



WHAT TO STOCK 2025

The retailers' guide to pet products

From the publishers of

Pet Product Marketing

Pet Product Marketing

For independent pet retailers

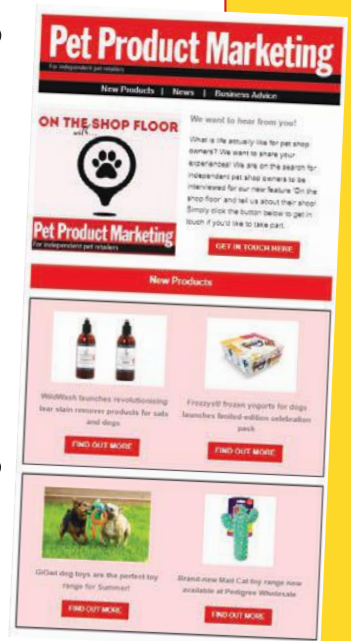
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WHAT TO STOCK

What to Stock is here to provide inspiration whenever you're looking at what products to offer in your shop. Whether you're looking at entering a new category or refreshing your current lines, you're sure to find exciting brands inside that could be best-sellers in your store. The guide is handily arranged into category

sections so you can quickly identify the types of products you're interested in. You can refer to the guide any time throughout the year, and remember, the Pet Product Marketing website (petproductmarketing.co.uk) and newsletter are your go-to resources to stay up to date with the latest news and product releases.

CONTENTS

4 Intro: Re-energise your pet store for 2025

6 **PATS** – The Pet and Aquatics Trade Show

DOG PRODUCTS

8 Dry dog Food

14 **Brand profile:** Butcher's

16 Wet dog food

20 **Brand profile:** AATU

22 Raw dog food

24 **Brand profile:** Wilsons

26 Cold pressed dog food

28 **Brand profile:** Forthglade

30 Insect protein and freeze-dried foods

31 Dog supplements

32 **What's Hot?** Ruffingtons

34 Dog treats

38 **Brand profile:** Barking Heads

40 Dog toys

43 Parasite protection

44 **Brand profile:** Harringtons

46 Dog beds

48 **Brand profile:** Canagan Group Pets

50 Dog leads and collars

52 **Brand profile:** Ziwi Peak

54 Dog travel

55 Dog waste

56 **Brand profile:** Tavo

58 Dog grooming

60 **Brand profile:** Fold Hill

62 Dental sticks

64 **Brand profile:** YAKERS

66 Oral cleaning

68 **Brand profile:** Diamond Naturals

CAT PRODUCTS

70 Wet cat food

75 Raw cat food

76 **Brand profile:** Catit

78 Dry cat food

84 **Brand profile:** Red Gorilla

86 Cat treats

88 **Brand profile:** Angelcare Litter Genie and Pet Genie

90 Cat litter

92 **Brand profile:** Breeder Select

94 Cat toys and furniture

96 Cat beds

97 Cat supplements

98 Cat grooming

99 Cat safety

100 **Brand profile:** Supreme Petfoods

SMALL ANIMAL PRODUCTS

102 Small animal food

104 **What's Hot?** Selective

106 Small animal treats

108 Small animal accessories

110 **Brand profile:** Marriage's

BIRD PRODUCTS

112 Wild birds

114 **Brand profile:** Natures Grub

116 Indoor birds

117 Poultry

REPTILE PRODUCTS

118 Reptile food and accessories

AQUATICS PRODUCTS

122 Aquatics food and accessories

WHOLESALERS' SECTION

126 **Wholesaler profile:** Su-Bridge Pet Supplies

128 **Wholesaler profile:** Simply2 Pet

PRODUCTS

130 Wholesaler contacts



RE-ENERGISE YOUR PET STORE FOR 2025: – A BATTLE CRY FOR INNOVATION

Claire Hamblion, Marketing Director of Supreme Petfoods – Winner of three Retailer Recommended Awards including Manufacturer of the Year – shares her views on the landscape of pet retail in 2025

It would be fair to say that the pet industry has weathered its fair share of twists and turns in recent times. From a pandemic-driven pet population sales surge, to the cost-of-living squeeze, we've seen it all. But as we enter 2025, the need to rethink, refresh and reset is undeniable. The landscape is changing and consumers are evolving – pet parents are savvier, more discerning, but crucially, they're looking for something fresh and new.

During this rollercoaster ride, it's understandable that many retailers have battened down the hatches and may have been tempted to rest on their laurels. But with sales growth stabilising in certain areas as we reset after the pandemic pet ownership surge, it's time to snap out of autopilot mode and shake things up. Innovation has always been the driving force of the pet industry, and now is the moment to reignite that spark,

and re-energise the specialist sector.

What to Stock 2025 offers a new tool in your arsenal to do just that. This annual guide is here to inspire and refresh your store offerings, helping you identify the best, most innovative products in the market. Think of it as your blueprint for success, helping you make smarter decisions that captivate your customers and bring them back through your doors.

Why the small pet category cannot be ignored

Don't make the mistake of classing the small pet category as a second-class citizen. Small pets are here to stay. In fact, rabbits, guinea pigs, hamsters, and other small animals are still a popular pet parent choice, with the small pet population still sitting above pre-pandemic levels. And with pet ownership on the rise in higher-income households, small pets are becoming



the retailers' guide to pet products

even more of a priority among premium shoppers. The key for retailers? Don't let your small pet category become the forgotten corner of your store. Small pet owners are dedicated, passionate pet parents who own an average of 4.6 pets, with over 50% of their pet family also consisting of cats and dogs. They are loyal and valuable customers, and if you don't meet their needs, they'll head to competitors who do.

So, what can you do to refresh your offering and make your store the go-to destination for small pet products?

Injecting energy and excitement into your store

1 Merchandise for impact

First impressions count. Create eye-catching, well-merchandised displays. Use well-known brands with packaging designed to stand out on the shelf and help simplify brand choice. Block these brands to create visually appealing 'windows' or 'doors' to the category that showcase the best of what's on offer. And provide clear signposts to shoppers to help shorten their shopper journey and eliminate frustration.

Offer a range of 'good, better, best' options to cater to all customers, whether they're looking for an affordable option or a premium choice. And don't forget the power of great point-of-sale materials – at Supreme Petfoods, we provide free shelf strips, wobblers, and posters to help you elevate your displays and make your category pop. Supreme's Selective range won Pet Product Marketing's Retailer Recommended POS of the Year for 2024, so is an ideal choice to help boost your sales. Shelf barkers, wobblers, and shelf strips are also available for the Tiny Friends Farm range.

2 Incentivise with free samples and loyalty programmes

Encourage customers to try something new by offering free samples of premium products. Supreme Petfoods' Selective range is an ideal choice. Not only has it won Pet Product Marketing's Small Animal Product of the Year for the seventh year in a row (as voted for by specialist pet retailers) but it is exclusive to specialist pet stores and is not available in grocery or discount channels. Each free Selective sample pack includes a money-off coupon, encouraging repeat purchases and customer loyalty. And when it comes to customer loyalty, free loyalty cards (and shelf barkers promoting the scheme) are also available for both the Selective and Tiny Friends Farm brands.

3 Training for better service

Your staff are your greatest asset and knowledge is power. By providing product training, you empower your



Claire Hamblion

Marketing Director at Supreme Petfoods



team to offer expert advice, which can turn a one-time visitor into a loyal customer. Supreme Petfoods offers free product training to help your staff stay ahead of trends and be confident offering specialist advice. Equipping your staff with expert knowledge builds trust and keeps pet parents coming back as they value the advice and support your team provides.

4 Stay ahead of the curve with new products

Don't be afraid to innovate. The pet market thrives on novelty – whether it's new foods, bedding, or treats, fresh products will bring people through your doors. And remember, the best way to keep your customers excited is to continually introduce new, high-quality options that you can stand behind with pride.

Seize the opportunity to lead the way

2025 is an opportunity and it's time to get ready. Retailers who make the effort to innovate, to offer new and exciting products, and to merchandise like never before will be the ones who succeed. The small pet category isn't just a niche; it's an opportunity to attract loyal customers who will shop for all their pet needs in your store.

As the winner of Pet Product Marketing's 2024 Retailer Recommended Award for Pet Manufacturer of the Year, Supreme Petfoods is here to help retailers navigate this exciting period. With our innovative new products, free training, and extensive point-of-sale support, we're proud to be your partner in bringing small pet products front and centre in your store.

Let's make 2025 the year we breathe new life into the pet industry. The products are out there, the consumers are ready – are you?



PATS – THE PET & AQUATICS TRADE SHOW

The place to see all the latest new products under one roof

PATS 2025 is taking place over three days from Sunday 28th September to Tuesday 30th September 2025, at the NEC Birmingham for the first time in its 16-year history.

The move to the NEC means that up to 400 exhibitors can be accommodated in the centre's Hall 1 and more of the latest launches can be showcased to a wider audience of UK and international buyers.

Visiting PATS is a great opportunity to find out more information on certain brands and get a feel for new products before ordering them. Seeing all the new launches under one roof also helps save time when it comes to researching and finding products to keep in stock. Retailers admit it's better to touch and feel new products rather than seeing pictures of them online.

PATS also provides a great opportunity to take advantage of many promotional deals and discounts presented by exhibitors, which are not offered anywhere else.

The **New Product Showcase** is always popular as it gives buyers the chance to feel and touch the new products they will be stocking for the coming season. Once visitors have seen what they like, they then

have the opportunity of visiting the stand of the manufacturer or supplier of that product to discuss it in more detail. There is an information card beside each product, giving details such as suggested retail price and where in the show you can find the item's exhibitor.

All entries in the Showcase will be judged by a panel of independent pet retailers to decide the winners of the **New Product Awards**. Manufacturers can be confident that successful products have a great chance of becoming bestsellers. At PATS 2024, visitors saw over 420 new launches entered into the awards from both the pet and aquatics sectors.

Another popular visitor attraction is the **New Starter Zone**, where buyers can source products from new businesses and start-ups in a dedicated area. Since its launch in 2022, the New Starter Zone has proved to be a hugely successful addition to PATS, increasing in size every year. 2024 saw over 30 New Starter Zone companies showcasing new and exciting trends – 2025 will be bigger than ever before! There will also be a New Starter Award chosen from all entries submitted by Zone exhibitors into the New Product Showcase.

The **Aquatics Zone** – a dedicated section for the key aquatics, reptile and watergardening exhibitors – became the latest addition to PATS in 2024 and will

PATS is a great networking opportunity



the retailers' guide to pet products

There is so much to see at PATS



again feature prominently in 2025. This dedicated area will showcase the latest launches from leading manufacturers and suppliers, and with even more exhibitors showcasing their latest launches, it will be a key feature at PATS 2025.

With an increasing number of pet retailers introducing grooming salons into their stores, PATS will be presenting state-of-the-art grooming demonstrations, competitions, workshops, and talks in the Grooming Workshop, in

association with For All DogKind. The demonstrations by some of the country's leading groomers will highlight the knowledge and expertise required to complete traditional grooming techniques successfully, as well as showing off a few modern and creative ideas as well.

To help make the visitor experience even more enjoyable and rewarding, PATS offers free show entry and a free catalogue. With good catering facilities and plenty of seating areas taken care of, visitors can concentrate fully on the main business of the day – seeing top-class products from the biggest range of suppliers and manufacturers...all under one roof.

Registering for your free ticket is easy; registration opens in March 2025. However, you can register your interest before then through the website – you will then be contacted when registration opens with a quick link to complete your registration.

Travelling to PATS is made easy with the location of the NEC. With excellent rail services and located in the heart of the country, the NEC is a five-minute walk from Birmingham International Railway Station and on the doorstep of Birmingham International Airport. With great access from major motorway routes including the M40, M42 and M6 and home to one of Europe's largest EV charging hubs. Full details on all travel options are available on the PATS website under Travel, Eat, Sleep.

PATS in full flow



PATS
2025

PET & AQUATICS
TRADE SHOW
28-30 SEPTEMBER
NEC BIRMINGHAM
patshow.co.uk

FIND OUT MORE

For all the latest information on PATS 2025 and to register, visit www.patshow.co.uk.



WHAT TO STOCK

Ziwi Peak

Crafted from ethically-sourced raw meat from New Zealand with a blend of well-chosen botanicals and ingredients to support digestive health. Delicately micro-steamed then gently air-dried via the innovative two-step Z-MicroSteam™ technology to ensure optimum nourishment and palatability. A complete and balanced recipe for any life stage, from puppies to seniors.

- **ZIWI Peak Steam & Dried Beef with Pumpkin**
- **ZIWI Peak Steam & Dried Chicken with Orchard Fruits**
- **ZIWI Peak Steam & Dried Lamb with Green Vegetables**

🌐 To buy: visit su-bridge.co.uk



Wellness Core

Wellness CORE provides balanced food that takes care of your pet from within. The brand is passionate about crafting natural, high-quality, balanced nutrition. Natural recipes with high quality meat proteins, along with unique blends of wholesome vegetables and superfoods. Varieties for different lifestyles, as well as low fat recipes and recipes for sensitive stomachs.

- **Wellness CORE Small Breed**
- **Wellness CORE Small & Medium Breed Puppy Original**
- **Wellness CORE Large Breed Puppy Original**
- **Wellness CORE Adult Low Fat**
- **Wellness CORE Adult Original**
- **Wellness CORE Adult Ocean**
- **Wellness CORE Adult Lamb** (supports digestive health & food sensitive dogs)
- **Wellness CORE Senior Original**

🌐 To buy: visit petproducts.co.uk

Eukanuba

Eukanuba Dry Food for Dogs aims 'to support a lifelong wellbeing.' Offering supreme pet food made of high-quality ingredients and optimally tailored to meet the nutritional needs of dogs in all life stages and sizes.

- **Eukanuba Puppy varieties, with ranges for different size breeds**
- **Eukanuba Adult varieties, with ranges for different sized breeds**
- **Eukanuba Mature varieties, with ranges for small, medium, and**



large breeds

- **Eukanuba Senior varieties, with ranges for small/medium, medium, and large breeds**
- **Eukanuba Breed Specific Adult** – 10 specific dog breeds
- **Eukanuba Veterinary Diets** – 4 varieties

Eukanuba Daily Care

- **Eukanuba Daily Care, with Sensitive Skin, Sensitive Digestion, Sensitive Joints, Weight Control, Overweight, Working and Endurance, and Mono-Protein**

Eukanuba Grain Free

- **Eukanuba Grain Free, with varieties for Puppy, Adult, Senior, as well as different breed sizes**

🌐 To buy: wholesalers or visit eukanuba.eu

Skinners

Skinners produces food for working and active dogs. They have two main ranges: Skinners Field and Trial (for working dogs), and Get Out and Go (for active dogs). One tagline for their dry food is 'for when performance matters.' The ranges of complete dog foods have been specially developed and formulated to support dogs with various levels of activity.

- **Skinners Field & Trial Puppy, Puppy & Junior, and Junior varieties**
- **Skinners Field & Trial Muesli Mix**
- **Skinners Field & Trial Working 26, Working 23, and Working 30 ranges**
- **Skinners Field & Trial Maintenance, and Maintenance Plus**
- **Skinners Field & Trial Adult**
- **Skinners Field & Trial Adult**



Grain Free

- **Skinners Field & Trial Light & Senior**
- **Skinners Get Out and Go Puppy/Junior Flying Start**
- **Skinners Get Out and Go Adult Everyday Energy, Extra Energy, and Lower Energy varieties**

🌐 To buy: wholesalers or visit skinners.co.uk

Natures Deli

A complete and balanced dog food made using only the highest quality ingredients and free from artificial colours, flavours, and preservatives. Available in a range of flavours and varieties including grain free options. For dogs of all age ranges.

- **Natures Deli Adult**
- **Natures Deli Adult Grain Free**
- **Natures Deli Adult Small Breed**
- **Natures Deli Adult Large Breed**
- **Natures Deli Adult Light**
- **Natures Deli Puppy / Junior**
- **Natures Deli Puppy / Junior Grain Free**
- **Natures Deli Senior**
- **Natures Deli Senior Grain Free**

🌐 To buy: visit petproducts.co.uk



IAMS

Iams Advanced Nutrition is a complete and balanced dry food with recipes formulated with high-quality protein. To support a healthy, happy, and active life. For dogs of all ages.

- **Iams Dry Food**



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Puppy

Small/Medium Breed and Large Breed varieties

- Iams Dry Food Adult Small/Medium Breed, Large Breed
- Iams Dry Food Light in Fat Adult All Breed
- Iams Dry Food Senior Small/Medium Breed, and Senior Large Breed

● To buy: wholesalers or visit iams.eu

Alpha

Alpha promises 'proper food for proper dogs' and is packed full of everything your dog needs and nothing they don't. Complete and balanced, their no-nonsense approach allows them to provide you with high-quality food. Suitable for dogs of all ages.



- Alpha Adult Grain Free
- Alpha Everyday
- Alpha Performance – To support speed, endurance and strength in racing and working dogs
- Alpha Working Maintenance – Nutritionally formulated as an energy-controlled diet
- Alpha Junior & Sporting – Hypoallergenic
- Alpha Sporting Puppy – Hypoallergenic and contains no wheat gluten
- Alpha Sensitive – Hypoallergenic and contains no wheat gluten
- Alpha Sensitive Extra – Hypoallergenic. For adult dogs with dietary sensitivities

● To buy: wholesalers or visit alphafeeds.com

Arden Grange

Arden Grange offers 'nutrition without compromise' with an extensive range of foods that offers varieties for different lifestyles for dogs of all ages with their super premium pet food. Their food is naturally hypoallergenic. With wholesome and healthy choices for puppy/junior, adult, and senior dogs it also has grain free, sensitive, and light options in various flavours to suit all tastes.



- Arden Grange Premium Adult – maize free to suit dogs with an allergy or intolerance
- Arden Grange Prestige Adult – designed to fulfil the nutritional needs of dogs with higher requirements for calories
- Arden Grange Adult, Light Adult, Mini Adult, Performance Adult, Sensitive Adult, Grain Free Adult, Free Light Adult
- Arden Grange Large Breed Adult,

Lovejoys

Loved by all
Lovejoys

A complete and balanced dry dog food that is nutritious and highly palatable. It is available as both a hypoallergenic dog food, and as Pure & Simple which is a grain-free dog food. Suitable for dogs of all ages and lifestyles.

- Lovejoys Hypoallergenic Complete Adult Dog Food
- Lovejoys Hypoallergenic Complete Puppy Food
- Lovejoys Hypoallergenic Senior/Light Dog Food
- Lovejoys Pure and Simple Grain Free Complete Adult Dog Food

● To buy: visit su-bridge.co.uk



Sensitive Large Breed Adult, Large Breed Puppy/Junior

- Arden Grange Senior, Sensitive Light/Senior, and Grain Free Light/Senior
- Arden Grange Puppy/Junior, Sensitive Puppy/Junior, Weaning Puppy, Grain Free Puppy/Junior

● To buy: wholesalers or visit ardengrange.com

Scrumbles

A complete dog food made with natural ingredients and that is hypoallergenic. Packed with naturally tasty goodness and plenty of proper meat or fish. All their recipes are suitable from 8 weeks old. Grain free option available.



- Scrumbles Dry Dog Food Adult and Senior
- Scrumbles Dry Puppy and Toys Food

● To buy: wholesalers or visit scrumbles.co.uk

Collards Dry Dog Food

Collards is a complete balanced dog food packed full of quality ingredients. Hypoallergenic and specially formulated to be kind to your dog's stomach. For dogs of all age ranges, with various flavours and grain free options available.



- Collards Older or Overweight
- Collards Grain Free Older or Overweight
- Collards Adult
- Collards Grain Free Adult
- Collards Adult Small Breed
- Collards Puppy

● Collards Grain Free Puppy

● To buy: wholesalers or visit collardspetfood.co.uk

Barking Heads

A complete dry dog food range packed with fresh, natural goodness, containing at least 50% top quality meat, or fish, and blended with generous portions of healthy grains and vegetables. Tailored recipes to support weight management, sensitive skin and tummies, fussy eaters and digestion.

- Barking Heads All Hounder Bowl Lickin Goodness, Fat Dog Slim, Fuss Pot (Grain Free), Hair Necessities (Grain Free), Tummy Loving Care (Grain Free), Golden Years, Puppy Days (Grain Free)
- Barking Heads Big Foot Bowl Lickin Goodness, Golden Years, and Puppy Days (Grain Free)
- Barking Heads Little Paws Bowl Lickin Goodness, Fuss Pot, and Golden Years



BARKING HEADS

● To buy: wholesalers or visit barkingheads.co.uk



WHAT TO STOCK

Extra Select



A complete and balanced dry dog food designed to support the nutritional needs of working dogs. Highly palatable and rich in essential nutrients. Suitable for adult and mature dogs.

- Extra Select Gun Dog Complete Dog Food
- Extra Select Gun Dog Complete Dog Food Muesli
- Extra Select Gun Dog Complete Dog Food Maintenance
- Extra Select Sporting Dog 2 varieties: Gold and Silver

● To buy: visit su-bridge.co.uk



for dogs of all ages and comes in various pack sizes.

- Cooper & Co Adult
- Cooper & Co Active
- Cooper & Co Fussy
- Cooper & Co Glossy
- Cooper & Co Puppy
- Cooper & Co Senior



● To buy: petproducts.co.uk

Harringtons



Harringtons promises to be 'the natural choice.' Complete and balanced, 100% natural dry dog food that never uses artificial colours and flavours or added wheat. Grain free options available. Suitable for dogs of all ages and lifestyles.

- Harringtons Just 6 range – Just 6 is a complete dog food that contains six carefully selected ingredients for taste, nutrition and digestion
- Harringtons Core – Adult, Small Adult, Large Adult, Senior, Puppy, Adult Light varieties
- Harringtons Grain Free
- Harringtons Superfoods – contains 6 superfoods and freshly prepared meat ingredients to support everyday health



● To buy: wholesalers or visit harringtonspetfood.com

Chudleys

Nutritionally complete and balanced, Chudleys has formulated a specialist range of highly nutritious dog food, which contains substantial levels of quality protein alongside a patented blend of antioxidants. Suitable for dogs of all age ranges, includes a grain free and sensitive option.

- Chudleys Classic, Chudleys Lite, Chudleys Original, Chudleys Senior, Chudleys Working Crunch, Chudleys Puppy/Junior, Chudleys Pet Greyhound, Chudleys Sensitive, Chudleys Lamb Sensitive, and Chudleys Grain Free

● To buy: wholesalers or visit chudleys.com



Autarky

Naturally balanced nutrition for highly active dogs with recipes full of natural goodness that provide everything they need to stay fit and healthy, no matter what their workload.

Free from artificial flavours, colours, and preservatives. For dogs of all age ranges.



Grain free options available.

- Autarky Adult, Autarky Adult Grain Free
- Autarky Mature Lite
- Autarky Puppy/Junior, Autarky Puppy/Junior Grain Free
- Autarky Senior Grain Free

● To buy: wholesalers or visit autarkyfoods.com

Edgard & Cooper

Really nutritious food for pets with real ingredients, expertly prepared. For a long, full life. Their range includes fresh meat, grain free varieties, and recipes for dogs who are on a plant-based diet. For dogs of all ages.

- Edgard & Cooper Dry Adult Dog Food
- Edgard & Cooper Dry Plant Based Adult Food
- Edgard & Cooper Dry Puppy Food
- Edgard & Cooper Dry Senior Food

● To buy: wholesalers or visit edgardcooper.com



Cooper & Co

A simple and wholesome diet containing only the finest quality ingredients and is grain free. It is suitable

Burgess

Burgess ranges can ensure pets receive the proteins, fats, and carbohydrates necessary for each life stage and breed. Supadog has over 30 years' heritage looking after the nutrition of dogs.

- Burgess Supadog Puppy Rich in Chicken



the retailers' guide to pet products

- Burgess Supadog Adult
- Burgess Supadog Active
- Burgess Supadog Greyhound & Lurcher - specific nutrition for Greyhounds and Lurchers
- Burgess Supadog Light in Fat
- Burgess Supadog Mature Dog
- Burgess Sensitive, with Puppy, Adult, and Senior varieties



● To buy: wholesalers or visit burgesspetcare.com

Applaws

Applaws Dry Dog food offers all the goodness of a diet that contains up to 75% chicken, conveniently packed into a single bag.

- Applaws Adult All Breeds Lite
- Applaws Adult Small Medium Breed
- Applaws Adult Large Breed
- Applaws Senior All Breeds



● To buy: Wholesalers or visit applaws.com

Green Pantry

Green Pantry natural dog foods are made using 100% natural ingredients, so you know exactly what goes into your dog's diet. Along with providing core nutrition, each product is tailored to address specific health requirements ranging from joint health to pancreatitis support.

- **Puppy variety**
- **Individual recipes to support each of: dental health, joints and mobility, weight loss and control, healthy digestion, dog anxiety, and skin and coat**



● To buy: wholesalers

Nature's Variety

Nature's Variety chooses high-quality ingredients, produced by trusted suppliers, respecting their nutrients, so dogs can enjoy a healthy, tasty, and balanced diet. Recipes contain no artificial colours, flavours, or preservatives. With grain free options and varieties for different breed sizes.



● To buy: wholesalers or visit naturesvariety.com

Laughing Dog Naturally Complete

Naturally complete and balanced dog food that is packed full of nutrients. Available as grain-free, wheat gluten-free, and hypoallergenic options, they are also gentle on digestive systems.

- **Laughing Dog Puppy Complete Grain Free – 1 flavour**
- **Laughing Dog Adult Complete Grain Free – 3 flavours**



● To buy: wholesalers or visit laughingdogfood.com

Vitalin

With a tagline of 'from farm to tail in every bowl,' Vitalin produce a complete dog food that uses functional ingredients, herbs, and botanicals to ensure that every meal is filled with the best nature has to offer. For dogs of all age ranges. Grain free options available.

- **Vitalin Adult Dogs** – Suitable for adult and senior dogs
- **Vitalin Small Breed Adult Dogs Grain Free Recipe**
- **Vitalin Puppy Grain Free**



● To buy: Wholesalers or visit vitalinpetfood.co.uk

Naturo

A complete pet food for dogs with no artificial colours, flavourings, or preservatives. Each product has 50% meat content with vegetables and the essential vitamins and minerals to help keep your dog in healthy condition. Grain free options available. Suitable for all life stages.

- **Naturo Adult Dog**
- **Naturo Adult Dog Grain Free**
- **Naturo Senior Grain Free**
- **Naturo Puppy Grain Free**



● To buy: wholesalers or visit naturopetfoods.com

Pooch and Mutt

Premium dry dog food packed full of natural, grain free ingredients. Serve a meal that is both delicious and nutritionally complete. Suitable for dogs of all age ranges and lifestyles.

- **Pooch and Mutt Puppy Complete Dry Food – Grain Free**
- **Pooch and Mutt Senior Complete Dry Food – Grain Free**
- **Pooch and Mutt Adult Complete Dry**



Food – five varieties: Calm and Relaxed, Health and Digestion Grain Free, Joint Care, Skin and Coat Soft and Shiny, Slim and Slender

- **Pooch and Mutt Adult Complete Superfood**
- **Pooch and Mutt Small Dog Complete Superfood**
- **Pooch and Mutt Adult Primal Complete Dog Food**
- **Pooch and Mutt Single Protein Complete Dog Food**
- **Pooch and Mutt Vet Recommended** – Gastrointestinal, Hepatic, Renal and Sensitivity

James Wellbeloved

A complete and balanced high quality dog food made with wholesome, delicious, and natural ingredients and is hypoallergenic. Contains no artificial colours, flavours, or preservatives. Naturally healthy food with grain free options available. Suitable for dogs of all ages and lifestyles.

- **James Wellbeloved Puppy**
- **James Wellbeloved Junior**
- **James Wellbeloved Adult Small Breed**
- **James Wellbeloved Adult Light Recipe**
- **James Wellbeloved Adult**
- **James Wellbeloved Senior**
- **James Wellbeloved Grain Free**
- **James Wellbeloved Superfoods**
- **James Wellbeloved High Protein**



● To buy: Wholesalers or visit wellbeloved.com

ACANA

ACANA Petfoods promises 'obsessively good ingredients.' A complete and balanced dog food with wholesome nutrition that contains quality animal ingredients and no artificial colours, flavours, or preservatives.

- **ACANA Dog** – varieties for different breed sizes





WHAT TO STOCK

Forthglade Lightly Baked

EST. 1971
Forthglade®
NATURAL PET FOOD FROM DEVON

A complete and balanced adult dog food that is made using a high single source of protein and only natural ingredients with added vitamins, minerals, and botanicals. This grain-free dry food comes in bite-sized pellets and contains no fillers, artificial colours, flavours, or preservatives. Hypoallergenic. Suitable for dogs aged 1 year+. Comes in three flavours.

- Chicken Lightly Baked Natural
- Lamb Lightly Baked Natural
- Turkey Lightly Baked Natural



● To buy: wholesalers or visit forthglade.com

- **ACANA Classics** – With a balanced 50/50 split between rich meat ingredients and nutritious fruit, grains and vegetables
- **ACANA Highest Protein** – highest protein offering in ACANA range. Ranchlands, Grasslands, Pacifica, and Wild Prairie recipes
- **ACANA Singles** – made from a single animal source
- **ACANA Senior Recipe**

● To buy: wholesalers or visit acanapetfoods.co.uk

Purina PRO PLAN

The Pro Plan® range offers tailored nutrition and delicious recipes to suit the needs of almost every type of dog. Includes a veterinary range.

