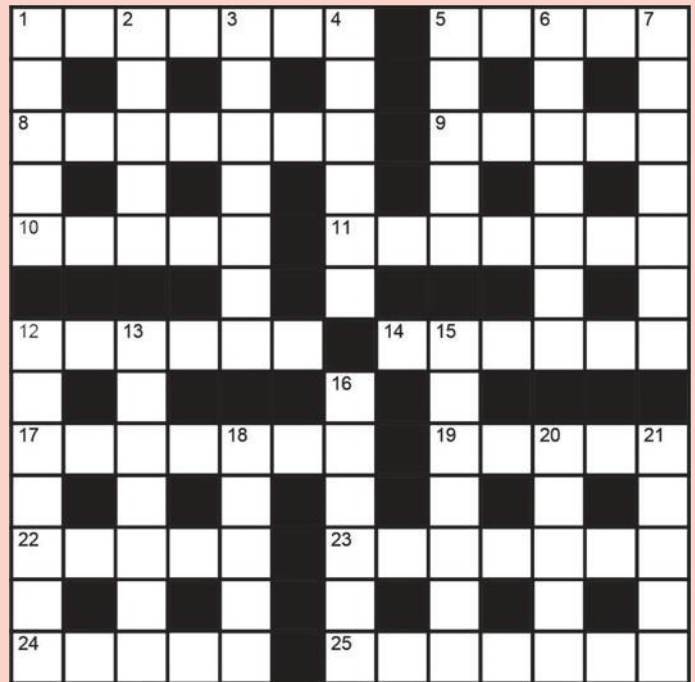
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- | | | | | |
|-------|-------|---------|--------|-------|
| Aioli | Egg | Hot | Peel | Soy |
| Broil | Flank | Jug | Polony | Spicy |
| Coat | Fuse | Lime | Round | Tin |
| Cob | Grill | Lozenge | Shank | Urn |
| Cup | Ham | Mop | Soup | Yolk |

CROSSWORD



Across

- 1 One with no chance of success (2-5)
- 5 Brazilian carnival dance (5)
- 8 Baroque composer of The Four Seasons (7)
- 9 Brief contact (5)
- 10 Clear and easy to understand (5)
- 11 Batsman's turn at the crease (7)
- 12 Binding building material (6)
- 14 Jagged mountain range (6)
- 17 Long-grain fragrant rice variety (7)
- 19 Item of food (5)
- 22 Neat and smart in appearance (5)
- 23 Plural of course outline (7)
- 24 Spanish snacks or appetisers (5)
- 25 Showing position in a sequence (7)

Down

- 1 Work of fiction (5)
- 2 Widespread destruction or chaos (5)
- 3 Heroic champion or knight (7)
- 4 Dried grape (6)
- 5 Smooth, glossy fabric (5)
- 6 One who grieves at a funeral (7)
- 7 Loss of ability to speak or understand language (7)
- 12 Group of senior government ministers (7)
- 13 False step or blunder (7)
- 15 Null and void (7)
- 16 Complete and humiliating failure (6)
- 18 Immeasurably deep (5)
- 20 Once more (5)
- 21 Boring tool (5)

SPOT THE DIFFERENCE

Can you spot the five differences between these two pics?



See page 58 for solutions.



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