- **Purina PRO PLAN Veterinary Diets** – Cardio Care, Dermatitis, Diabetes, Gastrointestinal, Hepatic, Hypoallergenic, Neurocare, Obesity, Renal, Urinary
- **Purina PRO PLAN Dry Dog Food** Puppy – with Healthy Start, Sensitive Skin, and Sensitive Digestion ranges
- **Purina PRO PLAN Senior** – with Age Defence and Sensitive Skin varieties
- **Purina PRO PLAN Adult** – includes Adult Performance, Adult Light Sterilised, Small and Mini Adult Everyday Nutrition, Small and Mini Adult Sensitive Skin, Medium Adult Sensitive Skin,



Medium Adult Everyday Nutrition, Medium Adult Sensitive Digestion, Medium and Large Adult Sensitive Digestion – Grain Free, Large Robust Adult Everyday Nutrition, Large Athletic Adult Sensitive Skin, Large Athletic Adult Everyday Nutrition, and Puppy and Adult Joint Mobility

● To buy: wholesalers or visit purina.co.uk

Purina BETA

Purina® BETA® promises to be 'Fuel For Life' – tailored nutrition with no added artificial ingredients. A complete and balanced diet for dogs of all ages and life styles.

- Beta Puppy
- Beta Small Breed Puppy
- Beta Large Breed Puppy
- Beta Adult
- Beta Small Breed Adult
- Beta Large Breed Adult
- Beta Light
- Beta Sensitive
- Beta Working
- Beta Senior

● To buy: wholesalers or visit purina.co.uk



Lily's Kitchen

Naturally nutritious and complete dry food for dogs, full of proper meat and

Algood's

A complete and balanced diet for working and sporting adult dogs, such as gun dogs and greyhounds. Ideal for both large and small breeds, this versatile dog food meets the dietary needs of dogs with varying activity levels.

● To buy: wholesalers

Arkwrights

Arkwrights is a complete dog food specifically for sporting and working adult dogs. Three formulations.

● To buy: wholesalers or visit gilpa.co.uk

Bakers

A nutritionally complete and balanced food for dogs of all ages and life styles. Contains no artificial colours, flavours, or preservatives. Varieties include Mighty Meaty Meals, recipes using superfoods, and for sensitive tummies.

● To buy: wholesalers or visit purina.co.uk

Benevo

A complete and nutritionally balanced vegan dry dog food. Their non-gm wheat free, meat free and dairy free recipes do not contain common allergens including meat proteins and wheat gluten making it a great hypoallergenic option for dogs with a sensitive tummy. Contains no artificial colours or flavours. Suitable for puppies and adult dogs.

● To buy: wholesalers or visit benevo.com

Bob and Lush

A complete and balanced hypoallergenic grain free dry dog food made with 100% freshly prepared meat. Contains no dairy, eggs, soya, wheat, no artificial colourings, preservatives, or sweeteners. With formulations suitable for puppies and adult dogs.

● To buy: wholesalers or visit bobandlush.com

Country Values

Country Values is a complete dry, nutritionally balanced feed specially formulated for adult working dogs.

● To buy: wholesalers

Crave

CRAVE high protein recipes are designed to meet your pet's needs and desires. Contains no artificial colours, flavours, or preservatives.

● To buy: wholesalers or visit cravepetfoods.com

Dr John Silver

Dr John Silver's dog food is a complete dry food that offers varieties for different lifestyles.

● To buy: wholesalers or visit gilpa.co.uk/product-category/dr-john/



the retailers' guide to pet products

vibrant vegetables. Suitable for dogs of all ages and lifestyles.

● **Lily's Kitchen Puppy recipe**

● **Lily's Kitchen Senior recipe**

● **Lily's Kitchen Adult recipe**

– Countryside Casserole, Salmon Supper, Shepherd's Pie, and Wild Woodland Walk

● **Lily's Kitchen Small Breed Adult**

● **Lily's Kitchen Organic**

● **Lily's Kitchen Breakfast Crunch**

● To buy: wholesalers or visit lilyskitchen.co.uk



Pero

Pero produce recipes made from the best ingredients available and balanced to provide an optimum blend of nutrition and taste, winning multiple awards for their quality. Pero has spent over 30 years developing their recipes, all from their family farm in Wales.

● **Pero High Meat & Grain Free**

● **Pero Super Sensitive & Grain Free**

● **Pero High Meat & Gluten Free**

● **Pero Low Calorie & Gluten Free**

● **Pero Fussy Eater**

● **Pero Super Start Premium Puppy**

● **Pero Premium Dry Dog Food (Premium)**

● **Pero Working Dog Active Dry Dog Food**

● **Pero Working Dog Maintenance Dry Dog Food**

● **Pero High Sporting & Agility Grain Free Dry Dog Food**

● **Pero Performance Gluten Free Dry Dog Food**

● To buy: wholesalers or visit pero-online.co.uk



Vet's Kitchen

Vet's Kitchen promises 'caring from the inside out.' A complete and balanced hypoallergenic dry dog food. Naturally nutritious with quality ingredients and added vitamins and minerals. Grain free options available. With formulations suitable for dogs of all life stages.

● **Vet's Kitchen Grow & Develop Puppy Dry Dog Food**

● **Vet's Kitchen Sensitive Care Grain Free Adult Dry Dog Food**

● **Vet's Kitchen Everyday Health Adult Dry Dog Food**

● **Vet's Kitchen Healthy Weight Adult Dry Dog Food**

● **Vet's Kitchen Protect & Care Senior Dry Dog Food**

● **Vet's Kitchen Sensitive Care Grain Free Senior Dry Dog Food**

● To buy: wholesalers or visit vetskitchen.co.uk

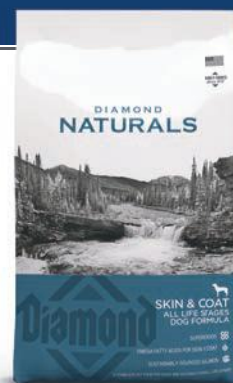


Diamond Naturals

DIAMOND NATURALS

Diamond Naturals pet foods provide complete nutrition with a holistic approach. Every bag of pet food is designed to support overall health and wellness. Each recipe includes superfood ingredients, offering pets a great source of antioxidants and other essential nutrients to support pets digestive and immune systems. The Diamond Naturals range includes a wide selection of recipes tailored to individual needs, covering different lifestages, sizes, and lifestyles.

● To buy: visit kennelpak.co.uk



Hill's

Premium pet food backed by science, Hill's provides biology-based nutrition as it believes science is the best path to giving pets the best care possible. Hill's ranges are extensive with formulations for different sizes, ages, and health statuses of dogs.

● **Hill's Vet Essentials** –

promises to be 'keeping healthy simple with multi-benefit nutrition.' Hill's Vet Essentials range is formulated to give your pet the essential health benefits they need. An extensive range with different benefits for dogs of all sizes.

● **Hill's Prescription Diet** – is 'clinical nutrition to help vets make bounce backs possible.' An extensive range to support various health conditions.

● **Hill's Science Plan** – 'Science-led nutrition to help your best friend live their best life.' Hill's Science Plan is targeted nutrition, led by science to meet the unique needs of pets of every age and size. An extensive range.

● To buy: wholesalers or visit hillspet.co.uk



Royal Canin

A complete and balanced extensive dry food nutrition range tailored to meet the needs of healthy dogs of all sizes, ages, and breeds.

● **Royal Canin Mini Starter**

Mother and Babydog,

Medium Starter Mother

and Babydog, Maxi Starter

Mother and Babydog, and

Giant Starter Mother and Babydog

● **Royal Canin Puppy** – with formulations for breeds of different sizes

● **Royal Canin breed specific food** – with formulations for a host of breeds, with puppy and adult varieties too

● **Royal Canin Adult** – with formulations for breeds of different sizes

● **Royal Canin Dental Care** – Maxi, Medium, and Mini varieties

● **Royal Canin Digestive Care** – Maxi, Medium, and Mini varieties

● **Royal Canin Sterilised** – X-Small, Maxi,



Medium, Mini, and Labrador Retriever varieties

● **Royal Canin Light Weight Care** – Maxi, Medium, Mini, and X-Small varieties

● **Royal Canin Dermacomfort** – Mini, Medium, and Maxi varieties

● **Royal Canin Maxi Joint Care**

● **Royal Canin Mini Urinary Care**

● **Royal Canin mature/senior ranges** – 5+, 7+, 8+, 10+, and 12+ ranges

● To buy: wholesalers or visit royalcanin.com

Burns

The award-winning brand was founded by veterinary surgeon John Burns in 1993 because he believed in the impact a healthy diet could have on dogs. Today, the brand is as strong as ever and has an extensive range of dry foods.

● **Sensitive range** – 6 flavours

● **Original** – 3 flavours

● **Large and Giant Breed**

● **Puppy Original** – 2 flavours

● **Puppy Mini**

● **Weight Control**

● **Senior+**

● **Senior+ Toy and Small Breeds**

● **Grain Free for Adults**

● **Grain Free for Puppies**

● **Toy and Small Breed**

● **Active**

● **Alert** – 2 flavours

● To buy: wholesalers or visit burnspet.co.uk



HiLife

Complete, balanced nutrition for adult dogs, with HiLife Feed Me Dry Dog Food and HiLife Pets Pantry Dry Dog Food ranges.

● To buy: wholesalers or visit hilifepet.co.uk

Wagg

A complete and balanced dry dog food for all ages and lifestyles. Includes two varieties for active working dogs. Grain free option available.

● To buy: wholesalers or visit waggfoods.com



WHAT TO STOCK

BUTCHER'S

Nourishing dog food with natural prebiotics

For over 30 years, Butcher's has stood out from the crowd by doing things 'The Butcher's Way'. With a longstanding heritage in 'nose to tail' no waste farming, the brand has evolved into making naturally nourishing food for dogs.

The Butcher's Promise:

- Always use natural ingredients
- Make products everyday affordable
- Use trusted produce from British and Irish farms
- Create complete and balanced recipes full of all the vitamins and minerals dogs need
- 100% no nasties, junk or fillers
- All packaging fully recyclable

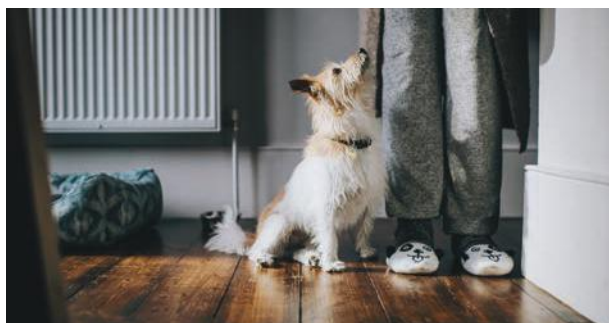
More shoppers now choose Butcher's than ever before, making Butcher's the number 1 brand in main meal food value sales, volume sales and shopper penetration*.

BUTCHER'S NATURAL HEALTH SUPPORT RANGE

The dog population increased by 11% during COVID and by 2030 the average dog age will increase by 10%^.

Because of this, nutrition supporting lifelong health is becoming a key shopper need. Over recent years Butcher's have pioneered a range of foods enriched with Natural Health benefits to support the keys needs of dogs as they grow and mature. The range is developed by nutritionists and is vet recommended.

- Recovery & Revive, helping dogs to get back on track.
- Healthy Heart, supporting maintaining a healthy heart.
- Lean & Tasty, to help maintain a healthy weight.
- Simply Gentle, for dogs with sensitive stomachs.
- Joints & Coat, support healthy joints, skin and coat.



Butcher's
NOURISHING
FOOD
FOR DOGS

#1 UK
WET DOG BRAND*

DEVELOPED BY
NUTRITIONISTS
VET RECOMMENDED



Recovery & Revive

Research shows that 50% of owners switch their brand of food when their dog is feeling unwell. Recovery & Revive provides exactly the right amount of supportive ingredients to rebalance gut bacteria and rebuild natural immune defences, helping a dog's recovery.



Pet
Specialist
Exclusive
Product

These vet recommended, gentle recipes are made with just chicken and rice. They also contain beta glucans to help strengthen a natural immune system, prebiotic MOS and FOS to support the growth of healthy gut bacteria, and paraprobiotics to help rebalance intestinal flora and natural immune defences.

The Butcher's Recovery & Revive range of products are only available to pet specialist retailers, enabling pet stores to offer an affordable, natural and sustainable product to dog owners who have sought professional feeding advice for their recovering pet.



CORE NATURAL HEALTH SUPPORT RANGE

Healthy Heart

The number 1 health need with modern owners, every recipe has the right amount of naturally active ingredients to support heart muscle function. With plant-based omega 3, Taurine & L-Carnitine, vitamins C & E, these grain free recipes contain a combination of key ingredients to support a healthy heart and help dogs thrive.



Simply Gentle

65% of dog owners claim their dog suffers from having a sensitive stomach. Simply Gentle is there to support a sensitive tummy, with chicory root, pre-biotic and whole grain rice, these hypoallergenic recipes are ideal for dogs with sensitive stomachs.



18pk sizes
– Exclusive
to Pet
Specialist
retailers

Lean & Tasty

With over 50% of dogs in the UK overweight or obese, Lean & Tasty has 20% less fat than other recipes. These recipes include slow releasing energy in the form of wholegrain rice, are high in protein, 100% complete and balanced, and can help to maintain a healthy weight.



Joints & Coat

Joint disease can impact 80% of dogs over 8 years old. These recipes, expertly developed by nutritionists, contain exactly the right amount of naturally active ingredients such as omega 3 rich salmon oil, green lipped mussel, plus zinc and biotin to help maintain a healthy skin and coat, and support joint and skin issues.



Butcher's
NOURISHING FOOD FOR DOGS
available via your local pet wholesale distributor

bestpets

Pedigree
Wholesale
Here for your pet business

Trustpet
"It's all in the name..."
www.trustpet.co.uk

vital
Pet Group

CONTACT

The Butcher's range of wet food will be promoted above the line on mainstream media throughout 2025. To stock up, please contact your preferred pet product wholesaler for prices and special offers.



WHAT TO STOCK

Kennelpak Breederpack

A complete and balanced wet food for working dogs. Can be fed alone or with a mixer. The brand is an ideal choice for customers seeking quality and affordability, and delivers recipes that promote optimal health.



- **Kennelpak Breederpack Premium Chunks Wet Food – 3 flavours**

● **To buy:** wholesalers or visit kennelpak.co.uk

BREEDERPACK

Butcher's

Butcher's promises 'nourishing food for dogs.' A complete and balanced wet dog food made using top-quality natural ingredients and superfoods that provide a healthy combination of protein, vitamins, and minerals. Contains no artificial preservatives, colours, or flavourings. Gluten and grain free options available. Recipes suitable for puppies and adult dogs.



- **Butcher's Grain Free Wet Puppy Food – 4 flavours**
- **Butcher's Adult Wet Dog Food Grain Free – 7 varieties:** Butcher's Joints & Coat, Butcher's Recipes in Gravy, Butcher's Recipes in Jelly, Butcher's Succulent Recipes, Butcher's Traditional Recipes, Butcher's Tripe Loaf Recipes, and Butcher's Tripe Mix
- **Butcher's Adult Wet Dog Food Wholegrain – 3 varieties:** Butcher's Lean & Tasty, Butcher's Loaf Recipes, and Butcher's Simply Gentle

● **To buy:** wholesalers or visit butchersdogfood.co.uk

Denes

A complete and balanced wet dog food. Made with wholesome ingredients, it contains no added sugar or salt, no artificial colours, flavours, or preservatives. Suitable for dogs of all ages.



- **Denes Puppy Wet Dog Food**
- **Denes Adult Wet Dog Food – 4 flavours**
- **Denes Adult Light Wet Dog Food**
- **Denes Senior Wet Dog Food – Wheat and gluten free, it is suitable for dogs with a gluten intolerance.**

● **To buy:** wholesalers or visit denes.com

Hownd

Hownd promises 'plant powered superfood for happy, healthy dogs.' A complete and balanced hypoallergenic wet food for dogs. Suitable for dogs with animal protein intolerances, delicate tummies, and sensitive skin. Free from soya, GMO, wheat, fillers, additives, colourings, flavours, and preservatives. Suitable for adult dogs.



- **Hownd Hypoallergenic Plant Powered Superfood Adult Wet Dog Food – 3 flavours**

● **To buy:** wholesalers or visit dogslovehownd.com

Arden Grange

Arden Grange promises 'nutrition without compromise.' A complete and balanced naturally hypoallergenic wet dog food for all breeds of adult dogs. This versatile food can be fed alone or alongside their dry food. Grain free options available.



- **Arden Grange Partners Adult Wet Dog Food – 2 flavours**
- **Arden Grange Partners Sensitive Adult Wet Dog Food – Grain Free**
- **Arden Grange Grain Free Adult Wet Dog Food with superfoods – 4 flavours**

● **To buy:** wholesalers or visit ardengrange.com

Autarky

Autarky promises 'naturally balanced nutrition for highly active dogs.' A complete and balanced, grain free, hypoallergenic wet dog food packed with 100% natural goodness that also includes the additional support of a joint package. Contains no artificial colours, flavours, or preservatives. Suitable for adult working dogs.



- **Autarky Grain Free Wet Dog Food – 3 flavours**

● **To buy:** wholesalers or visit autarkyfoods.com

Burns

Founded by veterinary surgeon John Burns, Burns' complete and balanced healthy wet dog food is hypoallergenic and gluten free. It is made using natural ingredients and a single source protein, making it suitable for adult and senior dogs of any breed, fussy eaters, and even the most sensitive dogs.



- **Burns Wet Dog Food – 4 flavours:** Wholesome Turkey, Free Range Chicken, Wild Fish, and Hearty Lamb

● **To buy:** wholesalers or visit burnspet.co.uk

Edgard Cooper

A complete and balanced grain free wet dog food made with fresh meat. Using natural, healthy nutrients and antioxidants, its meals are easy to digest. They also blend their recipes with a super-healthy mix of fruit and vegetables, plus an extra boost of nutritious herbs and botanicals. Suitable for dogs of all ages.



- **Edgard Cooper Wet Puppy Food**

Barking Heads

A complete and balanced grain free wet dog food that contains at least 80% top quality meat or fish. It is packed with fresh, natural goodness and made with human-grade quality ingredients. Free from added fillers, artificial preservatives, or colours. Suitable for dogs of all life stages. As approved by leading TV Vet Dr Scott Miller.

- **Barking Heads Puppy Days Wet Dog Food**
- **Barking Heads Adult Wet Dog Food – 6 flavours:** Beef Waggington, Bowl Lickin' Chicken, Chop Lickin' Lamb, Fat Dog Slim Light, Pooched Salmon, and Top-Dog Turkey
- **Barking Heads Little Paws Wet Dog Food – For small adult dogs up to 10kg**
- **Barking Heads Golden Years Wet Dog Food**

● **To buy:** wholesalers or visit barkingheads.co.uk





- Grain Free** – 2 flavours – foil
- **Edgard Cooper Wet Puppy Food Grain Free** – 1 flavour – tin
 - **Edgard Cooper Wet Adult Dog Food Grain Free** – 5 flavours – tins
 - **Edgard Cooper Wet Adult Dog Food Grain Free** – 5 flavours – foils
 - **Edgard Cooper Bio Organic Wet Adult Dog Food Grain Free** – 3 flavours – foils
 - **Edgard Cooper Wet Senior Food Grain Free** – 1 flavour – foil/tin

Free – 1 flavour foil/tin

● To buy: wholesalers or visit edgardcooper.com

Fish4Dogs

Fish4Dogs promises 'perfect protein from the sea.' Its complete and balanced grain free wet food for adult dogs is made from high quality ingredients and contains no artificial colour flavourings or preservatives.



The complementary range is grain free wet dog food. Feed up to three times a week as a treat.

- **Fish4Dogs Finest Adult Wet Dog Food** – Tins – 2 flavours
- **Fish4Dogs Finest Adult Mousse Complementary Wet Dog Food** – Pouches – 3 flavours
- **Fish4Dogs Finest Adult Flakes Complementary Wet Dog Food** – Pouches – 3 flavours
- **Fish4Dogs Finest Adult Complementary** – Tins – 6 flavours

● To buy: wholesalers or visit fish4dogs.com

Lily's Kitchen

Naturally nutritious and complete wet food for dogs, full of proper meat and vibrant vegetables. Hypoallergenic range and grain free options available. Some ranges are suitable for dogs with sensitive skin and sensitive stomachs. For dogs of all ages and lifestyles.

Harringtons



Harringtons tagline is 'the natural choice.' A complete and balanced grain free hypoallergenic wet dog food. This 100% natural food is free from artificial colours and flavours and contains no added wheat. Suitable for puppies and adult dogs.

- **Harringtons Grain Free Wet Puppy Food**
- **Harringtons Adult Grain Free Wet Dog Food**
- **Harringtons Adult Grain Free Wet Dog Food - trays**
- **Harringtons Just 6** – A complete and nutritionally balanced grain free, hypoallergenic wet dog food that contains just six carefully selected ingredients making it suitable for dogs with sensitive digestion. Can be fed to all dogs aged 8 weeks and older. 3 flavours



● To buy: wholesalers or visit harringtonspetfood.com

AATU

A complete and balanced high protein wet food for dogs. Each recipe contains 90% animal sourced ingredients. Its bespoke formula of 8 fruits, 8 vegetables, 8 herbs and botanicals provides a combination of vitamins and minerals along with incredible flavour. It is also completely free from gluten, grain, white potato, artificial colours, flavours and preservatives, and GM ingredients. Suitable for adult dogs.



- **AATU 90/10 Wet Dog Food** – 5 flavours



● To buy: wholesalers or visit aatu.co.uk

Forthglade



A complete and balanced hypoallergenic wet dog food that has been created to provide your dog with optimum nutrition while not compromising on taste. It is made using only natural ingredients with added vitamins and minerals and contains no fillers, artificial colours, flavours, and preservatives. Suitable for dogs of all life stages. Also a complementary food available too.

- **Forthglade Puppy Complete Grain Free Wet Food** – 2 flavours
- **Forthglade Adult Dog Complete Grain Free Wet Food** – 7 flavours
- **Forthglade Adult Dog Complete Wholegrain Wet Food with Brown Rice** – 3 flavours
- **Forthglade Adult Dog Complete Grain Free Wet Food for Small Dogs**
- **Forthglade National Trust Gourmet Adult Dog Complete Grain Free Wet Food** – 4 flavours

● To buy: wholesalers or visit forthglade.com



- **Forthglade British Classics Adult Complete Wet Dog Food Premium Food** – 3 flavours
- **Forthglade Senior Complete Grain Free Wet Food** – 2 flavours
- **Forthglade Senior Complete Wholegrain** – 2 flavours
- **Forthglade Senior Complete Grain Free Wet Dog Food** – small breeds
- **Forthglade Complementary Grain Free Wet Food** – a very high protein complementary grain free, hypoallergenic wet dog food. Contains natural ingredients and is suitable for dogs aged 2 months+.



WHAT TO STOCK



● Lily's Kitchen Vegan Recipe Wet Dog Food

● To buy: wholesalers or visit lilyskitchen.co.uk

ZIWI Peak

A complete and balanced grain free wet dog food that contains 91% meat, organs, seafood, and bone, all ethically sourced from New Zealand using only the best of nature's ingredients. Includes a 10% Z-BOOST superfoods blend. Free from grains, potatoes, glycerine, and rendered meat or meals. Suitable for adult dogs.

● ZIWI Peak canned wet food for dogs – 4 flavours



● To buy: visit su-bridge.co.uk

Scrumbles

A complete and balanced hypoallergenic grain free wet dog food. Made with natural ingredients and packed with naturally tasty goodness and plenty of proper meat or fish. Free from artificial additives, added sugars, and salts. Suitable for all dogs over 8 weeks old.



- Scrumbles Wet Dog Food – 4 flavours
- Scrumbles Sensitive Wet Dog Food – 3 flavours
- Scrumbles Veggie Medley Wet Dog Food – 1 flavour, vegan dog food

● To buy: wholesalers or visit

Laughing Dog

These wet dog foods are crafted on the family farm in Lincolnshire. Naturally complete and balanced, they contain no added grains, cereals, wheat, gluten, soya, or dairy. Free from artificial colours, flavours, or preservatives. Suitable for all dogs aged 6 months and over.



● Laughing Dog Complete Grain Free Wet Dog Food – 3 flavours

● To buy: wholesalers or visit laughingdogfood.com

scrumbles.co.uk Natures Deli

A complete and balanced natural wet dog food made using only the highest quality ingredients and free from artificial colours, flavours, and preservatives. Gluten and grain free options available. Suitable for dogs of all age ranges.



- Natures Deli Puppy Gluten Free Wet Dog Food
- Natures Deli Puppy Grain Free Wet Dog Food
- Natures Deli Adult Gluten Free Wet Dog Food – 4 flavours
- Natures Deli Adult Grain Free Wet Dog Food – 4 flavours
- Natures Deli Senior Grain Free Wet Dog Food
- Natures Deli Senior Gluten Free Wet Dog Food

● To buy: visit petproducts.co.uk

James Wellbeloved

James Wellbeloved promises delicious and nutritious wet dog food that is full of natural



goodness. A complete and balanced hypoallergenic wet dog food made with natural ingredients. Grain free options available. Suitable for dogs of all life stages.

- James Wellbeloved Puppy Junior Grain Free Wet Dog Food – 2 flavours
- James Wellbeloved Puppy Junior Wet Dog Food – 2 flavours
- James Wellbeloved Grain Free Adult Wet Dog Food – 2 flavours
- James Wellbeloved Adult Wet Dog Food – 3 flavours
- James Wellbeloved Adult Small Breed Wet Dog Food
- James Wellbeloved Senior Wet Dog Food

● To buy: wholesalers or visit wellbeloved.com

Vet's Kitchen

Vet's Kitchen promises 'caring from the inside out.' A complete and balanced hypoallergenic wet dog food. Naturally nutritious with quality ingredients and contains no wheat, beef, soya, or dairy. Free from artificial colours and additives. Grain free option available. Suitable for



Lovejoys

A complete and balanced wet dog food that is nutritious and highly palatable. It is available as both a hypoallergenic dog food, and as Pure & Simple which is a grain-free food. Contains no artificial colours, flavours, or preservatives. Suitable for dogs of all ages and lifestyles.

Loved by all
Lovejoys



- Lovejoys Hypoallergenic Complete Wet Puppy Food
- Lovejoys Hypoallergenic Complete Adult Wet Dog Food – 6 flavours
- Lovejoys Pure and Simple Grain Free Complete Wet Adult Dog Food – 4 flavours

- Lovejoys Hypoallergenic Complete Senior/Light Wet Dog Food – 2 flavours

● To buy: wholesalers or visit lovejoyspetfood.co.uk





- **Vet's Kitchen Sensitive Care Grain Free Adult Wet Dog Food**
- **Vet's Kitchen Sensitive Care Adult Wet Dog Food**
- **Vet's Kitchen Everyday Health Adult Wet Dog Food**

● To buy: wholesalers or visit vetskitchen.co.uk

Farm Food

Farm Food says it's been 'providing 100% pure and natural dog food, with no artificial additions since 1982.' A complete and balanced natural wet dog food that is packed full of high-quality meat and contains no artificial colours, or preservatives. Suitable for dogs of all ages.

- **Farm Food Fresh Menu Wet Dog Food** – 2 flavours

● To buy: wholesalers or visit shopfarmfood.co.uk

Yarrah

Yarrah promises 'Great taste. Best ingredients. Good for animal and planet.' A complete and balanced organic wet dog food. Free from chemical fragrances, colourings, or aromas, no added pesticides, or GMOs, and only the best absorbable proteins. Grain free and vegetarian options available. Suitable for adult and senior dogs.

- **Yarrah Organic Dog Food Chunks Adult Cans** – 2 flavours
- **Yarrah Organic Grain Free Vegetarian Wet Dog Food**
- **Yarrah Organic Grain Free Pate Adult** – 3 flavours

● To buy: wholesalers or visit yarrah.com/uk



Cesar

A nutritionally complete and balanced wet food for dogs made with natural ingredients. Grain free options available. Suitable for adult and senior dogs. Comes in various different ranges with a variety of textures and flavours:

- **Cesar Classic Terrine**
- **Cesar Garden Terrine**
- **Cesar Country Stew**
- **Cesar Adult Dog (Gravy or Jelly)**
- **Cesar Juicy Hotpot Wet Dog Food**
- **Cesar Natural Goodness Grain Free with Superfoods Wet Dog Food – Loaf or Terrine**
- **Cesar Senior Selection in Jelly Wet Dog Food** – 4 flavours
- **Cesar Senior Chef's Choice Selection in Sauce** – 2 flavours

● To buy: wholesalers or visit uk.cesar.com



Applaws

Applaws Taste Toppers are a range of exciting complementary meals that will tickle your dog's taste buds and get their tails wagging. Made with natural ingredients. Suitable for adult and senior dogs and puppies from 3 months old.

Applaws Taste Toppers – Available in various flavours: Bone Broth Toppers, Broth Toppers, Gravy Toppers, Fillet Toppers, Jelly Toppers, Stew Toppers, and Puppy Toppers

● To buy: wholesalers or visit applaws.com/uk



HiLife

A complementary range of wet dog food prepared with 100% natural ingredients.

Canagan

A natural diet based on the Ancestral Ratio™ of prime meat to carbohydrates wolves would hunt in the wild. Fresh meat and fish, delivered each day, are mixed with vegetables, minerals and botanicals to create what Canagan call 'nature's perfect recipe.'



- **Canagan Petite** – range for small dogs in 7 different flavours
- **Canagan Puppy Feast**
- **Canagan For Puppies and Adults** – 10 recipes including protein sources such as chicken, venison, turkey, duck, salmon, herring, game, boar, beef, and lamb
- **Canagan Senior Feast** – for adults and seniors



● To buy: canagan.com/uk/become-a-stockist

Contains no artificial colours, flavours, or preservatives. Suitable for puppies and adult dogs.



- **HiLife Puppy Wet Dog Food**
- **HiLife Adult Wet Dog Food**
- **HiLife It's Only Natural Adult Wet Dog Food Grain Free** – a complementary grain free wet food for adult dogs made with 100% natural ingredients.
- **HiLife Banquet Adult Wet Dog Food** – The Banquet range is a complementary wet food for adult dogs. It is 100% natural and has been created using only human-grade ingredients and contains no artificial additives.

● To buy: wholesalers or visit hilifepet.co.uk

Symply

Symply wet dog food is made with 100% natural, wholesome ingredients. Symply wet trays are a complete and balanced diet for dogs of all sizes, breed, and lifestages. Made with fresh digestible meat, with added immune support and prebiotics, formulated for a healthier and perfectly balanced digestive system.

- **Symply Little range** – beef, lamb, turkey, chicken, chicken and cod, chicken and beef, and chicken and lamb
- **Puppy Fuel Wet Dog Food**
- **Symply Grain Free** – Poached Salmon, Chicken Dinner, Duck and Turkey, and Duck Roast
- **Symply Chicken Pie, Turkey Bake, Ocean Fish, and Meadow Raised Lamb**
- **Senior Feast**

● To buy: visit symplypets.com/uk

Symply





WHAT TO STOCK

AATU

Masters of Pure Nutrition

AATU was founded on the principle that dog's and wolves derive from a common ancestor, and that dogs were "meat eaters". AATU dry and wet dog food was launched in 2014, with its dry food being the first single-source, 80/20 diet in the market in the UK. In 2015, the range was extended to include dry and wet cat food.

AATU target customer

- Consumers believing in ancestral pet feeding.
- Owners looking for a grain-free, high quality, super-premium pet food diet.
- Existing raw feeders looking for a more cost effective, convenient alternative with the same feeding principles.
- Owners wanting pet food with ultra-high animal protein

Ten years on, the brand remains true to its mission of providing grain-free, super-premium pet food, made with the finest raw ingredients and high content animal protein. Dry dog recipes contain a minimum of 80% meat, poultry or fish, enriched with 20% of Superfood Blend™, a signature mix of vegetables, fruits and superfoods, and cooked using a unique Low and Slow™ cooking method.

The AATU range includes dog and cat food, both offering dry and wet complete meals. The range is flavour led with recipes including quality cuts of Chicken, Salmon, Duck, Turkey, Pork & Wild Boar, Tuna & Salmon, Angus Beef, and Chicken & Pheasant.



AATU SUPERFOOD BLEND™

AATU Superfood Blend™ is a signature mix of highly nutritious vegetables, fruits, herbs, spices and botanicals, including many powerful superfoods designed to support a pet's overall well-being. The blend is carefully tailored to each product, with dry dog food containing 20%, wet dog food 10%, dry cat food 15%, and wet cat food 3%.

This unique blend, developed and calibrated by nutritionists contains:

8 highly beneficial vegetables – carrot, sweet potato, tomato, green peas, chickpeas, yucca, chicory and tapioca.

8 powerful fruits – orange, blueberry, cranberry, pear, bilberry, cowberry, apple and mulberry.

8 wellness supporting herbs and spices– parsley, peppermint, spirulina, seaweed, oregano, sage, marjoram and thyme.

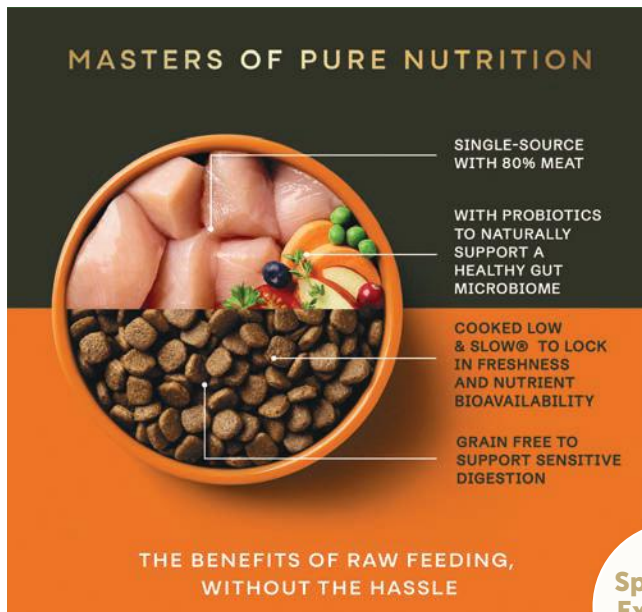
8 super botanicals - nettle, rosehip, chamomile, marigold, aniseed, fenugreek, cinnamon and lucerne.



the retailers' guide to pet products

AATU LOW AND SLOW™

Each expertly formulated and crafted recipe is cooked using a unique **Low and Slow™** method, locking in the freshness and flavour whilst ensuring pets can absorb the nutrient they need, as well as reducing the impactful of any harmful bacteria. The food is then covered in a uniquely formulated, natural and highly palatable coating made using raw ingredients in their purest form.



Key Selling Points

- Up to 97% high quality animal protein balance with a signature Superfood Blend™
- Grain free recipes to support pets with sensitivities
- Pre and probiotics to support a pet's natural and healthy gut microbiome
- Cooked Low and Slow™ to lock in freshness and flavour, whilst ensuring pets can absorb the nutrients they need
- Covered in expertly developed coating made using raw ingredients in their purest form
- Brings together the ease of dry food with the benefits of a raw diet



New Packaging Design

Following customer feedback, during 2025 the AATU brand is rolling out improved product packaging, with clearer on pack product benefits and positioning and a more premium, sleek feel.

Pet Specialist Exclusive Product



CONTACT

To become a stockist, please contact your preferred pet product wholesaler for prices and special offers.



WHAT TO STOCK

Wilsons



Made using the best ingredients, each recipe is carefully crafted to include everything you need to support your dog's overall health and vitality. Free from artificial additives or preservatives, Wilsons' raw frozen dog food mimics a dog's ancestral diet, promoting healthy digestion, a shiny coat, strong immune function and more.

- **Premium Complete Raw Frozen Dog Food** – nutritionally complete 70/10/10/10 blend of meat, bone, offal, vegetables, herbs, and minerals. Ready to feed. Available in a variety of tasty flavours, such

as salmon, chicken, turkey and more, and always free from grains and all things artificial

- **80/10/10 Raw Dog Food** – range of complementary frozen raw food contains an 80/10/10 mix of meat, bone, and offal, ready for you to tailor it to your dog's diet by adding your own choice of vegetables.



● To buy: wholesalers or visit wilsonspetfood.co.uk

Natures Menu

Natures Menu's complete raw dog food contains no fillers, artificial additives, or mysterious chemicals that go into ultra-processed food. Just the finest, human-grade ingredients you can trust. Owners often report small, firm poos, fresher breath, a shinier coat, and more.

Whether you're new to raw feeding or a seasoned pro, Natures Menu raw dog food makes it easy to feed your dog a healthy raw diet. Its best-selling frozen raw dog food comes in a handy nugget format to help with portion control.



- **Natures Menu Complete and Balanced 60/40**
- **Natures Menu Complete and Balanced 80/20**
- **Natures Menu Complete and Balanced Puppy 80/20**
- **Natures Menu Ready to mix**

● To buy: wholesalers or visit nutriment.co.uk

Nutriment

Nutriment's fundamental aim is to provide innovative, high-quality, and uncompromising raw dog food that supports animal health and happiness. Its commitment to biologically appropriate raw food has produced a

portfolio of premium complete raw dog foods to suit all breeds, sizes, ages, and activity levels of dogs.



- **Dog Core Range** - grain-free and filled with natural, healthy ingredients
- **Christmas menu** – a taste of Christmas
- **Support Range** – designed to maintain and support specific areas of your dog's health
- **Just...range** - complementary, single-ingredient foods for home recipe formulation

● To buy: wholesalers or visit nutriment.co.uk

Benyfit Natural

Nutritious raw working dog food for adult dogs to keep them in the best condition. Made using only the highest quality ingredients, human-grade meat and made in small batches in their East Sussex kitchen. Offers everything your dog needs, in a variety of delicious flavours.



- **Benyfit Natural Complete**

Working Dog – complete meals in range of meats

- **Benyfit Natural 80-10-10** – meat feasts in a range of meats

● To buy: wholesalers or visit benyfitnatural.co.uk

Cotswold RAW

An independent, family run company, producing delicious and nutritious raw dog food.

It started with their own dogs - when they switched their diets to raw food, there was such an improvement in their wellbeing, they started to explore recipes of their own. All the meals are developed with their veterinary consultant

- **80/20 Active Range** – made with organic chicken, lamb, beef, and turkey, for active and working dogs
- **Wild Range** – British game including duck, rabbit and venison, ideal for dogs with intolerances to farmed protein
- **Puppy Range** – their 80/20 range specifically tailored to the needs of a growing puppy
- **70/30 Enhanced Range** – lower in protein and fat, for older dogs and those that need some additional joint care
- **Butcher's Block** – A complimentary meal. Single protein, no veg, straight from the Butcher's Block

● To buy: wholesalers or visit cotswoldraw.com



the retailers' guide to pet products



Natural Instinct

Natural Instinct believes raw food is the best natural diet for dogs, feeding as nature intended, free from artificial additives, colours, preservatives and fillers. 100% natural recipes, using ethically sourced ingredients, including human-grade, high-quality meats.



● Puppy range

● **Natural Dog Food range** – offers specialised recipes for different needs and life stages of your dog

● **Working Dog range** – contains a slightly higher meat content and added vitamin C

● **Pure Dog Food** – complementary range

☎ To buy: visit naturalinstinct.com

ProDog Raw

Recommended by vets and nutritionally balanced, ProDog Raw offers award-winning raw dog food. Its aim is to create raw dog food meals that are convenient, clean and as close to nature as a dog's diet can get.



● Complete Formula Frozen Minces

● **80/10/10 Frozen Minces** – complementary feed for owners who like to add to the diet

● **Novel Protein Frozen Minces** – complementary meals for dogs with intolerances or sensitivities

● **Puppy Formula Frozen Minces**

● **Economy Core Frozen Chubs**

☎ To buy: visit prodograw.com

Bella+Duke

The unprocessed, 100% natural, nutritionist-designed recipes provide everything your pet needs to thrive. With 0% grains or gluten.

● Puppy + Premium

– Chicken, Grass-Fed Beef, Sustainable Fish, Nutrient Rich Duck, Sustainable Salmon, Grass-Fed Lamb, and Higher-Welfare Turkey

● **Adult Dog + Complete** – Grass-Fed Lamb, Grass-Fed Beef Tripe, Sustainable Salmon, Grass-Fed Beef, Sustainable Fish, Nutrient Rich Duck, Chicken, and Higher-Welfare Turkey

● **Senior + Complete** – Super Fish, Super Duck, Super Chicken, Super Beef, Super Lamb, and Super Turkey

☎ To buy: bellaandduke.com/stockists/become-our-stockist



Naked Dog

An independent family-owned business, before Naked Dog, the company spent 50 years in the meat trade. That's why they started Naked Dog, so that they could use their expertise to produce the highest quality, real, fresh, and delicious meals for dogs. The recipes contain meat, fruit, veg, herbs, spices, and oils. That's it. The recipes are balanced and complete.



● Raw Meals for Puppies Naked Pup –

Puppy Rabbit, Puppy Chicken, Puppy Beef, and Puppy Surf and Turf

● Raw Meals For Dogs Original – Offal Free

Goose and Salmon, Offal Free Chicken and Venison, Original Venison, Original Lamb, Original Rabbit, Original Beef, Original Duck, Original Surf and Turf, Original Chicken, and Christmas Roast

● Raw Meals for Dogs Superfoods –

Superfoods Game, Superfoods Turkey, and Superfoods Beef

● **Raw Meals for Dogs Pure** – Pure Wild Boar, Pure Turkey, Pure Beef, and Turkey Add the Trimmings

☎ To buy: visit nakeddog.co.uk

Naturaw

Naturaw is a fresh, modern and incredibly passionate group of humans inspired by their own dogs to create the best raw food they could possibly put in their bellies. Made with no compromises, just high welfare meat from British farms, packed in completely compostable packaging with a huge dollop of love.



● **Forage** – Nutritionally complete, high welfare British meat supplemented with whole food ingredients. Recipes include: Puppy, Beef, Free Range Chicken, Venison, Festive Free Range, Lamb, Pure Blend, and Free Range Pork

● **Original** – original recipes that are veg free minces. High welfare meat, bone, and offal in plastic free packaging. Recipes include: Free Range Pork With Lamb, Free Range Turkey and Haddock, Weaning, Surf and Turf, Beef and Venison, Beef and Chicken, Chicken and Lamb, Turkey and Beef, Lamb and Duck, All Chicken, Fish and Chick, All Lamb, All Turkey, Turkey, Tripe & Beef, Senior, All Venison, Duck & Beef, Mild Chicken, and Tripe & Heart

☎ To buy: visit naturaw.co.uk

Poppy's Picnic

Headquartered in the heart of Wiltshire, the tasty wholesome recipes have been

lovingly crafted with the help of canine nutritionists and fourth generation butchers. With no hidden nasties, the balanced meals contain all the goodness a dog needs for optimal health and wellbeing.

The food can be bought in independent pet shops around the UK.

● **Raw Power** – a complete working dog range

● **Mighty Mince** – complete nutrition enhanced with botanicals, seeds, and oils

● **Power Balls** – perfectly-portioned complete meatballs, ideal for smaller dogs

☎ To buy: visit poppypicnic.co.uk



Billy + Margot

The range of nutritious and delicious raw dog food ensures your dog gets the very best at dinner time.

Made with premium natural ingredients, including human-grade meat, bone, offal and a combination of seasonal vegetables and its unique superfood blend. Billy + Margot is DEFRA approved and UK Pet Food Certified with full traceability from farm to bowl.

● Lamb + Superfoods Raw Dog Food

● **Sensitive Plus + Superfoods Raw Dog Food**

● **Turkey + Superfoods Raw Dog Food**

● **Duck + Superfoods Raw Dog Food**

● **Goose + Superfoods Raw Dog Food**

● **Chicken + Superfoods Raw Dog Food**

● **Beef + Superfoods Raw Dog Food**

● **Puppy Chicken + Superfoods Raw Dog Food**

☎ To buy: visit billyandmargot.co.uk



Mersey Raw

Mersey Raw offers different minces that are 100% natural, containing no fillers or additives. There is something for all dogs!

● Complete

Minces – Butchers Choice Meaty Mince, Butchers Choice Meaty Mince and Tripe, Chicken and Beef, Pork and Lamb, Chicken, Goat and Venison, Chicken and Tripe, Pork, Wild Rabbit and Oily Fish, Wild Rabbit With Fur, Chicken and Lamb, Goat and Goose, Goat, and Exotic Meaty Mince

● **Boneless Minces** – Venison, Beef, and Beef and Tripe

☎ To buy: merseyraw.com/pages/apply-to-be-a-stockist





WHAT TO STOCK



WILSONS PET FOOD, NATURAL NUTRITION FOR DOGS

Cold pressed and raw meals made in Scotland

Wilson's

FEED THE DOG

Cold pressed food is becoming a popular option in the dog food market, with its increased nutrition density, and decreased environmental impact. It was no surprise to see the trusted, leading cold pressed brand, Wilson's collect the title of 'Product You Can't Live Without' at the Your Dog Product Awards 2025 for their cold pressed food.

Wilson's has been making pet food since 1861, proudly producing cold pressed and raw meals in Scotland. Recipes are packed with high-quality ingredients and free from artificial colourings, flavourings, and preservatives. Wilson's also offers a wide range of natural treats and supplements for dogs too.

Award-winning Cold Pressed Natural Dry Dog Food

Wilson's is the UK's leading cold-pressed manufacturers. The Premium and Working Dog cold

pressed range includes 15 different recipes. Named as 'Best Dry Complete Food' in Your Dog Magazine's 2025 Product Awards and also titled 'Product You Can't Live Without', Wilson's cold pressed has garnered a loyal customer following.

The **Premium Cold Pressed** range includes nine recipes for dogs aged 2 months upwards, plus a tailored meal specifically for puppies. Meals are packed with natural, quality ingredients, including single-source proteins, vitamins and minerals; gently processed to ensure the goodness from the ingredients is not lost. Choose from lamb, chicken, turkey & duck, salmon, haggis and more. The complete meals are available in 2kg-10kg bags and come in recyclable packaging. A 2kg bag has a RRP from £15.99.

The **Working Dog** recipes offer a blend of protein and carbohydrates to deliver slow-release energy, making the complete meals ideal for active and working dogs. Five delicious grain-free recipes include fish, lamb, chicken, pork and beef; each combined with tasty vegetables, vitamins and minerals. Available in 15kg bags and free from VAT. RRP from £56.99.

For those keen to try cold pressed, Wilson's also provides useful cold pressed Sample Boxes, containing up to 6 different natural recipes in 100g bags. A perfect way for dogs to give a tail wag of approval on their favoured feast and a great introduction to the food. Contact the team to learn more about the samples available for customers.

Raw nutrition

Wilson's is one of the highest-regarded producers of raw meals in the UK. **Premium Complete** is nutritionally full, containing a 70/10/10/10 blend of meat, bone, offal, and vegetables, with additional vitamins and minerals. All seven recipes, such as Lamb Tagine, Beef Hotpot and Chicken Casserole are single-source protein and ideal to feed solo or accompanied by cold pressed recipes.

Raw 80/10/10 is the complementary offering, ideal for those who like to tailor their dog's mealtimes. Four delicious single source protein recipes, delivering natural raw nutrition as part of a balanced diet, lamb, turkey, chicken and beef complete the range.



the retailers' guide to pet products



Guilt-free treats

Wilsons offers a substantial range of natural treats for dogs, whether pet owners are looking to train, reward or provide mental stimulation. Available in a range of delicious gluten and grain free options, each carrying health benefits. The treats are suitable for dogs aged four months+ and come in convenient resealable pouches. There's a selection of Bites, such as Goat Bites, Duck Bites, and Wild Boar Bites; each great for allergy support, improved skin and coat, and joint care, or Venison Bites, high in protein and rich in Omega 3 and iron. RRP range from £7.99 to £8.99 for 200g bag. 1kg is also available.

To aid stimulation options include Beef Liver, Beef Tripe, Chicken & Duck Necks, and Rabbit Ears. Prices start from £6.99 for 200g and are available as 1kg. Wilsons Wee Salmon Crunchies have proved a huge hit. The tiny freeze-dried 100% natural whole Salmon treats are packed with Omega; promoting a healthy immune system, healthy skin and coat, and supporting joint health. 70g RRP £9.99.

Wilsons often introduces limited-edition treats, too. The special Mince Pie Festive Treats and Turkey & Cranberry Festive Treats proved a hit. Packed with natural ingredients, they make a great stocking filler for furry friends. 70g RRP £4.00.

Wilsons easy-to-feed natural supplements, with 70% chicken

While a nutritionally rich diet is key to keeping a dog fit and well, supplements can provide additional health benefits for pets. The supplements range focuses on Digestion, Calming, Skin & Coat, and Joint support. Free from any nasties, they contain 70% chicken plus ingredients such as collagen, blueberry, psyllium husk (a type of fibre), turmeric, and chamomile. Made with natural ingredients, the supplements come in tempting bite-size pieces, ensuring easy consumption, so easy they are often favoured as treats. Available in resealable 180g bags, retailing from £16.99 to £19.99. Wilsons 100% Scottish

Salmon Oil, packed with Omega 3,6 and 9, also sits within the range of natural health supplements, 500ml and 1000ml, £11.99 and £16.99.



The new look

Wilsons vibrant new packaging across its full range of natural meals and treats, ensures impactful on-shelf displays with clear labelling of recipes, ingredients, health benefits, feeding guides, and the Scottish provenance.

Green Credentials

Wilsons remains committed to sustainability, ensuring all treat bags produced are fully recyclable and that the amount of packaging used within its cold pressed range has been substantially reduced following the rebrand, saving over eleven tonnes of cardboard a year.



CONTACT

Visit Wilsons dedicated trade webpage at trade.wilsonspetfood.co.uk to learn more on the full range and to place orders. Or contact the team directly at sales@wilsonspetfood.co.uk



WHAT TO STOCK

WHAT TO STOCK Cold pressed dog food

Forthglade Natural Dry Cold Pressed

EST. 1971
Forthglade
NATURAL PET FOOD FROM DEVON

Made by taking delicious ingredients and doing as little to them as possible. The natural ingredients are gently cold pressed together at a low temperature to create an easily-digestible, complete, and balanced meal. These bite-sized pieces are grain-free and contain no animal derivatives or fillers that can cause food to swell. There are four recipes including chicken, duck, salmon and turkey.



To buy: wholesalers or visit forthglade.com

Tribal Cold Pressed Dog Food

Tribal's range of complete cold pressed dog food uses fresh meat and fish, is grain free, plus is packed with loads of joint care. Suitable for feeding alongside raw, Fresh Pressed™ is hypoallergenic and suitable for dogs with allergies, digestive issues, and fussy dogs. Comes in varieties:

- **Puppy Turkey**
- **Puppy Chicken**
- **Adult Turkey**
- **Adult Chicken**
- **Adult Salmon**
- **Small Breed Duck**
- **Senior/Light Turkey**
- **Senior/Light Chicken**

To buy: visit tribalpets.com/uk



Rûn Premium Cold Pressed

The cold pressed recipes have been designed to provide canine companions with perfectly balanced nutrition and unrivalled flavour. Each ingredient

has been carefully chosen, then gently pressed into scrummy pellets, using minimal processing and low temperatures. Varieties include Adult Chicken and Sweet Potato, Mixed Sea Fish, and Puppy Sea Fish and Chicken.

To buy: visit rundogfood.com



Walker and Drake Cold Pressed

Complete nutrition cold pressed dog food, high in meat content (including Omega 3 & 6) with superfood vegetables, and botanicals. The cold pressed method keeps natural enzymes and vitamins locked in as well as retaining fibre and molecular structures. Varieties include chicken, duck and ocean fish, and Dual Protein Turkey and Duck, as well as formulations for puppies, small breeds, and working dog.



To buy: visit walkeranddrake.com

NAKEDDOG cold pressed

NAKEDDOG's Cold Pressed food is gently prepared at low temperatures. This means that it digests very gently and is easy on your dogs' tummy. All of the working dog recipes are high in meat and nutritious veggies and oils, and so make a complete meal on their own. Varieties include Duck and Venison, Salmon and Trout, Surf and Turf, Chicken, and Beef.

To buy: visit nakeddog.co.uk



Cobbydog Cold Pressed

The cold-pressed dog food is full of goodness and gentle on sensitive stomachs. Made with love in their West Yorkshire factory, every batch is

made with the finest ingredients to support your dog on a daily basis. The range includes recipes with different protein sources and added health boosting supplements, such as Plasma and TurmerAid. White label opportunities are also available.

To buy: visit cobbydog.com



Wild 80:20 Cold Pressed

A high meat content dog food in a convenient dehydrated and cold-pressed format: 80% meat, 20% veggies and superfoods. No fillers, no preservatives, no added vitamins or minerals, no artificial colouring or flavouring, cold-pressed at a low temperature of 45 degrees to retain nutrients. Varieties include: Surf and Turf, Beef, Chicken and Fish.

To buy: visit wildpetfood.co.uk



Alpha Spirit Cold Pressed Food

Made using natural ingredients to keep your dog healthy and strong. The complete dog food uses only the freshest, natural ingredients ensuring that your dog will be energised, healthy and have a shiny, beautiful coat. Varieties include different protein sources and formulations for different lifestyles

To buy: visit sabrepetfood.co.uk



James and Ella Cold Pressed Dog Food

A carefully blended, nutritious mix of human-grade meat, fruit, vegetables and superfoods. James and Ella's cold-pressed food provides a low-fat, complete and balanced diet in a delicious, bite-sized pellet. Varieties include Ocean Fish and Free-run Chicken.

To buy: visit ella.co



Gentle Cold Pressed Dog Food

Using only very low temperatures allows Gentle to create a complete, balanced dog food that's as close to nature as possible. Gentle breaks down much quicker in the dog's stomach allowing them to access all of the goodness this food has to offer. The Gentle approach is suitable for all breeds and life stages, with varieties including Original, Goat, Greens, Small Bites, and Fish.

● To buy: gentledogfood.co.uk

Orygo cold pressed

Specially crafted formula designed to deliver enhanced health benefits to dogs. Each ingredient has been meticulously chosen by the veterinary team to support and improve the well-being of your dog. Varieties include recipes with different protein sources mixed with different superfoods

● To buy: sabrepetfood.co.uk

Farm Food High Energy

Farm Food HE is a premium High Energy and Natural, Pressed Dog Food suitable for every dog, regardless of age, activity or breed. They've been producing cold pressed food since 1982. Varieties include Classic, Scottish Salmon Oil, Sheep, and Gluten Free. Available from Su-Bridge Pet Supplies.

● To buy: su-bridge.co.uk

What is cold pressed dog food?

Cold pressed dog food is a dry dog food that is produced at lower temperatures than the traditional method of extrusion, with the aim being to preserve more of the nutritional value of the ingredients. Extrusion sees a dough heated while being pushed through a metal tube, and then dried at high temperature too. Cold pressed is a gentler method of producing dry food pellets that are convenient and easy to serve your dog.

With all of these cooking methods, it is important to know how the food is produced so that you understand what manufacturers are trying to achieve and so you can compare different methods to find what suits you.

How is cold pressed food produced?

Manufacturers will take the core ingredients, grind them down and mix them together with water to bind them all together. Some of the ingredients may have been pre-heated or prepared for being ground down to ensure there is no bacteria and to help break them down.

The mix is then pressed for

a few seconds into pellet shapes which removes the liquid. Due to the pressure, the food still gets warm but only to temperatures around 45 – 80 degrees, which is far lower than extrusion and less than baking too. No steam is used during the process. The pellets have to be a minimum size as there is less additives to bind them together. This is all designed to preserve the nutritional value of the ingredients. Cold pressed foods are less commonly sprayed with artificial vitamins and minerals as the aim of cold pressing is to provide these essential nutrients through the natural ingredients. It is suggested that the pellets resemble more of their original ingredients as they have undergone less processing.



Wilsons Cold Pressed Dog Food

Wilsons

FEED THE DOG

The high-quality, premium cold pressed recipes are gently blended with vegetables, herbs, and minerals and are never ever over-processed. Wilsons cold pressed food provides a complete meal that supports digestion, energy levels, and overall health. Available in a range of delicious recipes, as well as tailored formulas to suit different life stages and activity levels. The Premium range includes salmon, chicken, lamb, turkey and duck, venison and trout, white fish, haggis, as well as insect and vegan. The Working Dog Range includes five recipes for active and working dogs.



● To buy: visit wilsonspetfood.co.uk



WHAT TO STOCK

FORTHGLADE

Award-winning food loved by pups & their people!

Forthglade®
natural pet food since 1971

It's official, Forthglade create the 'Best Wet Food', as voted for by dog parents across the UK for a record 5th year in a row. The 2025 awards confirmed our natural, grain-free complete wet dog food is again the favourite amongst readers of *Your Dog Magazine*.



Made with natural ingredients and free from any junk or fillers, our Devon factory gently steams recipes to ensure all the natural goodness from the carefully selected nutritious ingredients remains, producing a wide range of tail-waggingly tasty wet meals:

- Our natural, complete wet dog food recipes are available in an array of tasty different flavour combinations.
- Our award-winning grain-free food and wholegrain recipes are hypoallergenic and contain up to 75% single source protein, including salmon, lamb, duck, beef, chicken and turkey, with added botanicals, vitamins and minerals to support your dog's overall health and wellbeing.
- For those who prefer to tailor mealtimes, our 'Just' range of complementary wet food contains a range of premium proteins and also works as a tasty topper. Our high protein recipes include 90% beef, duck or chicken – designed to mix with natural dry food, or your choice of fresh fruit and vegetables.

With the adult range consisting of 75% high-quality protein such as chicken, turkey, lamb, beef, salmon, or sardine, the meals also include fibre-rich vegetables, such as, butternut squash and sweet potato, plus, all the vitamins and minerals a dog needs for optimum health. The grain free range is ideal for sensitive tummies and carries tailored recipes for a

dog's life stage; puppy, adult and senior, each offering varied nutrition.

Our grain-free puppy meals are also high in protein (75%) and tailor-made for high energy pups. Recipes include chondroitin and glucosamine to help growing joints and bones, prebiotic chicory root to support healthy digestion, along with salmon oil, which is a great source of omega 3 and perfect for supporting puppies' brain development.

For our senior dogs, we offer a lighter protein recipe (60%) along with chondroitin and glucosamine to support healthy joints and bones, salmon oil – a great source of omega 3, to help maintain cognitive brain function and prebiotic chicory root to support healthy digestion and help keep your dog fitter for longer.

Introducing the British Classics Range

With 87% of dog owners seeing their pet as part of the family, we reimagined much loved, 'Best of British' family favourite recipes, allowing four-legged family members to join in with family meal times.

Our new British Classics range plays to the humanisation trend, with the comforting flavours of much-loved traditional recipes, such as Lamb Shepherd's Pie. We've sourced all protein from Britain, with 75% British protein going into every British Classics recipe, plus, a medley of four fruits and vegetables per recipe, providing balanced nutrition.



Supporting a Great Cause with the National Trust Range

For five years, Forthglade has partnered with the National Trust to create a range of delicious, premium, dual-protein wet recipes and treats, such as beef & wild boar, duck & venison and salmon & herring, to delight discerning dogs and support a worthy cause.

Combining nutrition and purpose, a minimum of £85,000 from the sales of this range goes towards



the retailers' guide to pet products

our partnership with the National Trust and the Dogs Welcome Project. This initiative aims to improve access for our four-legged friends across the wonderful places the Trust cares for. From introducing more dog friendly trails, dog waste bins, wash down areas and drinking stations, the National Trust are taking steps to ensure owners and their dogs feel welcome.

Our National Trust range is a firm favourite across independent Forthglade stockists, with two thirds choosing to support this gourmet range.

Why Forthglade?

- Devonian dog lovers, with over 50 years' experience in pet nutrition
- Multi award-winning food and treats
- Recipes to support wellbeing through all life stages
- Natural ingredients
- Hypoallergenic
- No junk, or fillers
- We are on our B Corp journey, making positive paw prints on our planet, people & pooches

Complete Natural Dry Dog Food

Our premium range of natural dry dog food is grain-free, hypoallergenic and bursting with goodness. Made using natural ingredients along with added vitamins, minerals and botanicals.

Our innovative Cold Pressed range for good gut health uses a cold pressing technique, meaning that we take lots of scrumptious ingredients and – to keep in the nutrients – do as little to them as possible before they're wolfed down by your canine companion. Each bite-sized piece of this grain free complete dry dog food retains as much natural flavour and goodness as possible. Suitable for all life stages and with added fruit and salmon oil to ensure your four-legged friend has all the essential nutrients they need. Our Cold Pressed dry food is available in Chicken, Turkey, Duck, Salmon and Small Dog (Turkey) recipes.

Designed to enhance everyday vitality, our new Lightly Baked range includes 50% single source protein (lamb, chicken or turkey). Tasty, natural ingredients are lightly baked to seal in the goodness and create nutritionally-balanced natural dry dog food for adult dogs (1 year+) in bite sized pellets.

You don't need to mix our dry dog kibble with anything else, but if you prefer to mix up mealtimes, it's the perfect companion to our complete wet food ranges.

Tasty Treats

Our range of dog treats are designed to help nourish the relationship between people and their pooch in between mealtimes. Free from junk, and available in

various tasty recipes, our hypoallergenic healthy dog treats are grain-free and use gentle cooking methods to preserve the natural goodness.

Our wellness and wellbeing range is designed to complement your dog's daily routine, from improving digestive health and dental care, to supporting joints and bones.

Engaging and tasty, our dog training treats are specifically tailored to support your dog or puppy's training and to give as a special reward. Our new Meaty Nibbles in particular are a high value dog treat for training thanks to their high protein level (75% chicken with liver) which makes them absolutely irresistible - the perfect dog treats for training!

Our collection of everyday indulgent treats come in a range of flavours and are perfect for sharing some love with your four-legged best friend.

New British Classics

- The latest addition to Forthglade's award-winning complete grain free range
- Classic British family favourite recipes, like Shepherd's Pie and Lamb Hot Pot
- Made in the UK with British-sourced proteins
- A minimum of four tasty and nutritious vegetables in every recipe



Plant-based & Meat Free Options

Our dentist-developed dental sticks are made using only natural ingredients and are both grain-free and plant-based. Sure to be a welcome addition to your dog's dental care routine, removing plaque and tartar, while freshening breath naturally.

Our indulgent honey and banana rewards soft bites are perfect for training. Plant-based and completely free from artificial colours, flavours and preservatives, these treats are full of natural ingredients.

CONTACT

For more information, please reach out to our friendly team of Devonian dog lovers by emailing; info@forthglade.com, or visit our website; forthglade.com



WHAT TO STOCK

Freeze dried

Coya

Complete and balanced freeze-dried food.



- **Adult** – for adult dogs. Offers the ideal combination of protein, fruit and vegetables and is 100% raw, simply freeze dried. Suitable for dogs aged 1 year+. Comes in five flavours: Beef, Chicken, Fish, Turkey, and Pork. Coya also offers complementary freeze dried toppers for adult dogs.
- **Puppy** – for puppies aged 8 weeks to 1 year. This recipe has been specially selected to offer the perfect combination of protein and five fruit and vegetables to help little paws grow.

● To buy: wholesalers or visit coyapet.com

Nature's Variety

Complete foods made with 100% natural ingredients with added vitamins and minerals. Freeze dried for nutrients preservation.



- **Mini** – for mini-sized adult dogs and supports proper digestion and helps to maintain muscle mass. Comes in three flavours: Beef, Lamb, or Turkey
- **Medium/Maxi** – for medium/maxi-sized dogs. Comes in four flavours: Beef, Lamb, Chicken, or Turkey.

● To buy: wholesalers or visit naturesvariety.com

McAdams

A complete freeze-dried food with over 80% ethically sourced meats and fish. Comes in three flavours: Free-Range Chicken, gently steamed New Zealand Lamb, and MSC Salmon and Sole recipes.

● Visit mcadamspetfoods.com

James & Ella

Contains all natural ingredients and is gluten and grain free, in a convenient bite-sized nugget. Two flavours: Free-run Chicken and Grass-fed Beef. James and Ella also offers complementary freeze dried toppers.

● To buy: visit ella.co

Dr Veneta

Crafted to support your dog's microbiome where 84% of your four-legged friend's immune system resides. Comes in five varieties: Stay Calm, Stay Mobile, Stay Shiny, Stay Well and Stay Young, each designed to provide specific health benefits.

● To buy: visit drveneta.com

Insect protein

Canagan

Canagan Insect is a highly digestible hypoallergenic recipe which is good for dogs with sensitive stomachs and allergies. It is completely grain-free and uses delicious black soldier fly larvae to create a nutritious and wholesome low carbon meal.



● To buy: visit canagan.com/uk/become-a-stockist

Wilsons Pet Food Insect Premium Cold Pressed Dog Food



Bug bites – Blended with black soldier fly, yellow pea, and apple, the Insect Cold Pressed recipe delivers everything your dog needs to thrive while supporting a more sustainable future.

● To buy: visit wilsonspetfood.co.uk

Yora

Natural, balanced and delicious kibble for all types of dogs. Made from insect protein, one of the most digestible and sustainable forms of protein on the planet.



● To buy: visit yorapets.com

Insect Dog

A range of insect protein dog foods from German brand Green Petfood.

● To buy: green-petfood.com

Imby

Recipes are packed with vitamins and are rich in plant-based or insect-based proteins

● To buy: imbypetfood.com/gb-en/





Dog supplements

Wilsons

Wilson's supplement range is crafted to unleash every dogs' full potential by delivering a powerful dose of support. Whether it's a skin and coat glow up, digestion support, joint care or help with finding their inner zen – Wilsons has a solution.

- Premium Scottish Salmon Oil
- Health Unleashed Calming Support Supplement
- Health Unleashed Digestion Support Supplement
- Health Unleashed Joint Support Supplement
- Health Unleashed Skin and Coat Support Supplement

🌐 To buy: visit trade.wilsonspetfood.co.uk/pages/become-a-stockist



YuMOVE

YuMOVE is one of the leading pet supplements companies.

● **Joint Care range** – Joint Care PLUS for Dogs, Joint Care PLUS Max Strength for Dogs, Joint Care PLUS Max Strength Bites, Joint Care for Adults, Joint Care PLUS One-a-day for Dogs, Joint Care for Young Dogs, Joint Care One-a-day for Dogs, Joint Care for Working Dogs, Joint Care Daily Bites for Senior Dogs, Joint Care Daily Bites for Adult Dogs, and Joint Care Daily Bites for Young Dogs

● **Calming range** – Calming Care for Adult Dogs and Calming Care One-A-Day for Dogs

● **Skin and coat range** – Skin and Coat Care Itching, Skin and Coat Care Moulting, Skin and Coat Care for Show Dogs, and Skin and Coat Boost

● **Digestive care** – Sensitive Tummies: Pre and Probiotic, Anal Gland Support: Probiotic and Fibre, Firm Stools and Digestive Upset: Digestive Care Rapid, and Digestive Care PLUS

● **Dog vitamins range** – YuM MEGA MultiVits Young Dog, YuM MEGA MultiVits Adult Dog, YuM MEGA MultiVits Senior Dogs

🌐 To buy: wholesalers or visit yumove.co.uk



Johnson's

A leading brand in veterinary products, Johnson's also has an extensive range of supplements for dogs.

- Garlic Tablets
- Diarrhoea Tablets
- Calcium Tablets
- Travel-Eze
- Sweet Breath Tablets
- Calm-Eze Tablets
- Season and Deodorant Tablets
- Vit-min Paste for Dogs
- 4joints Turmeric Granules
- Fishy's Salmon Oil
- Cod Liver Oil Capsules
- Evening Primrose Oil Capsules

🌐 To buy: wholesalers or visit johnsons-vet.com



Dorwest

Dorwest Herbs is one of the UK's leading authorities for herbal remedies and supplements for dogs and cats. With over 75 years' experience, the herbal pet remedies are trusted worldwide.

- Keeper's Mix For Dogs and Cats
- Keeper's Mix Sensitive For Dogs and Cats
- MoveWellia Tablets for Dogs and Cats
- Scullcap and Valerian Tablets for Dogs and Cats
- Tree Barks Powder for Dogs and Cats
- BrainCopa Tablets for Dogs and Cats
- Valerian Compound for Dogs and Cats
- Green Releaf Tablets for Dogs and Cats
- JointWell Tablets for Dogs and Cats
- Raspberry Leaf Tablets for Dogs and Cats
- Digestive Tablets for Dogs and Cats
- Turmeric Tablets for Dogs and Cats
- Elderberry and Nettle Extract for Dogs and Cats
- Wheatgerm Oil Liquid for Dogs and Cats
- Neutradog Tablets for Dogs and Cats
- Milk Thistle Tablets for Dogs and Cats
- Kelp Seaweed Tablets or Powder for Dogs and Cats
- Garlic and Fenugreek Tablets for Dogs
- Omega Star For Dogs

🌐 To buy: wholesalers or visit dorwest.com



The Golden Paste Co.

The Golden Paste Company produces turmeric supplements. These natural supplements for your pets are tasty, easy to serve, and, most importantly, effective. The turmeric root is imported from Indonesia and contains at least 5% curcumin, the plant's naturally occurring antioxidant ingredient. It enhances general well-being by improving joint health and boosting the body's natural inflammatory processes.

- Turmeric Capsules for Pets
- TurmerItch Paste for Dogs and Cats

🌐 To buy: wholesalers or visit goldenpastecompany.co.uk



Supernature

A super tasty range of bone broths, pumpkin powder, toppers, spreads, and oils. Using high quality and novel ingredients, Supernature is about giving pets more goodness in the tastiest and most enriching ways.

- Lickeez Enrichment Spread Mixes – add water to make a delicious spread that is packed full of essential amino and fatty acids, prebiotics, vitamins, minerals, and electrolytes. Come in Chicken, Beef, Tuna, and Pork flavours
- Slurpee Bone Broth Powders – rich in collagen and packed full of minerals and essential amino acids. Bone broth is great for joints, tendons and bones, the digestive system, and overall health. Comes in Chicken, Beef, Pork, and Fish flavours
- Supernature Oileez – Salmon Oil, Hemp Seed Oil, Omega Oil, and Flaxseed Oil
- Supernature Boosterz supplements – Calm Supplement, Tummy Supplement, Super Mobility Supplement, Senior Supplement, Super Boost Supplement, and Skin Supplement
- Rawzeez – Botanical Food Booster, Dried Fruits and Veggies Mix, and Dried Pumpkin Powder
- Supernature Super Gut Pre, Pro and Post Biotic Supplement
- Supernature Super Joints Hip and Joint Support Supplement
- Supernature Super Boswellia Supplement
- Supernature Super Flex Green Lipped Mussel Supplement
- Supernature Super Collagen Boost Supplement
- Supernature Super Detox Milk Thistle Supplement
- Supernature Spirulina Supplement



🌐 To buy: visit naturesgrub-trade.co.uk



RUFFINGTONS

Luxurious Dog Treats for Those Special Moments



Ruffingtons full range

Ruffingtons

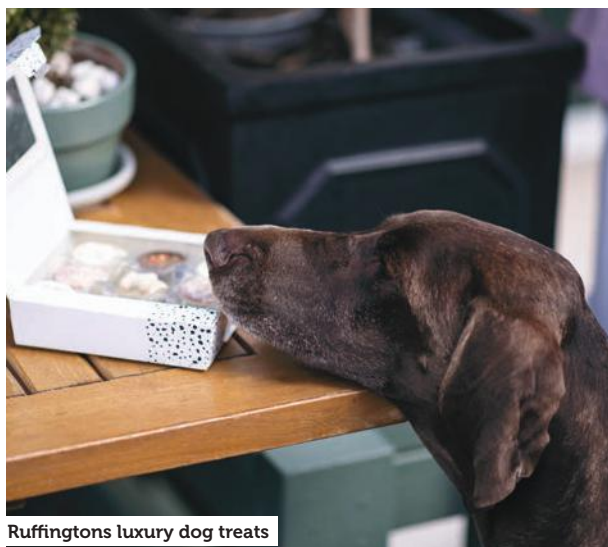
Ruffingtons is raising the bar in the world of dog treats, creating patisserie-style indulgences that are as delightful to the eye as they are to the taste buds. Designed with love and care, these luxurious baked treats bring a unique sense of occasion to every dog-friendly establishment, whether it's a café, country store, hotel, or restaurant.

Our treats are not only delicious, but they are also beautifully crafted. Whether you're celebrating a special occasion or simply treating your dog to something special, our treats are sure to impress.

In addition, Ruffingtons offers the perfect gift for those looking to go beyond treats. From birthdays to thank you gifts and more, our treats are designed to celebrate the bond between dogs and their families. Ruffingtons has crafted an exquisite range that goes beyond the ordinary. These artisan treats are made with high-quality ingredients and hand-decorated to perfection, providing a touch of luxury that stands out in any setting.

"Our goal is to give dogs the same love and indulgence we give ourselves," explains the team behind Ruffingtons.

"We believe every dog deserves something special—whether it's a thoughtful gift, a reward for good behaviour, or simply a way to show how much they mean to us."



Ruffingtons luxury dog treats



the retailers' guide to pet products



Ruffingtons

At the heart of Ruffingtons is a passion for innovation and craftsmanship. The range includes beautifully decorated doughnuts, yoghurt cups and cupcakes topped with crunchy mini bones, sprinkled with cranberry or carrot. As well as our carob and yoghurt dipped doughnuts with chia seeds, eclairs, and marbled snaps, all designed

to appeal to dogs and their owners alike. With intricate decorations, Ruffingtons treats turn any moment into a celebration.

As the demand for personalised and humanised treats continues to grow, Ruffingtons is quickly becoming a favourite among businesses looking to offer something unique and memorable for their customers. From hotels that welcome four-legged guests with treats left in rooms, to cafés, pubs and shops that stock them as part of their menu or retail offering, Ruffingtons fits seamlessly into the landscape.

Perfect for gifting, sharing, or simply pampering beloved pets, Ruffingtons treats combine visual appeal with delicious flavours. Each treat is beautifully packaged with care, making them an irresistible addition to dog-friendly establishments.

Ruffingtons is a luxury brand dedicated to crafting indulgent, patisserie-style dog treats that bring joy to both pets and their owners. Each treat is created with high-quality ingredients and presented in elegant packaging, making them perfect for gifting or pampering beloved canine companions.

So why settle for ordinary dog treats when you can stock a treat that is truly special? Discover the luxury of Ruffingtons and bring a little extra joy to your customers and their canine companions. Visit Ruffingtons today and experience the indulgence of our patisserie-style treats.



All dog treats have similarities to the human kind

CONTACT

Visit www.ruffingtons.co.uk or email info@ruffingtons.co.uk for more information or about becoming a stockist.



WHAT TO STOCK

Canagan

Completely natural, grain free, semi moist and biscuit dog treats made with meat, vegetables, herbs, and botanicals. The perfect natural reward for good behaviour. Suitable for puppies and adult dogs. A new range of freeze-dried treats is going to be released too.

- **Canagan Biscuit Bakes Dog Treats** – 3 flavours
- **Canagan Softies Dog Treats** – 4 flavours
- **Canagan Raw Freeze-Dried Dog Treats** – natural, grain free, raw dog treats that have been freeze dried to lock in flavour and to preserve their precious nutrients. Comes in 4 flavours



🌐 To buy: wholesalers or visit canagan.com/uk

Pet Munchies

Pet Munchies all-natural range of premium high-quality treats are made with 100% human grade meat/fish and are high in protein. Grain and gluten free varieties available. Suitable for dogs from the age of 4 months+.

- **Pet Munchies All Natural Healthy Dog Treats** – 21 treats in different flavours and varieties
- **Pet Munchies All Natural Dog Training Treats** – 6 flavours
- **Pet Munchies Semi Moist Gourmet Stix Dog Treats** – these premium semi-moist gourmet tasty stix are made with natural ingredients. Four flavours available.
- **Pet Munchies 100% Wild Natural Salmon Skin Dog Treats** – these naturally hypoallergenic treats contain a single source fish protein and are rich in vitamins, minerals, and antioxidants. Low in fat and are grain and gluten free.

🌐 To buy: wholesalers or visit pet-munchies.com

Arden Grange

A range of naturally hypoallergenic treats that can be given as a



Wilsons

An extensive range of dog treats that are 100% natural, grain free and are packed full of goodness. Free from artificial additives, colours or preservatives and are perfect for rewarding good behaviour or adding variety to your dog's diet. Gluten free and hypoallergenic options available. Suitable for all dogs over the age of 4 months.

- **Wilsons Natural Dog Treats** – Baltic Sprats, Porky Bites, Pigs Ears, Rabbit Ears, Venison Bites, Pheasant Bites, Fish Bites, Goat Bites, Rabbit Bites, Duck Bites, Wild Boar Bites, Beef Tripe, Beef Liver, Chicken Necks, Duck Necks, Chicken Feet and Festive Treats
- **Wilsons Natural Dog Treats Freeze Dried** – Wee Salmon Crunchies

🌐 To buy: wholesalers or visit wilsonspetfood.co.uk

Wilsons
FEED THE DOG



complementary treat or reward to use for training or good behaviour. Grain free options available. Suitable for dogs over the age of 8 weeks.

- **Arden Grange Tasty Paste** – 3 flavours
- **Arden Grange Crunchy Bites** – 5 flavours
- **Arden Grange Crunchy Bites Lite**
- **Arden Grange Crunchy Bites Sensitive Grain Free**
- **Arden Grange Training Treats Grain Free** – 3 flavours
- **Arden Grange Training Treats Sensitive Grain Free**

🌐 To buy: wholesalers or visit ardengrange.com

Beco

Beco dog treats are made with natural ingredients and packed with protein and tasty ingredients. They are soft baked and easy to break up into smaller bites. Grain free and hypoallergenic options available. Suitable for dogs aged 8 weeks+.

- **Beco Dog Treats Plant based** – 3 varieties: Cashew (Gluten free), Dog Choc, and Peanut (Gluten free)
- **Beco Hypoallergenic Dog Treats** – Insect based
- **Beco Grain Free Dog Training Treats** – 2 flavours

🌐 To buy: wholesalers or visit becopets.com

Scrumbles

Made with natural ingredients, these dog treats are hypoallergenic and all include the superfood prebiotic Slippery Elm making them suitable for dogs



Pointer

Pointer has an extensive range of dog treats from their biscuit selection to milky and cheesy bones and more. Grain free options available, which are suitable for all dogs, but especially for those dogs with sensitive tummies. Suitable for dogs from 12 weeks old.



- **Pointer Dog Treats** – 11 varieties: Assorted Mini Rolls, Assorted Small Bones, Assorted Large Bones, Meaty Beefy Rolls, Milky Petit Bones, Ovalis Biscuits, Peanut Butter Flavoured Paws, Peanut Butter Flavoured Small Bite Bones, Plain Large Bones, Puppy Love and Salmon Burgers
- **Pointer Grain Free Dog Treats** – 3 varieties: Mini Milky Paws, Stars with Cheese, and Stars with Turkey
- **Pointer Grain Free Hot Dog Treats**
- **Pointer Sticks Grain Free Dog Treats** – 4 flavours
- **Pointer Gravy Bones Dog Treats** – 2 flavours
- **Pointer Big Bite Biscuit** – 2 flavours
- **Pointer Charcoal Treats** – 2 varieties: Charcoal Enriched Bones and Cobs with Charcoal

🌐 To buy: wholesalers or visit pointerpetfoods.co.uk



the retailers' guide to pet products

with sensitive stomachs. Each variety comes with a functional benefit. Grain free, gluten free and vegan options available. Suitable for all dogs from 8 weeks+.



- **Scrumbles Gut Friendly Training Dog Treats Softies (Gluten free)** – 3 flavours: Chicken and Duck Softies, Salmon Softies, and Plant based Softies – Vegan
- **Scrumbles Gut Friendly Meaty Dog Treats Grain Free** – 2 flavours: Chicken Chunks and Salmon Chunks
- **Scrumbles Gut Friendly Postbiotics Dog Treats** – Postbiotic Nibbles
- **Scrumbles Gut Friendly Dog Treats** – Calming Turkey Nibbles

🌐 To buy: wholesalers or visit scrumbles.co.uk

Forthglade

Forthglade
NATURAL PET FOOD FROM DEVON

An extensive range of grain free dog treats that are packed with natural goodness and irresistible ingredients and contain no artificial colours, flavours, and preservatives. The well-being treats are designed to benefit your dog's health and to support their daily routine. Plant based option available. Suitable for dogs aged 2 months+.

- **Forthglade Soft Bites Dog Treats**
- **Forthglade Soft Bites Dog Treats – 2 varieties: Fishy Bites and Meaty Bites**
- **Forthglade Rewards Plant Based Soft Bites Dog Treats**
- **Forthglade National Trust Soft Bites Dog Treats – 2 flavours**
- **Forthglade Wellbeing Dog Treats – 4 varieties: Calming Treats, Digestive Health Multi-Functional, Fresh Breath and Joints and Bones**



🌐 To buy: wholesalers or visit forthglade.com

Zoë

Translated from Greek, Zoë means life, and an energy-filled, healthy life is what we want for every pet. Zoë carefully selects ingredients and focuses on healthy natural products, including its extensive range of treats.



- **Rawhide Free Dog Treats BBQ Chop** – Lamb flavour
- **Rawhide Free Dog Treats BBQ Rib** – Pork flavour
- **Rawhide Free Dog Treats BBQ Steak** – Beef flavour
- **Rawhide Free Large Twists for Dogs** – Duck and Cranberry, Lamb and Mint, and Roast Chicken and Thyme & Rosemary
- **Chicken and Hemp Dog Treats**, **Peanut Butter and Hemp Dog Treats**, and **Salmon and Hemp Dog Treats**
- **Rawhide Free Dog Bones** – BBQ Chicken, Peanut Butter, and Chicken and Mint flavours
- **Rawhide Free Twists** – BBQ Chicken, Peanut Butter, and Mint flavours
- **Super Bars** – Beef and Chicken recipes
- **Soft Training Dog Treats** – Peanut Butter and Banana, and Apple & Cinnamon
- **Grilled Cheese and Bacon**
- **Bistro Beef and Gravy**
- **Chicken & Parmesan**
- **Pill Cover for Dogs** – Peanut Butter with Honey, Grilled Beef with Ginger, and Roasted Chicken with Rosemary

Zoë

🌐 To buy: visit hagen.com

Harringtons

Harringtons Fresh Bakes grain free dog treats are made using human grade ingredients and are free from artificial preservatives, flavours, and colours making them suitable for dogs with sensitive digestion systems. They are ideal for training, rewarding, and treating your dog. Can be given to dogs from 8 weeks+.

- **Harringtons Fresh Bakes Grain Free Dog Treats** – Fish Bites Salmon, Low Fat Snacks Turkey, and Training Treats Chicken Liver

HARRINGTONS
THE NATURAL CHOICE



🌐 To buy: wholesalers or visit harringtonspetfood.com

Crave

Crave Treats are grain free and made with 100% high quality ingredients. They contain no maize, wheat, soya, or dairy and have no artificial colours or flavours. Includes an option for dogs with sensitive digestion. Suitable for adult dogs.



Wagg

Wagg has an extensive range of treats that are oven baked for a natural taste. Treats that are tasty, nutritious, and naturally good. Suitable for dogs of all ages from 8 weeks and over.

- **Puppy & Junior Meaty Bites**
- **Wagg Dog Treats Bites** – 6 varieties: Low Fat Meaty Bites, Sensitive Meaty Bites, BBQ Banger Mini Bites, Cookie Bites, Steaklets Steak Bites, and Training Mini Bites
- **Wagg Dog Treats Tasty Bites** – 4 flavours: Bacon Roll Tasty Bites, Fish Fingers & Chips Tasty Bites, Sausage and Mash Tasty Bites, and Steak Pie and

🌐 To buy: wholesalers or visit waggfoods.com

Gravy Tasty Bites

- **Wagg Great British Bakes Collection Dog Treats Limited Edition** – 3 flavours
- **Wagg Dog Treats Bones** – Tasties Meaty Bones and Training Mini Bones
- **Wagg Dog Treats** – Toasties Tasty Chunks and Mini Lamb Chops
- **Yumms Crunchy Biscuit** – 2 flavours





WHAT TO STOCK

- **Crave High Protein Meaty Rolls Dog Treats (Suitable for sensitive digestion)** – 2 flavours
- **Crave Protein Bars Dog Treats** – 2 flavours
- **Crave Protein Centres Dog Treats** – Mini Dogs and Maxi Dogs
- **Crave Protein Strips Dog Treats**
- **Crave Protein Chunks Dog Treats**
- **Crave Protein Wraps Dog Treats**

● To buy: wholesalers or visit cravepetfoods.com

YAKERS

These extra long-lasting chews help keep dogs both mentally and physically stimulated. Each product is always 100% natural and handcrafted in the Himalayas using traditional methods. The chews and crunchy snacks are rich in protein and great for dental health. YAKERS crunchy snacks are also available for dogs who prefer a crunchy texture.

- **YAKERS Original**
- **YAKERS Superfoods Blueberry**
- **YAKERS Superfoods Cranberry**
- **YAKERS Strawberry, YAKERS Mint, YAKERS Apple, and YAKERS Turmeric**
- **YAKERS Crunchy Strips**
- **YAKERS Crunchy Bars**
- **YAKERS Crunchy Bites**



● To buy: wholesalers or visit kennelpak.co.uk/brand/yakers

VETIQ

VETIQ Healthy Centre treats combine real fruit with yogurt within an irresistible grain-free cereal shell. They contain Omega 3 for a healthy skin & coat. Suitable for dogs from 8 weeks of age. While VETIQ Healthy Treats provide natural goodness for a happy, healthy pet. Each delicious pet treat has a crispy shell containing a cream-filled centre. No artificial ingredients. A perfect choice for reward-based training. Suitable for puppies and small dogs from 4 weeks old.



Ruffingtons

Ruffingtons

An exquisite new range of luxurious patisserie-style treats, perfect for those special moments when we want to let our furry friends know just how much they really mean to us. Hand-decorated, edible works of art, free from artificial additives, all beautifully packaged and sealed with love, ready for gifting.



Suitable for dogs of all ages and puppies over the age of 12 weeks.

- **Ruffingtons Range – 6 varieties: Biscuit Paws, Canine Cupcakes, Dog Doughnuts, Dog Eclairs, Marbled Dog Snaps, and Terrier Truffles**

● To buy: wholesalers or visit ruffingtons.co.uk

Laughing Dog

Laughing Dog treats are hypoallergenic and made using naturally sourced ingredients. Grain free and wheat free options available, these healthy treats can be enjoyed as part of an active lifestyle for those dogs with no specific dietary complaints or requirements. Suitable for dogs of all ages.



- **Laughing Dog Brit Bites Wheat Free Treats** – 2 flavours
- **Laughing Dog Brit Bites Grain Free Treats** – 2 flavours
- **Laughing Dog Wheat Free Treats** – 2 varieties
- **Laughing Dog Grain Free Treats** – 3 varieties
- **Laughing Dog Personalised Hand Decorated Wheat Free Bone**
- **Laughing Dog Personalised Wheat Free Dog Hamper**



● To buy: wholesalers or visit laughingdogfood.com

- **VETIQ Healthy Centre dog treats** – 3 flavours
- **VETIQ Healthy Treats for Dogs** – 6 varieties: Flea Guard, Intestinal Support, Joint Care, Nutri Booster, Serene Calming, and Skin and Coat

● To buy: wholesalers or visit vetiq.co.uk

The Innocent Hound

Hypoallergenic and grain free healthy dog treats made using fresh British meat and quality ingredients. They are gently air-dried to retain their nutrients and flavour and since they are not heat treated (not cooked), can be given to dogs who are fed a raw diet. Suitable for adult dogs.



- **The Innocent Hound Puppy Training Treats**
- **The Innocent Hound Dog Training Treats**
- **The Innocent Hound Dog Treats** – 4 varieties
- **The Innocent Hound Fine Health Dog Treats** – The Fine Health range of handcrafted superfood treats are made with targeted levels of active natural

ingredients to support health. Can be given to dogs who are fed a raw diet. Four varieties

- **The Innocent Hound Super Boost Topper for Dogs**

● To buy: wholesalers or visit theinnocenthound.co.uk

Hownd

Hownd Wellness Treats are 100% hypoallergenic and natural, gluten free, and plant based. Suitable for dogs with meat and dairy allergies. Free from soya, GMO, wheat, fillers, additives, colourings, flavours, and preservatives. Suitable for dogs of all life stages and puppies from 8 weeks+. Accredited by the Vegetarian (Vegan) Society, PETA Not Tested on Animals, and the Ethical Company Organisation.



- **Hownd Hypoallergenic Plant Powered Wellness Dog Treats** – 5 varieties: Got an Itch, Keep Calm, Yup You Stink, Playful Pup, and Golden Oldies – made for seniors 7+

● To buy: wholesalers or visit dogsllovehownd.com



the retailers' guide to pet products

Supernature

The super tasty range of treats, are sure to be a hit with canine companions! Using high quality and novel ingredients, Supernature is about giving pets more goodness in the tastiest and most enriching ways.

- **Cruncheez biscuits** – Pork and Pumpkin, Peanut Butter and Banana, Cheese and Bacon, and Chicken and Chia
- **Super Bars** – Pork and Apple, Peanut Butter and Blueberry, Chicken and Coconut, and Beef and Carrot
- **LickeeZ Enrichment Spreads** – Chicken, Beef, Tuna and Pork recipes

🌐 To buy: wholesalers or visit naturesgrub.co.uk



Extra Select

Extra Select has grown into a household name which is sold nationwide. The range is compiled of almost 1,000 lines for dog, cat, wild bird, small animal, poultry and fish. The brand is committed to sustainability and ethical production practices. It uses only the finest natural ingredients and is dedicated to reducing its environmental impact.

- 5" Munchie Rolls
- 5" Hide Cigars
- 5" Hide Twists
- 6" Hide Ring
- 8" Hide Shoe
- Big Hearts – heart-shaped dog biscuits
- Extra Select Bitesize Chew Sticks
- Extra Select Bitesize Mini Bones
- Extra Select Bitesize Mini Training Treats Mixed Flavours
- Extra Select Bitesize Munch Bar
- Extra Select Bitesize Sea Hearts
- Extra Select Bitesize Tasty Duos
- Extra Select Cigar and Knuckle
- Extra Select Gravy Bones Beef
- Extra Select Gravy Bones Chicken
- Extra Select Hide Knots
- Extra Select Hide Knuckles
- Extra Select Lollipops and 5" Shoe
- Extra Select Munchie Flats Assorted
- Extra Select Premium Pigs Ear Strips
- Extra Select Sweet Potato Fries
- Extra Select Sweet Potato Mixed Pieces
- Jumbo Pigs Ears in Nets



🌐 To buy: Visit su-bridge.co.uk

Pooch and Mutt

A range of healthy and natural dog treats that taste good but do good too. Includes a hypoallergenic range, a vegan option, and grain free options. Suitable for all breeds and ages from 12 weeks old.

- **Pooch and Mutt Jerky Dog Treats** – 2 flavours
- **Pooch and Mutt Probiotic Treats for Dogs** – 4 flavours
- **Pooch and Mutt Fish Hide Dog Chews (Hypoallergenic)** – 2 flavours

🌐 To buy: wholesalers or visit poochandmutt.co.uk



Little Big Paw

Little Big Paw grain free dog treats are 100% natural with no added sugars. They contain no artificial preservatives, no colourants, no flavourings, no grain, no wheat, no soya, and no dairy. Includes a vegan option. Suitable for dogs of all ages.

- **Little Big Paw Little Treats for Dogs** – 3 varieties
- **Little Big Paw Oven Baked Treats for**



Supreme Tiny Friends Farm

Blending super-tasty ingredients, essential vitamins and antioxidants, these delicious treats are gently baked to be tail-waggingly tasty! While Supreme are renowned for their small animal products, they have in fact produced dog treats under a white label for years. Now, they've brought the treats under their own brand.

- **Tiny Friends Farm Danny Dog Doggy Donuts**

🌐 To buy: wholesalers or visit supremepetfoods.com/become-a-stockist



Yellow Yak

Yellow Yak is a brand that is synonymous with natural, organic, and healthy treats for dogs. An innovator in the dog chew sector, Yellow Yak chews are 100% natural and packed full of protein, vitamins and minerals. It promises 'Beautiful. Bold. Cheese.'

- **Yaky Chew Original**
- **YUM** – Peanut Butter, Bacon, Chicken, and Cheese
- **Churros** – Peanut Butter, Bacon, Chicken, and Cheese
- **Happy Teeth** – Dental Peanut Butter, Dental Bacon, and Dental Cheese
- **Yogurt Sticks** – Peanut Butter, Bacon, and Plain

🌐 To buy: wholesalers or visit kennelpak.co.uk/brand/yellow-yak



Dogs (Hypoallergenic) – 3 flavours

🌐 To buy: wholesalers or visit littlebigpaw.co.uk

Denzel's

- **Denzel's Training Bites** – 8 flavours
- **Denzel's Salmon and Peanut Butter Puppy Training Bites**
- **Denzel's Battersea Hearts** – treat sales support Battersea
- **Denzel's Rewards** – Duck and Plum, Salmon and Cranberry, Turkey and Apple, and Chicken and Mango
- **Denzel's Soft-baked Chews** – Nut Butter, Pure Paleo, Superfood, Brunch, High Protein, and Tropical

🌐 To buy: wholesalers or visit denzels.co.uk





BARKING HEADS

Tailored food, made fresh!

Barking Heads launched in 2008 as a fun-but-functional, pet specialist brand. Popular with young pet owners, the brand grew rapidly and moved into grocery. Since being acquired by Inspired Pet Nutrition in 2021, the organisation implemented a strategy to exit the brand from grocery retailers, taking Barking Heads back to its roots as a pet specialist only brand.

Pet Specialist Exclusive Product

Today's young pet food shoppers are pet centric, considering their pet to be 'the most important thing in their life'. They are interested in healthy products for both themselves, and their pets, with spending on health and wellness ranked as highly important in this consumer group. They are often knowledgeable in advanced pet nutrition and keen for pet food to be specifically formulated for their pets, with vitality and digestive health being perceived as the most important benefits. Research suggests that 96% of Gen Z shoppers will pay a premium for brands they judge as 'transparent'.¹

Barking Heads target consumers

- Millennial and Gen Z pet owners (age range 20 – 35)
- Owners who see their pets as their children.
- Young, health-conscious shoppers interested in nutrition
- Shoppers concerned about their impact on the environment

Recognising the brands appeal to the sustainably conscious millennial and Gen Z generation of pet owners, Barking Heads dry food was relaunched in October 2023, with improved, reformulated recipes and an exciting packaging redesign, including fully recyclable packaging materials. Production was also moved to the UK, to its carbon-negative factory in North Yorkshire.

Barking Heads Proposition

With these findings in mind, Barking Heads wet and dry food recipes offer premium, health and wellness driven, fresh recipes with scientific benefits, designed by nutritionists for dogs of all breeds and life stages. In contrast to its serious nutritional proposition, the brand uses a fun and friendly approach to speak to its audience, such as product names including 'fat dog slim' and 'beef waggington', coupled with funky imagery and vibrant colours.



TAILORED FOOD, MADE FRESH



Our recipes contain at least 50% high quality meat or fish



Tailored to support your pooches' specific needs

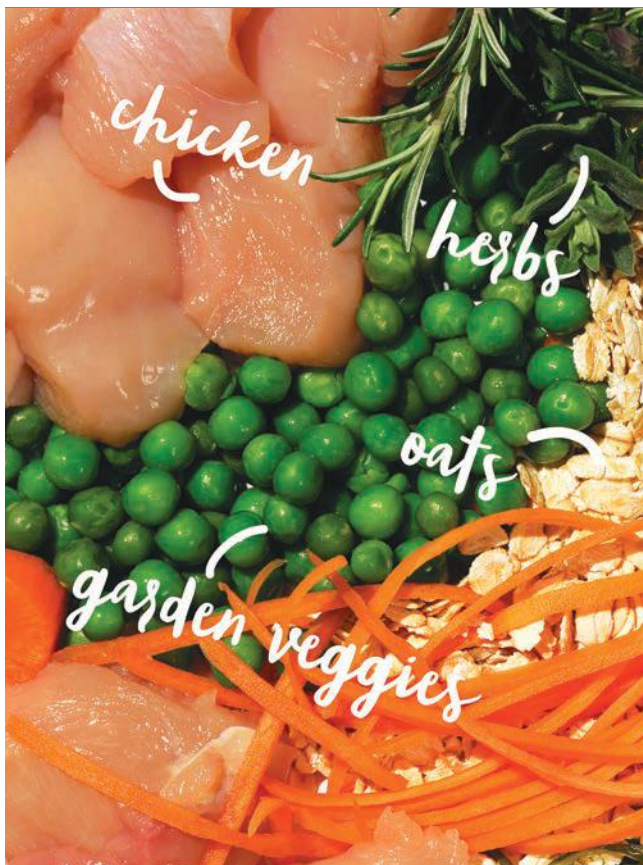


Packed with freshly prepared ingredients & 5 portions of fruit & veg



the retailers' guide to pet products

Recipes have a higher-than-average meat content when compared to competitors, contain only freshly prepared, human-grade ingredients from trusted farms, up to six fruits and vegetables, and are all made in the UK in its carbon kitchens, and packaged in eco-friendly, recyclable packaging.



Growing Customer Group

Representing the next generation of advanced pet nutrition shoppers, research shows a notable generation shift in pet ownership, with Millennials and Gen Z's now making up 58% of current pet owners. Market data also shows that Gen Z spend per trip is +15% than the overall average pet shopper.¹ This group of target consumers is growing and choosing Barking Heads as it's trusted specialist pet food.



Key Selling Points

- Recipes packed with fresh, natural ingredients
- Top quality human-grade produce from trusted farmers
- Contains at least 50% quality meat, poultry or fish.
- Dry and wet recipes, which can be served individually as a complete meal or together for the ultimate doggie dinner
- Tailored recipes for different life stages and breed sizes
- Produced in a carbon-negative, UK factory and packaged in sustainable materials



CONTACT

To become a stockist, please contact your preferred pet product wholesaler for prices and special offers.

(1) Data Source: UK Pet Food Data Report 2024 / Morgan Stanley Jun24 / Mintel Pet Food Report 2024



WHAT TO STOCK

Extra Select

The Extra Select brand offers a quality and affordable range of dog toys.

- **Plush toys** – Benedict The Badger, Derrick The Donkey, Fern The Fox, Florence The Flamingo, Monty The Mallard, Philbert The Pheasant, and Ramsay The Rabbit
- **Fetch toys** – Berber Football, Fun Flyer, Tennis Ball Launcher, Floating Sports Balls and Tennis Balls,
- **Tug toys** – Cotton Bone Two Knots, Rubber Ball on Rope, Super Tennis Ball, Tennis Ball and Bone, and Tennis Ball on Rope
- **Chew toys** – Softex Grunting Pig, Rubber Teething Dumbbell, Ruff&Tuff Ball on Rope, and Ruff&Tuff Treat Snake
- **Gun Dog training toys** – Training Dummy, Training Dummy Ball, Training Dummy Rabbit, and Puppy Training Dummy
- **To buy:** visit su-bridge.co.uk



Zeus

Zeus has an exciting range of dog toys for indoor and outdoor play.

- **Zeus DUO Ball Toys** – brightly coloured and multi-textured, Zeus DUO fetch ball toys are designed to provide hours of interactive fun. The range includes three engaging varieties with either LED light, squeaker, or squeaker and added glow-in-the-dark material. Each variety comes in small and large sizes
- **Zeus DUO Chew Toys** – the chew toys have a unique, durable consistency for optimal chewing enjoyment by dogs, and are deliciously scented for extra appeal. They come in a range of shapes including Stick, Bone, Spike Dumbbell, Cross Bones, Figure-8 Tug, Ninja Star, and Tri-Ring
- **Zeus Fitness Toys** – the range delights dogs with its highly energetic and fun fetch and tug toys, available in a rich variety of shapes and types, including Tennis Ball Tugs, TPR and Rope Tugs, Tough Nylon Toys, and TPR and Foam Toys
- **To buy:** visit hagen.com



All For Paws

All For Paws is a lifestyle pet brand with an extensive range of fun toys for dogs.



- **Soft toys** – over 90 different soft toys including fun animal toys, cuddle toys, fluffy mats, and blankets
- **Interactive toys** – interactive feeders, treat dispensing toys, ball launchers, and puzzle toys
- **Fetch toys** – balls, flyers, sticks, and discs, including Bounce & Rattle Rubber

Ball, Penguin Ball, Glowing Flyer, and Anti-Bite Flying Disc

- **Water toys** – garden fountain, and splash and fun dog pool
- **Chew toys** – including Nylon Bone, Rubber Bone, lick mats, dental toys, Treat Hiders, chews, Doggie's animal Slippers, peanut butter infused wood toys, glowing toys, and Tough Chew range.
- **Rope and tug toys** – fun animal toys including Air Squirrel, Jungle Tiger, and Rope Cuddle Koala; Sweater Ropes, Ballistic range, and Leave me Alone Snake.

● **To buy:** wholesalers or visit allforpawspet.com

Ancol

Ancol Pet Products is an independent, family-owned company specialising in the supply of pet accessories for dogs, cats and small animals. From its West Midlands base in Walsall, it has been developing pet products for over 50 years. It has many ranges of dog toys.



- **Extreme range** – Floating Ball, Floating Baton with Strap, Floating Donut with Strap, Floating Dumbbell, Floating Rugby Ball, Floating Toy, Glow Balls, Ring, Tough Ball, Tough Baton, Tough Rugby Ball, and Tyre.
- **Heritage range** – firm cuddly toys in range of animal and nature designs
- **Ice Paws range** – freezable toys
- **Made From range** – toys made from recycled materials
- **Örva range** – treat dispensing and boredom busting toys and puzzles
- **Pawty range** – soft toys, tuggers, and tennis balls all designed on a party theme
- **Playtime range** – split into Chase, Cuddle, Rope, and Tough ranges
- **Small Bite** – specifically designed for puppies and small dogs, including tuggers, balls, teething, and soft toys
- **The Soho Pet Collection** – made with recycled materials, patterned reversible bones in a variety of designs

● **To buy:** wholesalers or visit ancol.co.uk

Good Boy

Your dog needs a toy for every occasion. Good Boy has squeaky, chewy and tuggy, as well as fetch and soft toys, so there'll never be a dull moment.



- **Squeaky toys** – Quacking Duck, Face Balls, and Space Lobber
- **Chew toys**
- **Tug dog toys** – Threads Crinkle Dog, Hug Tug Toys, Wild Tug Toys, and Tug Braids Lizards
- **Fetch dog toys** – Bobble Balls, Glow In The Dark Toys, and Ball-Istic Thrower
- **Soft dog toys** – Fluffy Dogs, Hanging Game Toys, Softies Duck, Fluffy Bears, Raggy Crinkle Toys, Super Squeaky Snake, and Hug Tug Owls

● **To buy:** wholesalers or visit goodboy.co.uk

Beco

Beco make high quality products in the most sustainable way, including eco-friendly toys:

- **Indoor play** – treat dispensing toys, Treat Bone, Boredom Buster, and Wobble Ball, as well as Tough Tugger



the retailers' guide to pet products



for tug-o-war

● **Outdoor play** – Super Stick, Fetch Ball (launcher compatible), Slinger Ball (for throw, fetch, and tug), and Slinger Pebble (for throw, fetch, and tug).

● **Soft toys** – Recycled dinosaur range, and Rough & Tough animal range

● To buy: wholesalers or visit becopets.com

Hasbro

The popular entertainment business has a range of pet toys from some of their most popular brands. The branded ranges include:

- Mr. Potato Head
- Monopoly Mr. Money Bags
- Play-Doh
- Hungry Hungry Hippos
- My Pet Monster
- Cavity Sam
- My Little Pony



● To buy: visit su-bridge.co.uk

Chuckit!

These dynamic products are not intended to be solo play toys. Built on innovation and ergonomic design, Chuckit! has revolutionised the classic game of fetch. The brand has become iconic and loved by dog owners.

● **Chuckit! Launchers** – comprehensive range of sizes and designs for hands free, 'no slobber' pick-up. Range of throwing distances and ball sizes

● **Chuckit! Launcher Compatible** – range of Launcher compatible toys including speciality balls that float, bounce, glow, and whistle

● **Chuckit! Ground Pursuit** – great for dogs to chase and roll and include grooves which make them easy to pick-up

● **Chuckit! Flyers** – including Zipflight, Flying Squirrel, Heliflight, and Rugged Flyer

● **Chuckit! Indoor** – fun indoor toys with Bounceflex™ Core Technology. Soft yet resilient materials dogs will love

● **Chuckit! Tug, Shake or Toss** – range is perfect for land or in the water. Innovative material combinations specifically designed for rough and tough games, they appeal to a



dog's shaking instinct

● **Chuckit! Max Glow** – made with a safe, high quality photo luminescent material that is both chemically and biologically inert. Can be recharged in seconds with a bright flashlight

● **Chuckit! Hydro** – Hydrosqueeze and Hydrofreeze toys are designed to hold and release water during play, helping to keep dogs cool

● **Chuckit! Eco Fetch** – eco-friendly fetch toys made with recycled materials

● To buy: Pedigree Wholesale, visit petproducts.co.uk

Classic Pet Products

With over four generations of experience in the pet trade, Classic Pet Products has built a strong portfolio of SKUs.

● **Plush toys** – tennis fun balls, rope tug toy, and Stuffing Free Toys in Raccoon, Skunk, and Squirrel designs

● **Rubber toys** – balls of different sizes, Pimple Balls, Pimple Dumbbells, Solid Rubber Bones and Rings, Rubber Tug toys, Sponge Rubber Tennis Balls, Pimple Ball and Rope, Pimple Solid Rubber Rings, Spike Balls with Bell, Triple Ring Rubber, Rubber Oval Ball on a Rope, V Tug toy, and Odd Balls with Bell

● **Vinyl toys** – Vinyl Smile Balls, Vinyl Newspaper, Vinyl Fling-a-Ring, Vinyl Sausage Rope Tug, Vinyl Chick Leg Rope Tug, Vinyl Bone Rope Tug, Training Dumbbells, Tri-Bone Flyer, and Vinyl Rope Tug Toy

● To buy: wholesalers or visit classicpetproducts.co.uk



Company of Animals

Developing pet products for over 40 years, The Company of Animals extensive product ranges includes those for play.

● **Coachi** – the dog training range Coachi encourages engaging through play and includes a host of toys: Tuggi Tug, Tuggi Spider, Tuggi Hide, Tuggi Ball, Tuggi Helix, Chase & Crinkle, and Chase & Treat

● **Boomer Ball** – tough ball, ideal for ball-obsessed toy-destroyers who love to fetch. Variety of sizes

● To buy: wholesalers or visit companyofanimals.com/uk

Danish Design

Danish Design was set up in 1981 and is located in Yorkshire – the Danish link in the name comes from one of the founders being Danish. Designed and made in the UK, the company has a great range of dog toys

● **Danish Design plush dog**



toys – the plush toys are a source of comfort and great for interactive play

● **Danish Design Bottle toys** – plush toys with a removable and recycled plastic bottle inside for crackling fun

● **FatFace animal toys** – cute and cuddly toys, with rope for tug games

● **FatFace Toy Ball** – FatFace is a brand partner of Danish Design ● **Tug Toy** – designed for stimulation and fun, this tug toy is a great interactive play toy for your furry friend

● To buy: wholesalers or visit danishdesign.co.uk

BIONIC

BIONIC

BIONIC dog toys are expertly crafted for the toughest chewers. Made from highly durable and proprietary BIONIC RUBBER which is formulated without stuff you don't want your dog chewing on like BPA, lead, and phthalates and is durability tested by an International Standard ISO/IEC and NADCAP accredited USA laboratory. BIONIC offers unrivalled durability with patented defensive geometry.

- **Treat Shaker** – treat-dispensing toy
- **Treat Star** – treat-dispensing toy
- **Toss-N-Tug**
- **Toss-N-Tug Turbo**
- **Urban Stick** – treat-dispensing toy
- **BIONIC Bone**
- **Stuffer** – treat-dispensing toy
- **BIONIC Ball** – treat-dispensing toy



● To buy: visit hagen.com

GiGwi

GiGwi offer a wide range of toys to cater to different breeds, ages, and play styles. It believes that playtime should be an opportunity for pets and their owners to bond and have fun together.

● **Balls** – G-Foamer Ball, G-Foamer Rugby Ball, Go-Fetch Slinger Ball, Jumball Basketball, Jumball Soccer Ball, Jumball Tennis Ball, Mini Jumball Basketball, Original ball, Crazy Balls, and Pop Pals Ball





WHAT TO STOCK

● **Chew toys** – Antler Wooden Chew Toy, G-Foamer Dumbbell, Johnny Stick Extra Durable, Johnny Stick Squeaker, and Multi-Sound Bone

● **Durable plush** – Duraspikes Animals range for dogs who love to play rough, Gladiator with TPR Armour, Plush Jumball Bull, and IM Hero Plush Toys range which are super durable and cuddly

● **Interactive Plush** – GiGWi Agent range with tennis ball bellies and plush bodies, Crunchy Neck Plush Toy, Iron Grip Dog, Monster Rope range, Plush Friendz Johnny Stick Elephant, and Rock Zoo Boxer range

● **Plush** – Plush Friends Squeaker Toy Raccoon, Plush Friendz Animals, and Supp Puppa Plush Chew Dog

● **Push to Mute range** – these durable toys are great for play but have the benefit of Push-To-Mute capabilities so you can choose whether it is a noisy squeaker or a noise-free toy

● **Treat Dispenser Toys** – Johnny Stick Treat Dispenser and Treat Dispensing Bulb toys

● To buy: wholesalers or visit gigwipets.com

Happy Pet

Manufacturer and distributor of thousands of pet products, Happy Pet has a huge offering of dog toys.

● **Buster and Beau** – made from recycled materials, the range features different animals with squeakers

● **Grubber** – durable toys that also massage teeth and gums. Interactive Football and Interactive Rugby Ball

● **Latex** – Latex Figure of 8, Latex Balls, Latex Chicken, and Latex Pig

● **Little Rascals** – an extensive range including tuggers, chew toys, rope toys, teethers, and rubber toys

● **Nuts for Knots** – rope toys including Log, Ropeball, Tennis Ball Pull, Nuts For Knots Extreme 2 Knot Tugger, and Nuts For Knots Extreme Bone

● **Plush toys** – Migrator Canada Goose and Migrator Swan

● **Tough Toys** – durable toys including: Boingo Ball, Frame Ball, Gappy Ball, Rope Ball, Rope Ball Floater, Rubber Balls, Rubber Bone, Rubber Studded Dumbbell, Rubber Tug O War, Soccer Rope Ball, Studded Rope Ball, Studded Rope Ball, and Treat Release Croc

● **Indestructiball** – designed as a super tough toy

● **Mad About Pets** – an extensive range of innovative toys from balls and tug toys, to animal characters and vinyl toys



● **Licensed toys** – Happy Pet is a specialist in licensed toys including characters from TV shows and films

● To buy: wholesalers or visit happypet.co.uk

Nerf Dog

The iconic Nerf brand offers a large range of dog toys. Features such as poly-cotton infill, natural rubber, and triple nylon stitching ensure that pets get a safe, high-quality toy that will provide hours of fun. The range includes:



● **Balls** – Giggle Ball, Squeak and Crunch Wedge Ball, Puzzle Feeder Ball, Rubber Soccer Ball, Rubber Super Bounce Ball, Solid Foam Sonic Balls, Squeak Tennis Balls, NON-squeak Tennis Balls, TPR Bash Squeak and Crunch Football, TPR Bungee Treat Ball, TPR Checker Squeak and Crunch Ball with Crunch Bag, TPR Spike Ball, TPR Ultra GLOW Classic Squeak Football, TPR/PP Scented Bacon Super Scent Ball, Transparent TPR Classic Squeak Ball, X-Weave Soccer Squeak Ball and Compact Blaster and Non-Squeak Tennis Ball

● **Squeak range** – 3 Part Spike Squeak Ball, Bash Rubber Wrapped Tennis Barbell, TPR EXO Micro Squeak Bone, TPR Squeak Stick, and TPR Squeak Vortex

● **Tug toys** – TPR Dental Tug Ring, TPR Treat Tug Bone, EXO Spike Ring, Rubber Tire Infinity Tug, Nylon Square Braided Twisted Infinity Tug, and Nylon Squeak Vortex Chain Tug

● **Super Scent range** – TPR/PP Super Scent Bone, Super Scent Barbell, and Super Scent Wishbone

● To buy: visit su-bridge.co.uk

Rosewood

Rosewood sources, produces, and distributes pet products. The Rosewood toy range is dog-approved, for pooches

of all ages, breeds, and sizes. There are tough toys for the chewers and Biosafe for more hygienic play.

And with a whole range of plush, natural, squeaky, and bouncy goodies, fetch is definitely on the cards

- **N-GAGE**
- **My Dog**
- **Flingerz**
- **Little Nippers**
- **Nina Ottosson**
- **Outward Hound**
- **Aromadog**
- **Eco Friendly**
- **tufflove**
- **Goodwood**
- **BioSafe Germ Smart Dog Toys**
- **Mister Twister**
- **Chubleez**
- **Jolly Doggy Natural Toys**
- **Jolly Doggy Play +**
- **Natural Nippers**
- **Super Tough Plush**
- **Tough Twist**
- **Twistables**
- **Tough Toys**
- **Jolly Doggy Vinyl and Latex Toys**
- **Jolly Doggy Ball Play and Sports Balls**
- **Giggle Toys, Giggle Treat Ball**
- **Nylon Dog Chews**
- **Cyber Rubber**
- **Starmark**



● To buy: wholesalers or visit rosewoodpet.com

Benebone

Range of chew toys in variety of shapes and infused with enticing flavours with design meaning the smell is not detectable to human noses

● To buy: wholesalers or visit benebone.com

DOOG

Dog Owners Outdoor Gear was founded in 2007 from a love for the great outdoors and dogs. It offers toys including the Stick Family fetch toys, which are made from recycled rubber, and the Fetchables Fetch A Tug and Fetch a Disc toys.

● To buy: wholesalers or visit dooguk.co.uk

James and Steel

Offers an extensive catalogue of dog toys including brands such as Dog Life, Bubble Dog, sôtnos, Pet Qwerk, and Tug Life

● To buy: wholesalers or visit jamesandsteel.com

Nina Ottosson

Nina Ottosson dog puzzle games exercise dogs' minds and body. With varying levels of difficulty.

● To buy: wholesalers or visit nina-ottosson.com



Parasite protection

Beaphar

Beaphar has a comprehensive flea and tick range to suit dogs of all ages and sizes. The range includes easy-to-use spot-ons, long-lasting collars, dual-action spot-ons to protect your home and your pet, shampoos, and a variety of household flea products.



- **Beaphar FIPROtec Flea and Tick Spot-On** – comes in sizes for small, medium, large and extra large dogs
- **Beaphar FIPROtec COMBO Flea and Tick Spot-on** – comes in sizes for small, medium, and large dogs
- **Beaphar Canishield Flea and Tick Collar** – comes in sizes for small and medium dogs, and large dogs
- **Beaphar Defest Household Flea Spray for Cats and Dogs**
- **Beaphar Household Extra Long Lasting Fogger** – kills fleas, flea eggs, flea larvae, and other crawling insects
- **Beaphar Flea Spray for Cats and Dogs** – kills fleas and prevents their return for 3 – 4 days
- **Beaphar FIPROtec Flea and Tick Spray for Cats and Dogs**
- **Beaphar FLEAtec Household Flea Spray**
- **Beaphar Tick Away Spray for Cats and Dogs**
- **Beaphar Insecticidal Shampoo for Dogs**
- **Beaphar VETOpure Plant-Based Protection Flea Collar for Dogs**
- **Beaphar VETOpure Plant-Based Protection Flea Spot-On for Dogs**
- **Beaphar One Dose Wormer** – comes in sizes for small, medium, and large dogs
- **Beaphar WORMclear Warming Tablets for Dogs** – different doses for dogs depending on weight

☎ To buy: wholesalers or visit beaphar.co.uk

Johnson's

Johnson's are famous for their worm and flea treatments.

- **4fleas Spot-on** – comes in sizes for puppies, small, medium, and large dogs



- **4fleas Tablets** – comes in sizes for puppies, small, medium, and large dogs
- **4fleas Household Spray 'Extra Guard'**
- **4fleas Room Fogger** – kills fleas and other insects
- **Guardian Home Flea Spray** – kills fleas, flying and crawling insects

- **One Dose Wormer** – comes in sizes based on weight
- **Tick Remover**

☎ To buy: wholesalers or visit johnsons-vet.com

Bob Martin

Bob Martin's vet strength treatments are easy to use, fast-acting and long-lasting.



- **Bob Martin Clear Spot-On** – comes in sizes for small, medium, and large dogs to kill fleas and ticks
- **Bob Martin Clear Flea Tablets** – comes in different sizes
- **Bob Martin Clear Plus Spot-On** – comes in sizes for small, medium, and large dogs to kill fleas, ticks, and flea eggs
- **Bob Martin Clear Pesticide Free Repellent Spot-On** – comes in different sizes to repel fleas and ticks
- **Bob Martin Clear Flea and Tick Repellent Collar**
- **Bob Martin Clear Flea Shampoo** – repels fleas and ticks
- **Bob Martin Clear Flea Bomb** – for home and furniture
- **Bob Martin Clear Home Flea Fogger** – for home and furniture
- **Bob Martin Clear Home Spray** – for home and furniture
- **Bob Martin Clear Home Spray Plus** – for home and furniture
- **Bob Martin Clear 3 in 1 Flavoured Wormer Tablets** – comes for different sizes of dogs and treats against roundworms, tapeworms, hookworms, and whipworms

☎ To buy: wholesalers or visit bobmartin.co.uk

Frontline

FRONTLINE is one of the most trusted flea and tick treatments in the UK.



- **FRONTLINE SPOT ON** – original formula which comes in formulations for different sizes of dogs. Kills fleas, ticks, and lice
- **FRONTLINE PLUS** – comes in formulations for different sizes of dogs and kills fleas, ticks, and lice, and stops flea eggs hatching
- **FRONTLINE TRI-ACT** – a unique formula which kills faster and repels more parasites including fleas, ticks, mosquitos, sandflies, and biting flies. Comes in formulations for different sizes of dogs
- **FRONTPRO** – a chewable tablet that kills fleas and ticks
- **FRONTLINE SPRAY** – for puppies; protects

against fleas and ticks

- **FRONTLINE HOMEGARD** – the fast-acting household spray kills fleas and ticks and stops flea eggs hatching
- **FRONTLINE WORMER** – a broad-spectrum worming tablet, killing all types of intestinal worms including roundworms, tapeworms, hookworms, and whipworms

☎ To buy: wholesalers or visit uk.frontline.com

Itch

Effective, affordable flea and worm treatments that exterminate fleas, ticks, and worms to keep pets healthy and happy.



- **Itch Flea Treatment for Dogs** – a spot-on treatment for fleas, ticks, and lice. Kills adult fleas within 24 hours and halts all other flea life stages in their tracks. Comes in formulations for dogs of different sizes
- **Itch Wormer Tablets for Dogs** – kills common dog intestinal worms and prevents newly hatched larvae from growing and multiplying. Comes in formulations for dogs of different sizes
- **Itch Flea Home Spray for Homes** – puts a halt to the development of flea eggs and larvae for up to 12 months

☎ To buy: wholesalers or visit itchpet.com

Tick Twister

Invented in 1995 by Dr. Denis Heitz, French veterinarian, Tick Twister is the 'original' instrument for removing ticks completely and safely. Removes ticks without squeezing or pulling them which decreases the risk of infection.



☎ To buy: visit donaldcooke.co.uk/tick_twister.html

Indorex Defence Spray

Indorex kills adult fleas and house dust mites on contact for up to 2 months after application, and prevents the development of flea eggs and larvae for up to 12 months. Won the Your Dog and Your Cat Magazines 'Best Flea Product for the Home' over 18 times!



☎ To buy: email enquiries@virbac.co.uk or call 01359 243243



WHAT TO STOCK

HARRINGTONS

The natural choice, for all pets, occasions and budgets

Proudly Yorkshire born and bred, Harringtons mission is to make natural food the natural choice for every pet. That's why every recipe is full of tasty natural goodness, healthy and balanced, but at a price that won't break the bank.

The Harringtons Proposition:

- Freshly prepared meat ingredients in every recipe
- 100% natural ingredients with added vitamins and minerals
- Every recipe's first ingredient is always meat
- Complete and balanced meals with no artificial nasties
- Made by the UK's first carbon negative large pet food manufacturer



As the number 1 dry dog food in the UK*, bought by 1 in 4 dry dog food buyers, Harringtons proudly serves up 600 million natural dinners every year. The brand however offers much more, including its new freshly prepared wet dog food range, an extensive range of wet and dry cat food and two premium dog food tiers Just 6 and Superfoods, with the Harringtons Just 6 brand available exclusively to pet specialist retailers.

The Harringtons Range – Market Positioning

Widely recognised by the UK consumer, and supported by investment in mainstream media advertising, Harringtons core dry dog food is predominantly sold to the mass market, proudly playing an important role in

ensuring affordable, natural, balanced and sustainably produced food is available to all dogs in the UK.

For pet owners with more complex purchasing needs, the Harringtons brand provides several, more premium 'trade-up' options, all offering the same core Harringtons brand values, but with more advanced ingredients and additional benefits.

Breadth of Brands



Harringtons New Freshly Prepared Wet Dog Food Range

Now made with 90% freshly prepared meat ingredients and veg, significantly more than its competitors in the price range, this upgraded recipe is perfect as a delicious topper or complete meal. To ensure the very best taste and nutrition, Harringtons use the freshest real ingredients and locally farm grown veg before gently steam-cooking. This hypoallergenic, grain free recipe is easy to digest and contains no wheat, dairy, soya or pork.



Harringtons Wet Cat Food

Whilst the Harringtons brand has been renowned in the dog food market for many years, the Harringtons wet cat food brand is rapidly taking the market by storm as the leading challenger cat food brand. With



the retailers' guide to pet products

the Harringtons strong foundations in 100% natural ingredients and high meat content, Harringtons cat food contains 80% fresh meat, fish or poultry protein, twice the meat content of its competitor brands and is also 100% grain free.



Harringtons Superfoods Dry Dog Range

Evolving from its grain-free predecessor in 2023, Harringtons Superfoods is aimed at the pet owners who increasingly identify their pets as children and bring human values to pet food to ensure they're meeting health-related needs. Each grain-free recipe has been enhanced with six superfoods: sweet potato, rosemary, beans, pomegranate, spinach, and blueberry, to support dogs' digestion, immunity, mobility and energy levels. Perfect for those owners looking additional health benefits or a recipe that is suitable for dogs with sensitive stomachs.



HARRINGTONS
THE NATURAL CHOICE



Harringtons Just 6

Available only to pet specialist retailers, the Harringtons Just 6 range was developed in response to the growing number of owners searching for food suitable for dogs with allergies and sensitivities. Building on the strong Harrington brand values, the range offers minimal, premium quality ingredients at affordable prices.

With just six carefully selected ingredients for taste, nutrition and digestion – these tasty recipes give all the natural goodness a dog needs, and nothing it doesn't. The natural, gentle and balanced fresh recipes contain over 50% single source protein of either meat, poultry and fish to provide all the nutrients for a happy, healthy dog. More importantly, this grain free recipe has limited ingredients allowing owners to help manage food sensitivities naturally.

* Nielsen IQ 52 w/e 28.12.24

HARRINGTONS
THE NATURAL CHOICE

bestpets

Pedigree
Wholesale
Here for your pet business

Trustpet
It's all in the name...
www.trustpet.co.uk

vital
Pet Group

CONTACT

To stock up, please contact your preferred pet product wholesaler for prices and special offers



WHAT TO STOCK

Ancol Dog Beds

Ancol's dog beds are made in a host of styles to suit all dogs' preferences. With different collections, there are plush, waterproof, and recycled products, with plenty of choice of colours too.



- **Cove beds**
- **Donut beds** – Sleepy Paws Classic, Sleepy Paws Luxury, Small Bite, The Heritage Collection and Made From recycled ranges
- **Flat pad dog bed** – Sleepy Paws Classic and Sleepy Paws Performance ranges
- **Mattress dog beds** – Sleepy Paws Classic, Sleepy Paws Luxury, The Heritage Collection, and Extreme ranges
- **Oval cushion dog beds**
- **Square dog beds** – Sleepy Paws Classic, Sleepy Paws Performance, and Made From recycled ranges

● To buy: wholesalers or visit ancol.co.uk

Danish Design

A range of luxurious dog beds, with an extensive selection of designs, sizes, and materials available. Types for all dogs' preferences and designed to have dogs "snoozing in style."



- **Danish Essentials for Dogs** – bedding essentials including donut, blanket, mattress, and quilted bed styles
- **Blankets & throws** – FatFace Blanket and Marching Dogs Blanket, Newton Moss Throw, and Sherpa Fleece Blankets
- **Crate Bedding** – County Crate Mattress, Crate Bedding Sets, and Crate Bumpers
- **High Sided Beds** – Newton Moss, Sherpa Fleece, Tweed, and Colour Block Lux Slumber Beds
- **Cosy Spaces** – Pet House and Pet Teepee for small dogs
- **Duvet beds** – Anti-Bacterial Deluxe, Arctic Box, Standard Duvet, and Deep Duvet varieties
- **Quilted Mattresses**
- **Puppy beds** – Snuggle Bed, Slumber Bed, Lounger, Fleece, Sherpa Fleece and My First beds varieties

● To buy: wholesalers or visit danishdesign.co.uk

Henry Wag

Henry Wag manufactures beds that are designed to be comfortable, durable, and easy to clean.



- **Henry Wag Alpine Travel Snuggle Bed**
- **Henry Wag Micro Fibre Noodle Pet Mat**
- **Henry Wag Elevated Dog Bed**
- **Henry Wag Brecon Adventure Bed**

● To buy: wholesalers or visit henrywag.com

House of Paws

House of Paws offers stylish and practical dog beds, with washable and water resistant options.



- **Fleece Blanket**
- **Mats – Crate Mats, Boot Mats, and Water Resistant Mats**
- **Mattress Dog Bed**
- **Oval Beds**
- **Puppy Beds**
- **Rectangle Beds**

● To buy: wholesalers or visit houseofpaws.co.uk

PetFusion

PetFusion has a large range of dog beds that blend ergonomic design, durability, and comfort, specifically tailored for pet's well-being.



- **PetFusion PuppyChoice Dog Crate Bed**
- **PetFusion Cuddler Dog Bed**
- **PetFusion Elevated Outdoor Dog Bed**
- **PetFusion Ultimate Solid Waterproof Memory Foam Dog Bed**
- **PetFusion Ultimate Solid 2.5 Inch Memory Foam Pet Bed for Small Dogs and Cats**
- **PetFusion Cooling Crate Mat**

● To buy: wholesalers or visit thepetfusion.com

Petlife

Home of the versatile and practical Vetbed brand, Petlife offers beds and bedding with luxury, thermal, waterproof, and even disposable options. There is a wide range of styles and colours.



- **Vetbed Original** – hard wearing, everyday dog bedding with unique properties suitable for animals at all life stages. Higher bulk, greater resilience, unique drainage properties and superb heat retention
- **Non-Slip Vetbed**
- **Vetbed Non Slip Select Range**
- **Vetbed Gold** – has extra properties that make it particularly beneficial to the veterinary profession and domestic user alike
- **Snugglybed Igloo** – for small dogs
- **Petlife Sherpa Crate Mats**
- **Flectabed** – provides thermal insulation
- **Posturepal** – luxurious thick new orthopaedic and anatomical dog bedding

● To buy: wholesalers or visit petlifeonline.co.uk

Gor Pets

Gor Pets believe in supplying only the best quality products at realistic affordable prices, including dog beds.



- **Slumber Cotton Sleeper**
- **Slumber Cotton Bed**
- **Slumber Sleeper**
- **Slumber Bed**
- **Noodle Mat**
- **Noodle Bed**
- **Tweed Comfy Cushion**
- **Tweed Comfy Mat**
- **Camden Winter Sleeper**
- **Camden Sleeper**
- **Camden Deluxe Bed**
- **Outdoor Sleeper**
- **Outdoor Premium Bed**
- **Outdoor Essence Lounger**
- **New Essence Bed**
- **Memoire Memory Foam Bed**
- **Ultima Memory Foam Sleeper**
- **The Ultima Bed**
- **Essence Lounger**
- **Essence Beds**
- **Premium Bed**
- **Comfy Cushions**
- **Nordic Hooded Bed**





Nobby



Nobby promises 'Only the best for your pet!' Su-Bridge Pet Supplies are the exclusive wholesaler of the Nobby brand and stock many of their favourite lines. If you see a Nobby's product that is not listed on the Su-Bridge website, you can contact the wholesaler to source it for you. The Nobby range of beds includes:

📍 To buy: visit su-bridge.co.uk

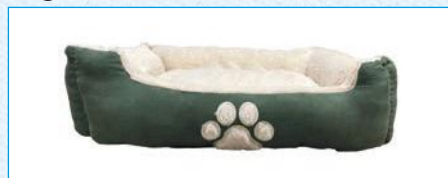


- Nobby Super Soft Fleece Blanket
- Nobby Fleece Blankets
- Nobby 'Cosy Air' Plastic Beds – available in different colours and sizes

- Nordic Snuggle Bed
- Nordic Oval Cushion
- Manhattan Premium Bed
- Highland Premium Bed
- Monza Snuggle Bed
- Monza Oval Pet Cushion
- Dream Slumber Bed
- Radiator Hammock

📍 To buy: wholesalers or visit gorpets.co.uk

Hugs



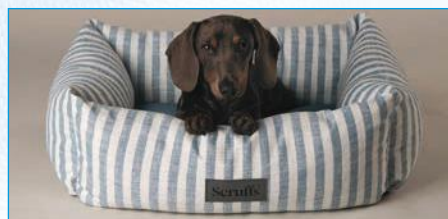
Beautifully crafted pet beds, the Hugs premium range features super-soft cuddly fabrics, contemporary colours and quality assurance. Striking and distinctive, with a high impact in retail settings, the beds come in different colours and sizes

- Crosby bed – great, everyday bed with four sides
- Hugs Round Beds – plush, circular beds
- Hugs Square Bed – plush, square beds
- Soft Snuggler – round, perfect for curling up

📍 To buy: visit happypet.co.uk

Scruffs

Scruffs® is a leading brand of premium pet bedding and accessories, with an extensive range of over 20 different collections,



featuring all types of beds. The philosophy of Scruffs® combines innovative solutions to practical issues facing owners and their pets along with beautiful fabrics and colour palettes found in the latest home décor trends to create the very best pet products in the market. The collections include:

- Box beds
- Donut beds
- Mattresses and pillows
- Orthopaedic and senior beds – including memory foam beds
- Water resistant beds
- Washable beds
- Cooling beds and mats
- Self-heating beds
- Crate mats
- Sofa beds
- Luxury beds

📍 To buy: visit petslovescruffs.com



Ferplast

Ferplast manufacture a wide range of beds to "give your dog the comfortable space it deserves." The range is extensive with over 30 lines of beds, with brands including Siesta, Atlas, Sofa', Eden, and Throne. The collections include:

- Cushions and blankets
- Mattresses
- Plastic dog beds
- Hammocks
- Raised dog beds
- Orthopaedic beds
- Sofas
- Donut beds
- High sided beds

📍 To buy: wholesalers or visit ferplast.co.uk

Rosewood

Rosewood dog beds are designed to provide great quality at great prices. There's plenty of choice of fabrics and designs, from modern and contemporary or soft classics.



- Tall Tails – fleece blankets
 - Eco Line Plastic Beds – range of plastic beds in different colours and sizes
 - 40 Winks Bedding – large range of blankets, beds, donut beds, plush beds, square beds, mattresses, and orthopaedic beds
 - MP Bergamo – plastic beds
- 📍 To buy: wholesalers or visit rosewoodpet.com

All for Paws

The All For Paws Chill Out Tropical crate cooling bed contains a powerful gel that cools dogs during hot weather. No electricity, water, or refrigeration is required.

- To buy: wholesalers

Animal Instincts

Offers a range of reliable plastic dog beds with high sides, in a variety of sizes and colours. Easy to clean and robust.

- To buy: wholesalers

aniMate

Produces veterinary bedding, plush blankets, crate mats, cooling mats, and box beds.

- To buy: wholesalers or visit petschoice.co.uk/brands/animate

Cath Kidston

The fashion brand has a range of dog beds with different styles and themes, including Novelty Dog, London, and Bees.

- To buy: wholesalers

Dream Paws

Large range of beds including mattresses, box beds, sofa beds, snuggle beds, high sided, and water-resistant beds.

- To buy: wholesalers

Fatface

Known as a fashion brand, Fatface has a stylish range of dog beds including duvets and beds.

- To buy: wholesalers

Jazwares Squishmallows

Squishmallows are a worldwide brand, known for their variety of soft toys targeted at the children's market, and there is also an exciting range of dog beds with the popular characters.

- To buy: wholesalers or visit jazwares.uk

Moderna

Solid and hygienic, Moderna produce a range of plastic dog beds. The brand uses recycled plastic in the beds to make them more sustainable.

- To buy: wholesalers



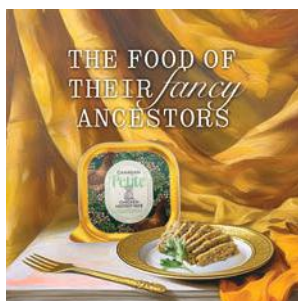
CANAGAN GROUP PETS

Nutritious Family-Made Pet Food



A family business proudly supporting independent retailers for over 30 years, Canagan Group strive to produce the very best pet products available using the finest ingredients. Our passion for natural nutrition started with our Canagan and Symply brands, where we developed a range for cats and dogs that's wholesome, perfectly balanced and above all – nutritious.

We know your customers want the very best for their pets as they are part of their family, that's why our award-winning grain free recipes are made with meat, fish and vegetables that are produced to the very highest of standards. We're proud to be one of the first choices for our companions and the No.1 recommended product at thousands of specialist pet stores around the world.



The range

Both Canagan and Symply have extensive ranges of dry and wet food which means pets can enjoy different flavours and varieties to keep them interested. Our range is suited not only for every breed of dog and cat, but also every lifestyle. No matter which variety they choose from, your shoppers can trust that they will be feeding their pets food that is nutritionally balanced, wholesome, rich in freshly prepared meat, pure and simple.

New Canagan Petite range

Canagan Petite is a range of delicious patés that have been specially crafted for small dogs. The ideal balance of meat with the correct ratio of animal ingredients and specially selected vegetables and botanicals, our Petites are perfect to give every furry friend a deliciously balanced meal on its own or as a topper. We have seven irresistible flavours pet parents can choose from:

- Canagan Petite Turkey with Duck Paté
- Canagan Petite Chicken Hotpot Paté
- Canagan Petite Country Game Paté
- Canagan Petite Beef Stew Paté
- Canagan Petite Lamb Casserole Paté
- Canagan Petite Cod with Herring Paté
- Canagan Petite Chicken with Wild Boar Paté

These are already becoming our fastest selling products, all thanks to its superb ingredients like no other as well as its eye-catching design in 100% recyclable packaging. We know your shoppers will love them too!

New Symply Little range

Just like our Canagan Petites, our new Symply Little range is also going down well with our customers. We have gently cooked freshly prepared meat with vegetables and nourishing salmon oil to make a deliciously balanced meal packed with everything your customers' little dog needs to thrive. There are seven paw approved flavours your shoppers can choose from:

- Symply Little Beef
- Symply Little Lamb
- Symply Little Turkey
- Symply Little Chicken
- Symply Little Chicken & Cod
- Symply Little Chicken & Beef
- Symply Little Chicken & Lamb



the retailers' guide to pet products

What makes Canagan & Symply stand out?

- We're animal lovers, so welfare always comes first when selecting our ingredients. We never compromise on quality and always strive for the highest standards.
- We are the No.1 recommended product at thousands of specialist pet stores around the world.
- We're a family run business with integrity. We always do the right thing and put beloved pets first.
- We're proudly carbon neutral. We generate our own solar energy to power our UK distribution centre and headquarters.

How we work with retailers

- Retailers have a dedicated sales representative who is always on hand to offer support.
- We provide comprehensive staff training and free POS support for your store.
- We offer remarkable customer loyalty rates and a Direct to Retailer programme.
- Stockists feature on a map on the Canagan/Symply websites directing people where to buy.
- We have a dedicated email newsletter specifically to our customers to keep you up to date with the latest news, product launches and offers.



CONTACT

To see the full range, visit canagan.com/uk and symplypets.com/uk
For trade enquiries, call **01494 775 222** or email info@canagan.co.uk



WHAT TO STOCK

WHAT TO STOCK Dog leads and collars

Ancol

Ancol has over 10 ranges of collars and leads to cater for almost all types of dog owners.

- **Chain collars and leads**
- **Classic Collection** – leather leads and collars
- **Extreme** – durable and functional for adventurous dogs
- **Heritage** – rope leads, Latigo leather collar and leads, Timberwolf leather leads
- **Made From** – made from recycled materials
- **Patterned** – fashionable collars and leads with patterns
- **Polyweave** – strong and lightweight nylon leads and collars
- **Retractable leads** – Viva range of retractable leads
- **Small Bite** – designed for small dogs and puppies
- **The Soho Pet Collection** – stylish leads and collars utilising recycled materials
- **Viva** – with polyweave webbing perfect for walking and swimming



● To buy: wholesalers or visit ancol.co.uk

Flexi

Flexi retractable leads let you walk your dog in a controlled way while giving your best friend freedom of movement to discover his immediate environment. With patented technology, each model is assembled by hand and there are options to have a multi-box for storing treats or poo bags and LED lighting systems

- **Comfort** – a new level of comfort
- **Classic** – for all walks of life
- **Xtreme** – extremely tough
- **Giant** – epically robust
- **Neon** – better visibility
- **Black Design** – black is back
- **Style** – elegance meets practicality
- **Leather** – made with finest leather
- **Glam** – the fashion statement

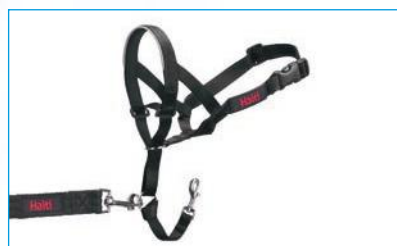


● To buy: wholesalers or visit flexi.de/en

Company of Animals

With over 40 years of experience in canine behaviour, animal science and product development, Company of Animals continues to provide innovation, including award-winning Halti® head collars and harnesses.

- **Halti Anatomy** – lead, harness and puppy harness for any adventure
- **Halti Training** – headcollars, training leads, No Pull Harness, Front Control Harness
- **Halti Walking** – versatile collars, harnesses, and tailored lead options
- **Company of Animals Training range** – long line, puppy training line, 3 in 1 slip lead and lightweight recall line
- **Handsfree dog walking belt**



● To buy: wholesalers or visit companyofanimals.com/uk

Curli

High-performance dog harnesses that offer maximum safety, functionality, ergonomics, performance, and quality. Curli harnesses and leashes are developed using the latest scientific research and modern manufacturing processes.

- **Stretch Comfort Leash** – shock-absorbing and commanding
- **Belka Harness series** – for large dogs
- **Clasp series** – for easy leashing
- **Apple Leather curli Clasp** – sustainable premium collection
- **Magnetic Vest Harness** – self-closing and ultra-light
- **Basic Vest Harness**
- **The Glow Vest Harness**



● To buy: wholesalers or visit mycurli.com

Dogmatic

The Dogmatic Headcollar ranges offer complete but gentle control and do not ride up or go near the eyes. It allows any dog to be more controllable, less excitable, and they will be safer and easier to train and walk regardless of their size. It has won 'Product I Can't Live Without' on over 10 occasions in the Your Dog Product Awards, which is

Nobby

Extensive range of collars, harnesses, leashes, and training leads

● Visit nobby.de/en or available wholesale

Ferplast

A wide selection of dog leads, collars, harnesses

● Visit ferplast.co.uk or available wholesale

Oscar and Hooch

Soft, stylish collars and luxury leads, training leads, and harnesses

● Visit oscarandhooch.com or available wholesale

Doodlebone

Doodlebone offers a large choice of stylish dog leads to suit your pet and make their walks fun, funky and practical.

● Visit doodlebone.co.uk

Danish Design

The FatFace collar and lead range is made with metal components and buckles for durability and strength, and feature genuine leather trims

● Visit danishdesign.co.uk or available wholesale

Cocopup

Practical leads, collars, and harnesses with a real emphasis on style

● Visit cocopuplondon.com

Trixie

An extensive range of all types of quality leads, collars, and harnesses

● Visit trixie.de/en

The Dog Face

Durable, reflective, and training options that you can pair up with collars and harnesses

● Visit thedogface.co.uk

Julius-K9

High-quality dog equipment that's been built to last while also providing maximum comfort and safety for your dog. Trusted by professional dog training professionals.

● Visit julius-k9.co.uk

BullyBillows

A range of training leads, combat leads, and slip leads at BullyBillows, perfect for big, medium, and small dogs.

● Visit bullybillows.com

AK-9

AK-9 range enhances your retail proposition with premium leads, harnesses, and car accessories, crafted using cutting-edge technology.

● Visit ak-9.com

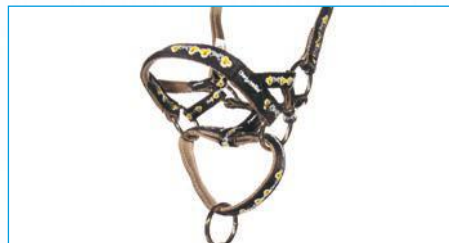


voted for by consumers.

● Dogmatic Headcollar range

● Collars

● **Leads** – gripper training leads, non-slip, leather show slip leads, leather training leads, and trigger hook leads



● To buy: visit dogmatic.org.uk

Long Paws

The Long Paws ranges of dogs leads are designed to keep your best friend safe and secure at all times, and ensure walking them is the pleasure it deserves to be. The ranges include padded leads, in webbing and rope, trigger clips, locking karabiner clips, and reflective webbing.

● Comfort range

● **Earth Friendly** – ultimate adventure seekers collection and the webbing is made using recycled plastic bottles

● **Funk the Dog** – fun and ever changing designs

● **Neon Trek** – hi-viz collars and leads



● To buy: wholesalers or visit longpaws.co.uk

Rosewood



Rosewood offers a range of collars, leads, harnesses, and accessories for dogs and puppies of all ages, sizes, and breeds.

● **Reflective Range** – range of collars, leads, harnesses and accessories to help keep pets safe

● **Wag 'n' Walk Fashion** – contemporary designs with easily adjustable quick-release buckles

● **Luxury Leather** – crafted from fine leather and suedette material with robust fittings

● **Puppy/Small Dog Soft Weave**

● **Soft Protection Classic** – nylon padded collars, leads, harnesses, and chain leads

● Rope Twist/Slip Leads

● To buy: wholesalers or visit rosewoodpet.com

Trinkety Paws

A wide range of bespoke, luxury dog collars, and leads, made from waterproof Biothane® and Paracord Rope. Biothane® is the brand name of all coated webbing products made by Biothane Coated Webbing Corp. It's a polyester webbing with a TPU/PVC coating that makes it more durable, waterproof, easy to clean and remains always odour-free.

● **Biothane® waterproof dog collars and lead sets**

● **Premium rope dog collars and leads**

● **Everlast Range** – designed for seaside and adventure loving dogs



● To buy: wholesalers or visit trinketypaws.co.uk

Ruffwear



For the last 30 years, Ruffwear has believed that its products should perform and that performance should be measured by the ability to enhance our outdoor adventures with our dogs.

● **Dog leads** – leads of different lengths, with different clips, bungee options, and handsfree leads, with products for hands-free running, everyday walking, hiking, long lines, and off-lead options

● **Collars** – long-wearing, adjustable, sturdy-yet-lightweight, that coordinate with lead and harness designs, as well as designs for water dogs, slippery dogs, minimalist dogs, everyday dogs, rugged dogs, and recall dogs

● **Front Range Harness** – a padded harness dogs can wear all day, every day

● **Hi & Light Harness** – a minimal, low-profile harness for fast or light pursuits

● **Web Master Harness** – a structured, multi-use harness with a handle and belly strap

● **Flagline Harness** – a lightweight, multi-use harness with a handle and chest/belly panel

● **Switchbak Harness** – a padded everyday harness with pockets for carrying small essentials

● To buy: wholesalers or visit accapigroup.com

Go Walk

Designed with the outdoors in mind, Go Walk offers quality collars, leads, and harnesses in vibrant colours

● **Go Walk Harness** – easy fit, secure fastenings, and breathable fabrics. Range of colours

● **Go Walk Lead** – made with premium fabrics, secure fastenings, and padded handles



● To buy: visit happypet.co.uk/brand/go-walk

Digby & Fox

Timeless style with contemporary trends, including stylish leather collars and leads.

● Visit shiresequestrian.com

EzyDog

Paying special attention to control and safety, its dog leads and harnesses provide exceptional comfort and custom fit.

● Visit ezydog.co.uk

Hem and Boo

Collars, harnesses, leads, and training leads with padded, adjustable, and reflective options.

● Visit hemandboo.co.uk

In Vogue Pets

Collars, leads, and harnesses in great patterns and prints.

● Visit invoguepets.co.uk

Lords & Labradors

Premium dog collars, leads, and accessories and style to boot. From luxurious leather matching sets to active fabric puppy harnesses, the luxury dog walking accessories are tested by experts.

● Visit lordsandlabradors.co.uk

Mountain Paws

Leads and collars to help you and your dog to enjoy the outdoors together.

● Visit mountainpaws.com

Twiggy Tags

Dog gear designed for every adventure with your dog, from beach days to mountain hikes, wood trails, pub lunches, and everything in between.

● Visit twiggytags.co.uk



WHAT TO STOCK

ZIWI PEAK – Pet food innovation inspired by nature



Available exclusively at Su-Bridge Pet Supplies

Founded in 2002 in the heart of New Zealand's stunning Mount Maunganui, ZIWI was born out of a passion for pets, and a commitment to elevating pet nutrition. With its unique approach, ZIWI continues to set itself apart as a brand that prioritises ethical sourcing and the highest standards in ingredient quality. With ingredients sourced responsibly from New Zealand's pristine landscapes, ZIWI uses only free-range meats and wild-caught seafood. Every recipe is nutrient-dense, high in protein and rich in beneficial compounds such as Omega fatty acids and glucosamine.

The Innovative Steam & Dried Range

The Steam & Dried range leverages Z-MicroSteam™ technology, a proprietary blend of delicate micro-steaming and air-drying techniques. This combination preserves the natural flavour and nutrients pets crave while delivering a light, enticing texture.

This new range features recipes for both dogs and cats, designed to cater to specific tastes and nutritional needs:

- **For Dogs:** Choose from Beef with Pumpkin, Chicken with Orchard Fruits, or Lamb with Green Vegetables, available in sizes 800g, 1.5kg, and 3.2kg.
- **For Cats:** Options include Beef with Southern Blue Whiting, Chicken with Whole Mackerel, and Wild South Pacific Fish, available in sizes 800g and 2.2kg.

Why stock ZIWI?

- Quality margins for retailers
- Innovative range of products
- Great alternative to raw feeding
- Wet and dry food options
- Complementary natural treats range

Canned Pet Food

ZIWI Peak canned pet food combines grain-free goodness with high-quality protein and superfoods to support pets health. Ethically-sourced, it's packed

with nutrients ensuring a happy, healthy pet with every meal. The Canned range is available in two sizes, for both dogs and cats. For dogs it comes as 390g and 170g cans, and for cats it is available in 85g and 185g cans, available as 12 or 24 pack.

Pricing and Retailer Margins

The Steam & Dried range comes with a competitive price point that ensures quality margins for retailers (28%-30%). The trade price ranges from £14.97 to £49.98, with a recommended retail price (RRP) ranging from £25.99 to £89.99. The canned pet food trade price ranges from £23.52 to £44.53 based on a 12 pack, with an RRP ranging from £3.19 to £5.99 per can.

ZIWI is available exclusively at Su-Bridge Pet Supplies, offering UK pet owners a unique opportunity to enhance their pets' diet with a brand devoted to quality, integrity, and respect for animal instincts.

Retailer Support

ZIWI is available exclusively at Su-Bridge Pet Supplies, you can expect the first-class service they offer with every order. This starts before your very first order and continues onwards. With a nationwide team of Area Sales Managers, a dedicated Telesales team and professional merchandisers, you know you are in good hands.

To help educate customers and support retailers, there is a range of branded literature and catalogues available. Alongside this is a range of POS and merchandising options, including shelf edge strips, aisle fins, leaflet holders and FSDUs to help support instore promotion.



GET IN TOUCH

To begin stocking ZIWI today, visit su-bridge.co.uk, new customers simply need to register for an account or email sales@su-bridge.co.uk to speak to your local sales manager.





Steam & Dried

Pure, natural nutrition
from New Zealand.



DELICATELY
MICRO-STEAMED



ETHICALLY
SOURCED



GENTLY
AIR-DRIED



WHAT TO STOCK

Travel

CarSafe

CarSafe dog car harnesses are designed to keep your dog safe and secure, while providing all the best qualities of a walking harness, for ease and convenience on any road trip. The range offers two different styles, with both connecting directly to your car seat belt system to create a safe dog car seat for your pet.

- CarSafe Crash Tested Dog Harness – crash tested up to 32kg at registered laboratory
- CarSafe Dog Car Harness

☎ To buy: wholesalers or visit companyofanimals.com/uk/brand/carsafe

PetGear

PetGear offers a range of products specifically designed to keep pets safe, secure, and comfortable while travelling.

- Boot and Bumper Cover
- Cage Mat
- Canvas Carrier
- Poop Bag Dispenser
- Carrier
- Dog Seat Belt
- Fold Flat Carrier
- Front Seat Protector
- Standard Cargo Guard
- Jumbo Cargo Guard
- Rear Seat Hammock Cover
- Tie Out Cable
- Tie Out Stake
- Travel Water Bottle
- Window Vent Guard

☎ To buy: wholesalers or visit happypet.co.uk/brand/pet-gear

Henry Wag

Henry Wag has an extensive range of dog travel products, including:



- Pet Paw Cleaner
- Snaffle Pack Portable Pet Bowl Set
- Easy-Roll Travel Pet Bed
- Pet Water Bottle



- Car Bench Hammock
- Adventure Bed
- Share Space Seat Cover
- Pet Pannier Bike Seat
- Open Top Travel Kennel
- Air Travel Kennel
- Car Seat Protector
- Pet Car Hammock
- Pet Car Booster Seat
- Car Dog Ramp
- Boot and Bumper Protector
- Folding Fabric Travel Crate
- Travel Bowl
- Travel Harness
- Travel Snuggle Bed
- Pet Crate

☎ To buy: wholesalers or visit henrywag.com

Kong

Although iconic for its world-famous toys, KONG also offers a range of travel products, including:

- KONG 2-in-1 Bench Seat Cover and Hammock
- KONG 2-in-1 Car Seat Cover
- KONG 2-in-1 Carrier and Mat
- KONG Deluxe Swivel Tether
- KONG Ultimate Safety Tether
- KONG Booster Seat
- KONG Seat Belt Tether
- KONG Single Seat Cover
- KONG Travel Seat
- KONG Travel Walking Bag
- KONG Fold Up Travel Mat
- KONG Fold Up Bowl

☎ To buy: wholesalers



Johnson's Travel-eze Tablets

A natural herbal product that reduces the effect of vehicle motion and so helps dogs to travel.

☎ To buy: wholesalers or visit johnsons-vet.com



Danish Design

For pets on the go, Danish Design has a range of accessories that help dogs to travel in comfort.

- Boot Bed
- Car Seat Covers
- Cooling Mattress
- Dog Coat Safety Light

☎ To buy: wholesalers or visit danishdesign.co.uk

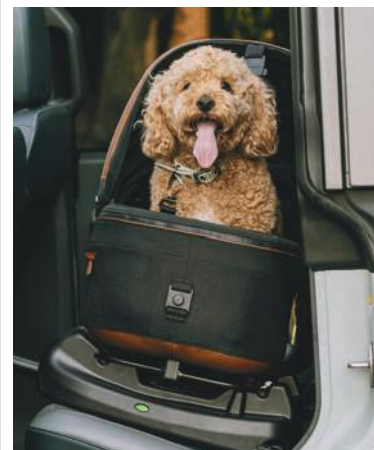


TAVO

TAVO use precision-engineered designs to ensure your pet – furry, scaly, old, young, or something in between – can be along for the ride. With decades of innovative product development, the pet car seats are tested to United Nations ECE child restraint safety criteria. For smaller to medium sized dogs.

- Maeve Pet Protection System Pet Car Seat
- Roscoe Pet Stroller for Maeve
- Base – base for the Maeve Pet Protection System

TAVO



☎ To buy: tavopets.com/uk/ retailer-inquiries

Rosewood

For dogs on the go, Rosewood has a variety of ranges to help travelling dog owners



- Travel – includes travel mat, travel bottles, pet towel, and water resistant and cooling travel mat
- Eco Line Pet Carriers – plastic carriers for small dogs
- MP Bergamo Plastic Carriers
- Options Pet Carriers – Pet Car Seat/Carrier
- Dog Car Guard

☎ To buy: visit rosewoodpet.com



Waste

Adios Poo Bags

Zero waste, home-compostable dog poo bags made from non-genetically modified cornstarch. Choose your bag type, colour and pack size.



- Compostable Dog Poo Bags
- Handmade Cork Poo Bag Dispenser
- Compostable Pet Wipes by Adios
- Compostable Bin Liners with Handles

☎ To buy: wholesalers or visit adiosplastic.co.uk

Ancol

The Made From range of poo bags include degradable poo bags, plastic free poo bags, and made from recycled materials poo bags.



- Made From Poo Bags – degradable, plastic, made from recycled plastic and scented
- Made From Poo Bag Dispensers
- Poo Bag Dispenser Torch – bright LED torch with poo bag dispenser

☎ To buy: wholesalers or visit ancol.co.uk

Earth Rated

High-quality, guaranteed leak-proof poo bags. Made from 65% certified post-consumer recycled plastic.



- Poo Bag Dispenser
- Unscented Poo Bags
- Lavender Poo Bags
- Easy-Tie Handle Poo Bags

☎ To buy: wholesalers or visit earthrated.com/en-uk

OUT! PetCare

It's slogan is 'Pet Messes Solved' and OUT! PetCare has a range of products that help to contain, clean up, and dispose of dog poo.



- Comfort-Dri Disposable Diapers for male and female dogs – come in range of sizes
- Dog pads – Monster Pads, Ultimate Quilted Pro-Grip Dog Pads, Ultimate Pro-Grip XL Dog Pads, and Heavy Duty XXL Dog Pads
- Advanced Stain & Odor Remover
- Advanced Urine Destroyer
- Pet Stain & Odor Remover
- OXY-FAST Stain & Odor Remover
- Orange OXY Stain & Odor Remover
- Rainbow Colored Dog Waste Pickup Bags
- Fresh Scented Dog Waste Pickup Bags
- Dog Poo Scoop

Pet Genie



The Pet Genie dog waste disposal system makes cleaning up dog poo easy! This indoor/outdoor dog waste container offers an easy solution that provides convenience and ultimate odour control.



The premium-quality dog waste bin is crafted from durable, rugged plastic with UV protection, and top handle for easy transportation. This lightweight portable dog poop disposal system is a great alternative to reduce the usage of multiple individual plastic dog poop bags and includes 1 starter refill made from a multi-layer film with odour-locking barrier technology that can last up to 2 months

- Pet Genie Dog Waste Disposal System
- Pet Genie Refill – offers 4 metres of multi-layer film

☎ To buy: Visit petwastegenie.com/en-uk

● Dog Poop Scoop and Rake

☎ To buy: wholesalers or visit outpetcare.com

Good Boy

Good Boy makes the sometimes menial job of cleaning up after your fur-pal more exciting – with a range of dog hygiene products.



- Good Boy Training Pads – ultra absorbent
- Good Boy Pet Wipes
- Good Boy Poo Bags
- Good Boy Biodegradable Antibacterial Poo Bags
- Good Boy Clean and Kind Compostable Poo Bags

☎ To buy: wholesalers or visit armitages.co.uk

Beco

Since day one, Beco has been working to help reduce the environmental impact of your pet. It started with a love of dogs, followed by the acknowledgement that giving them the life they deserve (plus a little extra) has an impact that needs to be challenged. Its environmentally friendly range of products include dog waste products



- Large Poo Bags Unscented – made with 100% post-consumer recycled material
- Large Poo Bags Mint Scented
- Recycled Plastic Poo Bag Dispenser
- Large Poo Bags with Handles Mint Scented
- Large Poo Bags with Handles Dispenser Compatible

☎ To buy: wholesalers or visit becopets.com

Bags On Board

Bags on Board aims to make it a little more fun doing the least favourite job – picking up poo. It offers a range of waste bags.



- Bac Block'R Waste Pick-up Bags – antibacterial coated bags to inhibit the growth of odour-causing bacteria
- Stinky Stop'R – Triple Berry Scented and Ocean Breeze Scented Pick-up Bags
- Hand Armor – Twice as thick to reduce the unpleasant sensation of picking up poo
- Stylish Bags – Fashion, Floral, and Fun print and pattern waste bags
- Corn Starch Sustainable Bags
- Fire Hydrant Waste Pick-Up Bags Dispenser
- Bone Waste Pick-Up Bags Dispenser
- Soft Waste Pick-Up Bags Dispenser

☎ To buy: wholesalers or visit bagsonboard.com

ReSEAcled Poo Bags

A dog poo bag that empowers you to actively stop ocean-bound plastic with every use. Designed for general waste and dog poo bins. World's first certified Plastic Negative poo bag by rePurpose Global. Made from 50% recycled plastic, 25% natural oyster shell waste and 25% polyethylene to ensure strength.



☎ To buy: visit petimpact.co.uk



WHAT TO STOCK

TAVO

Transforming pet travel

Since launching in the UK in 2024, Tavo has redefined the world of pet travel. The brand's innovative pet carriers have raised the game when it comes to safety and comfort in the car and beyond. Each product combines premium style and comfort, with industry leading safety. Setting the car seats apart, they are all impact-tested to United Nations ECE child restraint standards, to protect much loved pets

TAVO

and other passengers in the event of a collision.

While a new brand, Tavo was developed by Nuna, a world leader in premium baby gear, and draws upon decades of engineering and safety expertise. So, its design, manufacturing and sales teams have unrivalled experience when it comes to keeping passengers safe while travelling by car and taking this to consumers.



Pet car seats with a difference

Tavo launched with the Maeve 3-in-1 Pet Protection System. Unlike anything else on the market, this must-have pet car seat is secured into the car by a simple five second True Lock™ ISOFIX installation system. This not only reduces movement and prevents rotation, but also protects other passengers in the event of a crash. It's suitable for dogs up to 13.6kg/30lbs and is available in small (RRP £350) and medium (RRP £450) sizes in five on trend colourways. Available to purchase alongside the seat is the innovative Roscoe stroller, which is perfect for taking a pet's adventures inside and outside the vehicle to the next level. It's simple and easy to use and is proving particularly popular with owners of dogs with mobility issues, so no one has to miss out on walks.

For smaller dogs, weighing up to 9kg/20lbs, the Dupree extends the portfolio offering from Tavo.



Enveloping pets in the ultimate comfort zone, this carrier has integrated rigid ISOFIX latches to secure the carrier to the ISOFIX car fittings in seconds, and the Side Impact Protection guard, coupled with energy-absorbing Tailor Tech™ memory foam, means pets can travel in complete comfort and security.

A home away from home, Dupree features ventilated mesh panels, roll down doors with magnetic

WHAT TO STOCK Brand profile



the retailers' guide to pet products

attachments for easy access, a structured base, and a flexible frame for simple stowing. Thanks to its compact dimensions, Dupree even has approved airline 'carry-on' capabilities for those carriers that accept pets. It's available for RRP £250.

2025 is set to be an exciting year for the Tavo brand, with new launches planned to extend the range, keeping dogs of all shapes and sizes and their owners safe.

Retailer relationships

Tavo prides itself on building individual retailer relationships and works to develop partnerships on a bespoke basis to suit the needs of individual stores and retail brands. There's no one size fits all sales agreement.



From launch, Tavo committed to significant investment in marketing to establish and build the brand as a firm favourite with pet owners. Alongside an extensive advertising campaign in key media titles, Tavo has an ongoing influencer, media relations and digital programme.

CONTACT

To find out more about Tavo get in touch with Marketing Manager Luisa Rollins-Svensson at luisa.rollins-svensson@allisonbaby.co.uk or visit tavopets.com/uk

Did you know?

At 30mph, an unrestrained pet could be thrown forward with a force of 30 to 60 times their own body weight? Yet, research by Tavo revealed that over half (59%) of Brits travelled in a car with their dog entirely unsecured during the first six months of 2024. Of these, almost 1 in 10 (9%) have travelled in the most dangerous way possible, with the dog sitting on their lap. So, the importance of helping pet owners safely restrain their animals in a vehicle cannot be underestimated.

A stand-out campaign for 2024 was the brand's work with leading vet Dr Scott Miller to highlight the dangers of unrestrained pets in vehicles. Dr Scott featured in national media and across broadcast channels with RoSPA's Karen McDonnell, Head of Global Relations, to call for pet owners to be aware of the risks and keep their animals safe when travelling.

To date the marketing programme has been a huge success, with Tavo even handpicked to be featured in a carefully curated selection of brands at the prestigious "120 Years of Rolls-Royce" celebration.

With some exciting campaigns in plan and significant investment in marketing spend, the next 12 months will see the Tavo brand elevated to the next level as a headline sponsor of the world's greatest dog show, Crufts.

Make a difference with Tavo

Tavo stands out in the market for all the right reasons. The brand has a product that not only meets the needs of the most discerning pet owner, but it is making a real difference to pet safety. Tavo is proudly committed to being the voice of safe travel for pets and reducing the number of injuries animals face every day when unrestrained in vehicles.

Tavo isn't just a brand to watch for 2025, it's one to stock.



Reasons to stock Tavo

- Raise the bar in pet safety
- Attract a premium consumer
- Significant marketing support
- Continued product innovation
- Bespoke retailer agreements



WHAT TO STOCK

Animology

Animology is a multi-award winning pet care product brand that is trusted by pet owners, vets, retailers, groomers and championship show dog owners. Its range of dog grooming supplies and products includes shampoos, sprays, wipes, and supplements.

● **Dog shampoos and conditioners** – White Wash, True Colours, Top Dog Conditioner, Spa Day Skin and Coat Shampoo, Puppy Love Puppy Shampoo, Hair of the Dog Anti-Tangle Dog Shampoo, Fox Poo Dog Shampoo, Flea and Tick Dog Shampoo, Dogs Body Dog Shampoo, Derma Dog Sensitive Skin Dog Shampoo, Deep Clean Intensive Dog Shampoo, and Curly Coat Dog Shampoo

● **Dog Deodorising Sprays** – Stink Bomb, Puppy Fresh, Pre-wash Fox Poo, Paws and Relax Aromatherapy Spray, Mucky Pup No Rinse Puppy shampoo, Knot Sure De-Tangle, Glossy Dog Conditioning, Essentials Peach No Rinse Shampoo Spray, Essentials Detangling Spray, Dirty Dawg No Rinse Dog Shampoo, and Derma Dog No Rinse Sensitive Dog Shampoo

● **Fragrances** – Puppy Powder Fragrance Mist, Heaven Scent Body Mist, Cloud K9 Body Mist, Star Pups Body Mist, Flower Power Fragrance Mist, and Hot Dog Fragrance Mist

● **Clean Ears** – ear cleaner

● **Paws and Nose Balm**

● **Tear Stain Remover**

● **Essentials Ear Cleaner, Essentials Tear Stain Remover, and Essentials Paw Balm**

● **Clean Sheets** – dog wipes

● To buy: wholesalers or visit animology.co.uk

TropiClean

TropiClean has various ranges of dog grooming products.

● **TropiClean** – Bathtime and between-bath options for pets in fresh tropical fragrances

● **TropiClean PerfectFur** – shampoos specially formulated to enhance a dog's unique coat type – whether their coat is thin or thick, long or short, curly or smooth

● **TropiClean OxyMed** – offers gentle yet powerful solutions for soothing dry, itchy, irritated and inflamed skin including shampoos, lotions, ear cleaner, tear stain remover and pet wipes

● **Spa by TropiClean** – provides gentle and luxurious bathing options and



fresh fragrances for pets that love being pampered

● **TropiClean Essentials** – hypoallergenic shampoos, Control Shampoos, Refreshing Spray, Shea Butter Conditioner, Shea Butter Shampoo and Moisturizing Shampoo with naturally derived ingredients

● **TropiClean Natural Flea & Tick** – offers complete defence and relief from fleas and ticks for your pet, home and yard. Made with natural active ingredients

● To buy: wholesalers or visit tropiclean.com

Mikki

Mikki has a huge range of grooming products including the Mikki Classic range, the Mikki Bamboo range which is made of sustainable bamboo, and the Doodles range which is designed for coats of Doodles. Products include brushes, combs, scissors, clippers, and shampoos.

● **Gentle grooming**

– Classic Rubber Shedding Glove, Classic Cotton Glove, Classic Pet Hair Magnet, Classic Palm Pad, Bamboo Palm Brush – Bristle, Bamboo Palm Brush – Ball Pin, Bamboo Palm Brush – Moulting, Bamboo Puppy & Kitten Kit, Classic Smooth & Stroke, Classic Puppy Grooming Kit, Classic Massage Slicker in small and large, and Classic Thinning Scissor.

● **Shampoo** – Sensitive Skin Shampoo, Puppy Shampoo, Sleek and Smooth Dog Shampoo, and Moulting Dog Shampoo

● **Knots and tangles** – Classic Anti-Tangle Comb Thick Coat, Classic Matt Breaker, Classic Matt Master, Doodles Comb, Doodles De-Matter, Bamboo Anti-Tangle Comb Fine, Bamboo Anti-Tangle Comb Wide, Classic Matt Splitter, Classic Dual-Comb Medium Coarse Coat, Classic Anti-Tangle Comb Fine Coat, and Doodles Grooming Kit

● **Long claws** – Classic Guillotine Claw Clipper, Classic Scissor Claw Clipper, Classic Claw File, Bamboo Claw Clipper in small and large, Classic Nail Clipper in small and large

● **Mikki Doodles** – The Mikki Doodles range is designed to keep doodles coats free from tangles, and includes Doodles Comb, Doodles Slicker, Doodles De-Matter, Doodles Drying Robe, Doodles Face and Paw Thinner Scissor, Doodles Straight Scissor, Doodles Curved Scissor, Doodles Single Thinner, Doodles Chunker Scissor, and Doodles Grooming Kit



● **Shedding and undercoat** – Classic Soft Pin Slicker, Classic Pro Slicker, Classic Easy Clean Slicker, Classic Shedding Comb, Classic Hard Pin Slicker, Classic Ball Pin Slicker, Doodles Slicker, Classic Moulting Master, Bamboo Anti-Tangle Comb Shedding, Bamboo Soft Pin Slicker, Bamboo Anti-Tangle Rake, Classic Undercoat Rake, Classic Shedding Blade, Classic Anti-Tangle Rake, Classic Undercoat Rake, and Classic Easy Clean Slicker

● To buy: wholesalers or visit mikkipet.com

Ancol

Ancol has a large offering of dog grooming products including grooming tools, shampoos, Colognes, sprays, and shampoo bars.

● **Ergo Grooming Range**

– Bristle Brush, Bristle Palm Pad, Dog Tick Tool, Double Sided Brush, Double Sided Comb, Flea Comb, Grooming Glove, Guillotine Nail Clipper, Hedgehog Slicker, Lint Roller, Massage Pad, Mat Splitter, Maxi Knot Buster, Medium Comb, Moulting Comb, Nail File, Palm Pin Pad, Pin Brush, Safety Scissors, Cleaning Slicker Brush, Shedding Blade, Shedmaster Tool, Nail Clippers, Soft Bristle Brush, Steel Comb, Straight Scissors, Stripping Comb, Thinning Scissors, Undercoat Rake, Slicker Universal, Wooden Double Sided Brush, Wooden Slicker Brush, and Wood Handle Soft Bristle Brush

● **Drying** – Microfibre Towel, Simply Dry Deep Drying Coat, Simply Dry Dog Glove, Simply Dry Dog Mat, and Simply Dry Dog Mitt

● **Cologne For Dogs** – Dog Cologne BB, Dog Cologne K9, Dog Cologne Kennel 5, and Dog Cologne Old Spike

● **Dog Shampoo** – Dog Shampoo BB, Dog Shampoo Blue Velvet, Dog Shampoo Lavender, Dog Shampoo Lemon and Grapefruit, Dog Shampoo Tea Tree, Dog Shampoo Tropical Fruits, Luxury Dog Conditioner Green Tea, Luxury Dog Shampoo Jojoba, Luxury Dog Shampoo Juniper, Luxury Dog Shampoo Orange, Luxury Dog Shampoo Peppermint, Luxury Dog Shampoo Ylang Ylang, and Puppy Shampoo Pure and Mild

● **Little Stinkers** – Green Apple Gloss Spray, Green Apple Shampoo Bar, Lavender Gloss Spray, Lavender Shampoo Bar, Natural Paw and Nose Balm, Pink Grapefruit Gloss Spray, Pink Grapefruit Shampoo Bar, Vanilla Gloss Spray, and Vanilla Shampoo Bar

● To buy: wholesalers or visit ancol.co.uk



the retailers' guide to pet products



Buddycare

Buddycare's grooming products are expertly formulated to be gentle on the skin. The shampoos begin with a derma-sensitive base, enhanced with carefully selected actives, colours, and fragrances to create each unique formula.

- **Dog shampoos** – Flea & Tick Dog Shampoo, Oatmeal Dog Shampoo, Vanilla & Shea Butter Dog Shampoo, White Dog Shampoo, Derma Sensitive Dog Shampoo, Shed Control Aloe & Lemongrass Dog Shampoo, Black Cherry Dog Shampoo, 2in1 Coconut Dog Shampoo & Conditioner, Baby Fresh Dog Shampoo, Calming & Deodorising Lavender Dog Shampoo, Bubblegum Dog Shampoo, Tropical Dog Shampoo, Special Edition Henry's House Strawberry Dog Shampoo, Grape Dog Shampoo, Curly Coat Detangling 3in1 Peach Dog Shampoo, Banana Dog Shampoo, Special Edition Henry's House Watermelon Dog Shampoo, Orange Dog Shampoo, Tailien Dog Shampoo, Pawvage Dog Shampoo, Fox Poo Neutralising Dog Shampoo, Medi Fresh Dog Shampoo, and Itch Relief Milk & Honey Dog Shampoo
- **Conditioners** – Oatmeal Dog Conditioner, Vanilla & Shea Butter Conditioner, Black Cherry Dog Conditioner, and Baby Fresh Dog Conditioner
- **Dog Colognes** – Baby Fresh Dog Cologne, Black Cherry Dog Cologne, Pawvage Dog Cologne, Bubblegum Dog Cologne, Tropical Dog Cologne, Tailien Dog Cologne, Special Edition Henry's House Watermelon Dog Cologne, Grape Dog Cologne, Orange Dog Cologne, and Banana Dog Cologne
- **Dog deodorising spray** – Coconut Dog Deodorising Spray, Vanilla & Shea Butter Deodorising Spray, Oatmeal Dog Deodorising Spray, Calming Lavender Dog Deodorising Spray, and Shed Control Aloe & Lemongrass Dog Deodorising Spray
- **Dog care** – Dog Ear Cleaner, Dog Tear Stain Remover, Dog Hydrating Detangling Spray, and Dog Aloe Vera Gel
- **Pet antiseptics** – Pet Antiseptic Ear Drops, Pet Antiseptic Itchy Skin Relief Spray, Pet Antiseptic Dental Spray, Pet Antiseptic Flea & Tick Relief Spray, and Pet Antiseptic First Aid & Wound Spray

● To buy: wholesalers or visit buddycare.co.uk

Earth Rated

Coat-specific shampoos and versatile grooming essentials to keep your dog fresh and clean. Earth Rated's mission is to make everyday moments for people and their dogs simpler and better.

- **Shampoos** – Short Coat Shampoo, Curly Coat Shampoo, and Double Coat Shampoo
- **Sprays** – Refresh Mist dog



deodorising spray and No-Rinse Shampoo

- **Pet Ear Wipes**
- **Pet Eye Wipes**
- **Grooming Wipes**

● To buy: wholesalers or visit earthrated.com/en-uk

FURminator

FURminator is renowned for its award-winning grooming tools. The FURminator range brings a whole range of innovative tools, as well as shampoos, conditioners, sprays, wipes, and nail care.

- **Brushes** – Adjustable Dematter Tool, Dual Grooming Brush for Dogs and Cats, Grooming Rake, Large Firm Slicker Brush, Large Soft Slicker Brush, Large Finishing Comb, and Curry Comb
- **Deshed** – Undercoat deShedding Tool Small Dog Short Hair, Undercoat deShedding Tool Small Dog Long Hair, Undercoat deShedding Tool Medium Dog Short Hair, Undercoat deShedding Tool Medium Dog Long Hair, Undercoat deShedding Tool Large Dog Short Hair, Undercoat deShedding Tool Large Dog Long Hair, and Shedding Kit 3 (includes shampoo, conditioner and spray)
- **Bathe** – Bathing Brush, FURminator Dry Shampoo, deShedding Ultra Premium Shampoo, deShedding Shampoo Pouch, deShedding Ultra Premium Conditioner Pump, deShedding Ultra Premium Conditioner, Sensitive Skin Ultra Premium Shampoo, DeShedding Ultra Premium Conditioner Dog, Itch Relief Ultra Premium Shampoo, Rinse-Free deShedding Foaming Shampoo for Dogs, Rinse-Free deShedding Spray for Dogs, deShedding Ultra Premium Concentrated Shampoo, deShedding Ultra Premium Concentrated Conditioner, Dog Nail Clippers, Nail Grinder, and Replacement Grinder Bands
- **Discard** – deShedding Grooming Wipes for Dogs, Tub-Free deShedding Foam Comb for Dogs, and Hair Collection Tool

● To buy: wholesalers or visit furminator.com

Rosewood

Provide your customers with the tools and pro-tips to make every grooming session a bonding experience. Ergonomically designed, hardy and long-lasting, find products for all breeds and coat lengths.

Soft Protection range

- **Double Sided Brush**
- **Ear/Face Scissors**
- **Grooming Scissors**
- **Guillotine Clipper**
- **Mini Flea Comb**
- **Medium Flea Comb**



- **Moult Stoppa**
- **Nail Clipper**
- **Porcupine Brush**
- **Salon Grooming Rubber Brush**
- **Self Cleaning Slicker Brush**
- **Slicker Brush**
- **Coarse Comb**
- **De-Matting Comb**
- **Fine Comb**
- **Medium Comb**
- **Moulting Comb**
- **Undercoat Rake** – small and large sizes
- **Tick Remover**
- **Wooden brushes**
- **Double Sided Wood Brushes**

● To buy: wholesalers or visit rosewoodpet.com

Henry Wag

The Refresh Collection is a range of drying towels and shampoos designed for the eco-conscious. The range uses bamboo to make it more sustainable.

Drying

- **Refresh Dog Towel**
- **Refresh Drying Coat**
- **Refresh Glove Towel**
- **Refresh Drying Glove**
- **Shampoos and sprays**
- **Coconut Deodorising Fragrance Spray**
- **Baby Powder Fragrance Spray**
- **Avocado Fragrance Spray**
- **Peach Dry Wash Shampoo**
- **Cucumber Detangling Shampoo**
- **Avocado Deep Cleaning Shampoo**
- **Oatmeal Hypoallergenic Shampoo**
- **Coconut Moisturising Shampoo**
- **Baby Powder Smooth Coat Shampoo**

● To buy: wholesalers or visit henrywag.com

All For Paws

All For Paws specialises in designing unique products for pets. Its products are now distributed worldwide, including its grooming range.

- **Soothing Dog Shampoo**
- **Natural Relieve Dog Shampoo**
- **Glossing Dog Shampoo**
- **Pet Disposable Glove**
- **Pet Wipes**
- **Pet Ears/Eyes Wipes**
- **Magic Foam**
- **Pro Pet Grooming Kit** – includes a vacuum, grooming brush and deshedding tool, paw trimmer, nail grinder, and clipper

● To buy: wholesalers or visit allforpawspet.com





WHAT TO STOCK

FOLD HILL

Family run pet food expertise



The Grant family are proud farmers of the local surrounding land for over 100 years. Originally operating a mixed farm until 1979, farmer Ted Grant OBE was faced with a dilemma. By now the farm had turned completely arable, and relied heavily on oil to help dry the crops after harvest.

Unfortunately, when oil prices skyrocketed, Ted wasn't convinced that the business would remain viable. So, long before farm diversification became the norm it is today, Ted bought a small oven and started producing dog food directly on the farm using the wheat he would harvest locally.

Made from home-grown produce



Over the years we have added to our Fold Hill family, welcoming both Pointer and Laughing Dog Food on board. We're constantly working to improve our products while inventing innovative ways to develop new products to keep dogs and cats happy and healthy. Of course, the story doesn't end there. With the introduction of our luxury dog treat brand Ruffingtons to the Fold Hill family in 2024, we are excited what the year ahead holds for Fold Hill Foods. Currently farming 3000 acres, employing over 160 local people and producing over 20'000 tonnes per year of high-quality pet food, Fold Hill Foods remains the UK's leading farm to bowl pet food manufacturer.

Over 45 Years of Pet Food Knowledge

A British manufacturer of cat and dog food, Fold Hill has been specialising in delivering consistent and high-quality dry pet food for more than 45 years.



Growing many ingredients on our family-run farm, we carefully source everything from our site in Lincolnshire. This way we can ensure the best possible quality for you, and your label.

Renowned for excellent service, our modern and purpose-built site meets the high standards of certification required by the British Retail Consortium Global Standards for food, and FEDIAF (the European pet food federation code of practice).

Leaders in Innovation

With over 19,000 square metres, our fully automated site can provide both baked, and extruded production capabilities. Aiming to exceed customer expectations, our state-of-the-art ovens and extruders can produce original and innovative recipes on a large scale without compromising quality or consistency.

Nutrition & Quality

Our team of nutritionists and technologists ensure that recipes are unique, wholesome and meet our customers' specifications. By working with us, you will benefit from the latest trends and innovations in the pet food business.



the retailers' guide to pet products



Fold Hill's Dog Food

Our Brands

Our brands cater to all types of dogs, from the **picky eaters** to the gourmet connoisseurs. Our traditional Pointer biscuits are perfect for dogs who love classic flavours, while our Laughing Dog premium dog food provides a well-balanced diet for the health-conscious pups. For those looking to spoil their furry friends, Ruffingtons offers a brand-new range of patisserie-style dog treats which make the perfect luxury gift. With our range of options, retailers can offer something for every dog's taste and dietary needs.

Family Run

We are still very much a family-owned business and we are incredibly proud of our rural home for our bakery and our investment in our local rural community. Not only do we use our own cereals, but we prefer to source locally where possible, and all suppliers are approved by us. Our commitment to the countryside extends into sustainability too with our solar power system, situated behind our

farm, saving over 400 tonnes of carbon each year.

Of course, our workforce here makes more of a difference to Fold Hill than anything else. From the farm, the mill, warehouse, offices, our sales representatives, and the Grant family, we are one team that are truly passionate about delivering the highest quality of pet food to our customers.

White Label

By developing our own label complete dog food line, we can ensure that our customers have access to high-quality products at affordable prices. This will also give our customers more choices when it comes to their customers too.

We offer a Premium Wheat Free range offering 26% meat in Adult, Puppy and Senior life stages as well as Large Breed. They are available in both 2Kg and 12Kg brown bags and are available in both Vatable and Working Dog. The Adult recipes cover the main favourites of Turkey & Rice, Salmon & Rice and Lamb & Rice as well as Chicken, Pork and Duck.

CONTACT

For more information, please contact info@foldhill.co.uk or call: **01205 270 500**



WHAT TO STOCK

Dental sticks

Forthglade

EST. 1971
Forthglade[®]
NATURAL PET FOOD FROM DEVON

Developed by vets, the award-winning plant based dental sticks are made using natural ingredients. The dental stick contains peppermint and eucalyptus to freshen breath, as well as added calcium to support strong teeth. One size fits all with the dental sticks suitable for dogs over 1 year old and the abrasive texture helps to remove tartar and plaque.



🌐 To buy: wholesalers or visit forthglade.com

Arden Grange

The Arden Grange dental sticks are a plant-based, grain-free recipe which is low in fat. Developed with mint oil to support overall dental hygiene and sodium hexametaphosphate to help reduce plaque and tartar build up. Added superfoods too.



🌐 To buy: wholesalers or visit ardengrange.com

Beaphar Dental Sticks

These unique, star-shaped sticks contain natural brown seaweed, which continues to be effective long after ingestion, anti-tartar agents, and



decaffeinated green tea extract to combat foul odours. Available in small and medium/large dog sizes.

🌐 To buy: wholesalers or visit beaphar.co.uk

Edgard Cooper Doggy Dental

Edgard Cooper dental sticks are air-dried so it takes ages to chew through them, which means a deeper, more effective clean for your dog. The sticks come in small, medium and large sizes and are suitable for dogs from the age of 4 months. Plant-based and low in calories, the sticks come in two flavours Apple and Eucalyptus and Mint and



Strawberry.

🌐 To buy: wholesalers or visit edgardcooper.com

HiLife Special Care

HiLife SPECIAL CARE dental chews have been specially designed to help you care for your canine companion. These chews are made from natural hide, so they may vary in size, shape and colour. There is regular and Spearmint varieties.



🌐 To buy: wholesalers or visit hilifepet.co.uk

Lily's Kitchen Woofbrush

Created by experts and vet and nutritionist approved, the Woofbrush is made to a plant-based recipe with natural ingredients, including a touch of fennel, parsley, coconut oil and algae. The Woofbrush chews come in mini, small, medium, and large sizes.



🌐 To buy: wholesalers or visit lilyskitchen.co.uk

VETIQ Healthy Treats Denti-Care

The treats have a crispy outer cereal shell which when bitten massages gums and is abrasive on the tooth surface, helping prevent the formation of plaque and reduce tartar. The cream filled centre contains nutritious natural anti-microbial agents, including parsley seed and peppermint oils for fresh breath.



🌐 To buy: wholesalers or visit vetiq.co.uk

Pedigree

Well-known in the trade, Pedigree offers a range of dental sticks and treats. With different textures, sizes, and feeding frequencies to suit different dogs.

- Dentastix Daily
- Dentastix Advanced
- Dentastix Fresh



the retailers' guide to pet products



- **Dentastix Chewy Chunx**
- **Puppy Dentatubos**

☎ To buy: wholesalers

Pooch and Mutt Dental Sticks

Made with natural functional ingredients, these tasty dental sticks are vet approved. They contain sage which is high in antioxidants and can reduce bacterial load and plaque formation, alongside SHMP (sodium hexametaphosphate) which helps to prevent the build-up of tartar. Varieties include Calming, Peanut Butter and Superfood Dental Sticks.



☎ To buy: wholesalers or visit poochandmutt.co.uk

Purina Dentalife

With a unique chewy porous texture and distinct ridges that massage the gum, this dental chew, designed for daily usage, is scientifically proven to reduce tartar build-up and it works through a natural cleaning action. Includes two ranges: Dentalife and Dentalife ActivFresh, which is designed to fight bad breath bacteria.



☎ To buy: wholesalers or visit purina.co.uk

Scrumbles Gnashers

With a specially formulated delicious recipe and crunchy texture, plant-based Gnashers powerfully rub off plaque to support healthy teeth and fresh breath. With added gut-friendly prebiotics and all-natural ingredients, they're tough on plaque and kind on tumms.



☎ To buy: wholesalers or visit scrumbles.co.uk

TropiClean Enticers Teeth Cleaning Sticks

Flavours (Honey marinated chicken, hickory smoked bacon, and peanut butter and honey) your dog will love also give them clean teeth and a healthy mouth!



TropiClean Enticers Teeth Cleaning Sticks are specially designed and textured to give your dog a complete teeth brushing with every bite.

☎ To buy: wholesalers or visit tropiclean.com/enticers-product

WHIMZEES

A multi award-winning range of dental chews that are scientifically proven to help remove plaque and tartar. There are seven different shapes of WHIMZEES chew to choose from, including the VOHC approved toothbrush chew, antler, alligator, Stix, rice bone, veggie ear, and hedgehog. WHIMZEES also offer two sizes of puppy chews which are suitable for puppies aged 3 months and over.



☎ To buy: wholesalers or visit kennelpak.co.uk/brand/whimzees

Bugalugs Dental Sticks

Vet approved, Bugalugs Dental Sticks are designed to specifically care for your dog's oral hygiene. All natural and packed with Irish seaweed, organic coconut oil, green tea, spearmint, kale, and charcoal. Protects teeth and gums, and removes plaque and tartar.



☎ To buy: wholesalers or visit bugalugspetcare.com

AniForte Denta Clean & Care Sticks

Denta Clean & Care Sticks are dog chews that naturally clean and care for your dog's teeth and gums. They are grain-free and help prevent the build-up of tartar. The highly effective formula contained in the sticks is made from premium quality, natural ingredients and works by releasing its enzymes when your pet chews the sticks.



☎ To buy: wholesalers or visit aniforte.co.uk

Soopa

Soopa's natural dental sticks for dogs are a great way to keep your dog's teeth clean and healthy. Made with all natural ingredients, these dental sticks are safe for your dog

to consume and are also environmentally friendly.



- **Gingerbread Biscuit Dental Sticks**
- **Pumpkin Spiced Latte Dental Sticks**
- **Cranberry and Sweet Potato Dental Sticks**
- **Carrot and Pumpkin Dental Sticks**
- **Watermelon and Apple Dental Sticks**
- **Strawberry Dog-Quiri Dental Sticks**
- **Paw-Na Colada Dental Sticks**
- **Banana and Peanut Butter Dental Sticks**
- **Apple and Blueberry Dental Sticks**
- **Coconut and Chia Seed Dental Sticks**
- **Banana and Pumpkin Dental Sticks for Mini Dogs**
- **Banana and Pumpkin Dental Sticks for Puppies**

☎ To buy: wholesalers or visit soopapets.com

Yora Dental Sticks

Designed with a unique lattice structure to reduce plaque right down to the gum line. Packed with insect protein, plus apple and mint for breath that is so fresh. Come in small and large sizes.



☎ To buy: yorapets.com/uk/become-a-stockist

Feelwells

Utilising seaweed, eucalyptus, and other active ingredients to promote dental health, Feelwells Dental Sticks combat plaque and promote fresh breath. The Dental Sticks also contain ingredients that aid digestion and overall health.

- **Healthy, Grain Free Dental Sticks Chicken**



☎ To buy: wholesalers or visit feelwells.co.uk



WHAT TO STOCK

YAKERS

Award winning chews & treats

The award-winning YAKERS 100% natural dog chews have carved out a distinctive niche in the competitive pet treat market. These cheese chews, inspired by ancient Himalayan recipes, stand out not only for their unique heritage but also for their superior quality and health benefits.

If you're serious about natural treats, YAKERS is an essential addition to your inventory to offer pet parents a guilt-free treat their dog will love.

WHAT MAKES YAKERS STAND OUT IN THE MARKET?



Heritage and Authenticity

YAKERS chews are inspired by traditional handcrafted recipes used in the Himalayan region. This heritage lends the brand an air of authenticity that resonates with consumers seeking natural and traditional products for their pets. Unlike mass-produced chews, YAKERS products embody a centuries-old process that has been refined for modern-day pets.

YAKERS also give back, being a Hearing Dogs for Deaf People partner since 2024. Not only does the brand team take part in events and fundraising, but every purchase of YAKERS chew helps Hearing Dogs for Deaf People.

100% Natural Ingredients

The primary ingredient in YAKERS chews is milk, this is then mixed with a dash of lime juice and a pinch of

YAKERS®

100% NATURAL
DOG CHEW & OCCUPIER

salt. There are no artificial additives, preservatives, or chemicals. This simplicity appeals to pet owners who are increasingly studying ingredient lists for potential allergens and harmful substances.

Extra Long-Lasting and Highly Durable

YAKERS chews are exceptionally long-lasting, making them a cost-effective choice for pet owners. Dogs enjoy chewing on them for extended periods, satisfying their natural urge to chew while keeping them entertained. The durability of these chews outperforms many other long-lasting chews and makes a safe and healthy alternative for rawhide products.

Dental Health Benefits

Chewing YAKERS helps to reduce plaque and tartar buildup in dogs, promoting healthier teeth and gums. This functional benefit adds another layer of value to the product, appealing to health-conscious pet owners who want to avoid costly dental treatments for their dogs.

Suitable for All Breeds and Sizes

YAKERS chews come in various sizes, making them suitable for all breeds aged 4 months and over, from small to giant breeds. This versatility allows retailers to cater to a broad customer base, increasing the likelihood of repeat purchases.

High Protein and Low Fat

These chews are high in protein and low in fat, making them a healthy treat option. They are also gluten-free and easily digestible, making them suitable for dogs with sensitive stomachs or dietary restrictions.

Award-winning

YAKERS treats won the Pet Product Marketing retailer recommended award for Pet Wellbeing Product of the Year in 2024, as well as the consumer voted Your Dog 2025 product award for best treat.

HOW KENNELPAK WORKS WITH RETAILERS

Comprehensive Partnership

Kennelpak's approach to working with retailers is built on partnership and mutual success. They provide tailored support to help retailers effectively stock, promote, and sell YAKERS products.



the retailers' guide to pet products

Training and Education

Kennelpak offers training and educational resources for retail staff about the unique selling points of YAKERS chews. By understanding the product's heritage, benefits, and customer appeal, staff can confidently recommend it to customers, boosting sales.

Merchandising Support

Kennelpak can provide a range of merchandising solutions, including branded point-of-sale displays, promotional materials and digital assets. These tools help YAKERS stand out in-store, attracting attention and encouraging impulse purchases both in-store and online.

RANGES OF YAKERS AVAILABLE



Original YAKERS Chews

The original YAKERS chews are available in a range of sizes from small to XXL. These chews are the cornerstone of the brand, offering the perfect combination of durability, flavour, and health benefits.

YAKERS Crunchy Range

YAKERS Crunchy treats offer pets a different texture with similar benefits to the original YAKERS products. These treats are ideal for training or as a quick snack. They maintain the same nutritional benefits as the larger chews, making them a popular choice for pet owners.

YAKERS Dog Chew Bars

Chew Bars are another variation that provides a slightly softer texture, suitable for older dogs or those with sensitive teeth. This range ensures that no dog is left out of the YAKERS experience.

YAKERS Flavours

YAKERS also offer a range of different flavoured chews which also come with their own additional health benefits. Choose from strawberry, apple, turmeric and mint to offer pet parents choice and encourage upsells.



YAKERS Superfoods

YAKERS also offer an award-winning superfood range, aimed at a more health-conscious consumer, the superfood blends offer their own health benefits including immune system support.



WHY RETAILERS SHOULD STOCK YAKERS

High-Quality, In-Demand Product

The combination of YAKERS' natural ingredients, health benefits, and durability makes it a sought-after product. Retailers who stock YAKERS can meet the growing demand for natural pet treats.

Increased Customer Loyalty

Offering a product like YAKERS helps retailers build trust and loyalty among their customers. Pet owners appreciate stores that stock high-quality, ethical, and effective products.

YAKERS Original Benefits

- Rich in protein and calcium
- Helps reduce plaque & tartar
- Extra long-lasting
- Low in fat

CONTACT

For more information, and to enquire about stocking the YAKERS range, visit yakers.co.uk/contact-us



WHAT TO STOCK

Oral cleaning

Beaphar

Beaphar provide an extensive range of oral cleaning products

- Beaphar Toothbrush and Toothpaste
- Beaphar Toothbrush and Toothpaste for Puppies
- Beaphar Finger Toothbrush
- Beaphar Dental Powder – sprinkle over food for a healthier mouth between brushing
- Beaphar Plaque Away Drinking Water Additive
- Beaphar Fresh Breath Spray
- Beaphar Liver Flavoured Tooth Gel – non-brush alternative to cleaning

● To buy: wholesalers or visit beaphar.co.uk

Arm & Hammer

The Arm & Hammer oral care for dogs range provides an effective and convenient way to care for your pet's teeth and gums.



- Fresh Spectrum 360° Toothbrush for Puppies
- Fresh Spectrum 360° Toothbrush for Dogs
- Fresh Spectrum Coconut Mint Toothpaste Puppy
- Fresh Spectrum Coconut Mint Toothpaste
- Fresh Spectrum Coconut Water Additive Puppy
- Fresh Spectrum Coconut Water Additive Dogs
- Fresh Spectrum Coconut Mint Dental Spray
- Fresh Spectrum Coconut Dental Kit Puppy
- Fresh Spectrum Coconut Dental Kit Dogs

● To buy: wholesalers or visit companyofanimals.com



Johnson's Veterinary

Johnson's has a dental care range including:

- Johnson's Toothbrush
- Johnson's Triple Action Toothpaste – in beef and chicken flavours
- Johnson's Anti-Plaque Rinse
- Johnson's Anti-Plaque Powder

● To buy: wholesalers or visit johnsons-vet.com



VETIQ

VETIQ has a range of oral cleaning products for dogs including:

- VETIQ Enzymatic Toothpaste
- VETIQ Denti-Care Kit – includes Enzymatic Toothpaste, finger brush, and bamboo toothbrush
- VETIQ Denti-Care Spray – freshen breath and remove bacteria
- VETIQ Denti-Care Solution – just add to water
- VETIQ Denti-Care Powder – mix with pets' food
- VETIQ Teething Gel

● To buy: wholesalers or visit vetiq.co.uk



CleanyTeeth ultrasonic toothbrush and toothpaste



The CleanyTeeth ultrasonic dog toothbrush has a highly effective cleaning effect compared to conventional dog toothbrushes. The CleanyTeeth brushes teeth and gums and prevents tooth decay, inflammation and tartar in dogs. The cleaning effect is based on an ultrasound technology in combination with a specially developed

- suitable for dogs - ultrasonic toothpaste.

● To buy: wholesalers or visit pettradeinnovations.com/brands/cleanyteeth

ProDen PlaqueOff

ProDen PlaqueOff® is an organic and clinically proven dietary supplement that promotes oral health in pets. The products contain the unique organic seaweed, A.N ProDen®, proven in studies to prevent and combat plaque, tartar, and bad breath in animals. The PlaqueOff range includes Powder, Soft Chews, Dental Care Bones, and Dental Bites.

● To buy: wholesalers



TropiClean

TropiClean have a very large range of dental products across three different brands:

- TropiClean Fresh Breath – includes Tripleflex Toothbrush, Oral Spray, Oral Care Gel, Oral Care Drops, Oral Care Brushing Gel, Finger Brushes, Dental Wipes, Dental Health Solution, Advanced Whitening Dental Health Solution, Advanced Whitening Oral Care Gel, and Oral Care Kits, which combine products from the range
- TropiClean Fresh Breath Certified Wellness Collection – offering clinically effective solutions, the range includes Dental Health Solution Plus with different varieties supporting other areas of health, Vet Strength Oral Care Clean Teeth Gel, Vet Recommended Peanut Butter Oral Care Clean Teeth Gel, and Vet Strength Oral Care Kits, which include brushes
- TropiClean Enticers – the products are curated to make dental care undeniably irresistible for pets and include: Teeth Cleaning Gel and Toothbrush sets in Hickory Smoked Bacon and Peanut Butter and Honey flavours, Teeth Cleaning Gel in Honey Marinated Chicken, Hickory Smoked Bacon, Peanut Butter and Honey, and Smoked Beef Brisket flavours



● To buy: wholesalers or visit tropiclean.com



the retailers' guide to pet products



Vet's Best

A comprehensive line-up of products to make pets' dental care routine stress-free. Each dog dental solution is crafted with a blend of proven ingredients.



- Enzymatic Dog Toothpaste
- Dog Toothbrush and Enzymatic Dog Toothpaste Set
- Puppy Dental Kit
- Dental Powder for Dogs
- Dental Care Finger Wipes
- Breath Freshener Water Additive

☎ To buy: wholesalers or visit vetsbest.com

Dogslife

Dogslife has a range of dental cleaning products:



- Dogslife Dental Care Kit
- Dogslife Dental Wipes
- Dogslife Deep Cleaning Toothpaste
- Dogslife Silicone Finger Toothbrush

☎ To buy: wholesalers

Hatchwells Dentifresh

Hatchwells have a large range of products under its Dentifresh brand:

- Dentifresh Breath & Teeth
- Dentifresh Finger Toothbrush for Puppy and Kitten
- Dentifresh Granulated Charcoal
- Dentifresh Soft Finger Toothbrush
- Dentifresh Tooth Whitening Kit for Cats and Dogs
- Dentifresh Toothpaste & Toothbrush Kit
- Dentifresh Toothpaste for Cats & Dogs
- Dentifresh Toothpaste for Kittens & Puppies
- Dentifresh Toothpaste Starter Kit for Cats



& Dogs

- Dentifresh Toothpaste Starter Kit for Kittens & Puppies
- Dentifresh Veterinary Toothbrush
- Tooth Whitening Powder

☎ To buy: wholesalers or visit hatchwell.co.uk

Bugalugs

Bugalugs has an extensive range of dental care products to keep dogs' mouths clean and healthy:

- Hand-harvested Irish Seaweed Plaque Remover
- Dental Care Solution Water Additive
- Dental Care Toothbrush Gel with Fresh Mint
- Advanced Dental Care Enzymatic Toothpaste (Liver Flavour)
- Dental Care Kit (Toothpaste Gel, Triple Headed and Finger Toothbrushes)
- Triple Headed Dental Care Toothbrushes
- Dental Care Clean Teeth Gel with Fresh Mint
- Dental Care Wipes in Fresh Mint
- Silicone Finger Dental Care Brushes
- Anti-Bacterial Dental Spray
- Dental Care Foam in Fresh Mint
- Dental Care Spray in Fresh Mint
- Dental Care kits

☎ To buy: wholesalers or visit bugalugspetcare.com



Dorwest

Dorwest offers a highly palatable toothpaste and drops to help keep teeth clean.



- Roast Dinner Toothpaste
- Fragaria 3C – homeopathic drops help to soften and aid the removal of tartar encrusted on teeth

☎ To buy: wholesalers or visit dorwest.com

AniForte

AniForte specialises in keeping animals healthy and offers high-quality products. It offers several dental cleaning products.

- Dental Powder for Dogs and Cats
- Denta Clean and



Care Fingerpads

- Denta-Snack

☎ To buy: wholesalers or visit aniforte.co.uk

Broadreach

Dental Deep for Dogs and Puppies is a veterinary formulated product that is designed to support healthy teeth, gums, and fresh breath. It contains Oral-Active, a unique blend of plant and marine phytochemicals. Comes in powder and capsule forms.



☎ To buy: wholesalers or visit broadreachnature.com

Buddycare Antiseptic Dental Spray

Specially formulated to target plaque and tartar build-up, this easy-to-use spray helps to maintain optimal dental hygiene, preventing bad breath and promoting overall oral health.



☎ To buy: wholesalers or visit buddycare.co.uk

Petkin

Petkin has a large range of pet dental products from brushes and toothpastes, to sprays and gels.

- Toothwipes
- Pet Liquid Oral Care
- Plaque Gel
- Plaque Spray
- Pet Dental Food Spray
- Dental Chew Toy Spray
- Plaque Dental Kit
- Plaque Gel Toothpaste

☎ To buy: wholesalers or visit petkin.com



Logic Oral Hygiene Gel

Logic Oral Hygiene Gel's multi-enzyme formula helps maintain a normal balance of micro-organisms in the mouth while the mild abrasives help break down existing plaque. The gel also contains a surfactant which ensures that the active ingredients remain in contact with the teeth and gums. Logic Gel is unique as it works with or without brushing and is a highly palatable formulation which is well accepted by dogs.



☎ To buy: wholesalers



WHAT TO STOCK

DIAMOND NATURALS

A family-run passion for making quality pet food

DIAMOND NATURALS®

Diamond Naturals pet food is a standout product in the highly competitive pet food market, offering exceptional value to both pet parents and retailers. Retailers looking to stock a premium, trusted brand that combines quality, affordability, and reliable sales support should consider Diamond Naturals as a must-have addition to their shelves.



The Unique Appeal of Diamond Naturals

Every Diamond Naturals formula is made in the USA with high-quality ingredients and is distinguished in the market by its unwavering commitment to high-quality nutrition, affordability, and transparency.

With over 50 years in the business, and 6 factories across the USA, the family-owned brand is crafted with care, emphasising whole-food ingredients, balanced nutrition, and scientifically formulated recipes to support the health and well-being of pets.

Here are some of the standout features:

1 Premium Ingredients: Diamond Naturals prioritises real meat as the first ingredient in all its recipes, ensuring high protein content to support muscle maintenance and overall health. Ingredients such as cage-free chicken, pasture-raised lamb, and wild-caught salmon offer superior nutritional benefits.

2 Whole-Food Nutrition: The recipes include nutrient-dense superfoods such as kale, chia seeds, blueberries, and quinoa. These ingredients are rich in antioxidants, vitamins, and minerals, promoting immune system support and overall vitality.

3 Digestive Health: Every formula is specifically developed to support the digestive health of dogs and cats.

4 No Artificial Additives: Diamond Naturals is free from artificial flavours, colours, and preservatives. This aligns with the growing demand for clean-label products and reassures pet parents who are increasingly scrutinising ingredient lists.

5 Tailored Nutrition: The brand offers specialised recipes for pets at various life stages and with unique dietary needs. From infants and seniors to skin and coat support, Diamond Naturals has solution.

6 Sustainability: Diamond Naturals has a solution to ethical sourcing and environmentally conscious production practices, which resonate with eco-conscious consumers.

Why Retailers Should Stock Diamond Naturals

For retailers, carrying Diamond Naturals means offering a brand that meets the demands of discerning pet owners while driving profitability. Here are key reasons why Diamond Naturals is a smart choice for your store:

1 High-Quality, Affordable Products: Diamond Naturals provides premium pet food at an accessible price point, catering to both budget-conscious shoppers and those seeking high-end nutrition for their pets.

2 Strong Brand Reputation: Trusted by pet owners worldwide, Diamond Naturals has built a loyal customer base. Its reputation for quality and reliability makes it a low-risk, high-reward product line for retailers.

3 Diverse Product Range: With options for all breeds, sizes, and life stages, Diamond Naturals allows retailers to meet a wide variety of customer preferences. This broad range increases the likelihood of repeat purchases and brand loyalty.

4 Increased Basket Value: Pet owners purchasing premium pet food often buy complementary products, such as treats, supplements, and accessories. Stocking Diamond Naturals can lead to cross-selling opportunities and higher overall sales.

5 Market Trends Alignment: The brand aligns with key market trends, including the demand for natural and functional pet foods. By stocking Diamond Naturals, retailers can stay ahead of consumer preferences and capitalize on these growing trends.



the retailers' guide to pet products



Partnership with Retailers

Diamond Naturals is exclusively distributed by Kennelpak in the UK who have been trusted pet specialists for the last 50 years. Their collaborative approach and tailored solutions make them an invaluable partner for retailers. Here's how Kennelpak supports its retail partners:

- 1 Reliable Distribution:** Kennelpak ensures timely and consistent delivery of Diamond Naturals products, helping retailers maintain a steady supply for their customers.
- 2 Flexible Ordering Options:** Retailers benefit from flexible order sizes and schedules, accommodating businesses of all sizes, from small pet shops to large chain stores.
- 3 Competitive Pricing:** Kennelpak offers competitive pricing structures, enabling retailers to achieve attractive profit margins while keeping prices reasonable for end consumers.
- 4 Training and Education:** Kennelpak can offer tailored training and educational material for retail colleagues to familiarise them with the Diamond Naturals range, highlighting its unique selling points and nutritional benefits. Empowering colleagues to confidently recommend products to customers.
- 5 In-store Promotional Support:** Retailers benefit from Kennelpak's marketing resources, including in-store displays, point-of-sale materials, and promotional campaigns to drive awareness and sales.
- 6 Digital Marketing Support:** Kennelpak offers a range of digital specific marketing materials to help retailers run campaigns, including imagery, videos, blog content and social media content.

CONTACT

For more information on stocking Diamond Naturals, visit diamondnaturalspetfood.co.uk/contact or e-mail sales@kennelpak.co.uk

The Diamond Naturals Range

Diamond Naturals offers an extensive range of products designed to cater to the diverse needs of pets.

Here's an overview of the key categories:

1 Dry Dog Food:

Puppy Formulas: Tailored for growth and development, featuring DHA for brain and vision health.

Adult Formulas: Options for small, medium, and large breeds, with specialised recipes for skin and coat health.

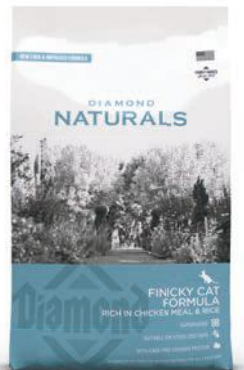
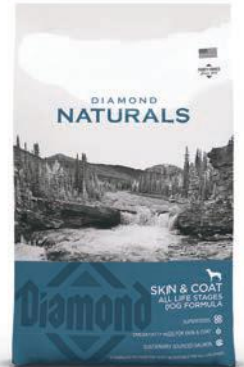
Senior Formulas: Nutrient-rich options to support aging pets with joint health supplements and reduced calorie content.

2 Dry Cat Food:

Kitten Formulas: Designed for optimal growth and development.

Adult formulas: For indoor and fussy cats, including sterilized cats.

Diamond Naturals stands out in the pet food market by delivering exceptional quality, affordability, and a diverse range of products that cater to the evolving needs of pets and their owners. Partnering with Kennelpak further enhances the value for retailers, providing reliable distribution, expert guidance, and comprehensive sales support. By stocking Diamond Naturals, retailers not only meet the demands of today's health-conscious pet owners but also position themselves for sustained growth and success in the pet food industry. Don't miss the opportunity to align your store with this trusted and innovative brand.



Finicky Cat formula: perfect for even the fussiest of cats

- Our bestselling cat formula
- Suitable for all life stages
- Suitable for sterilized cats

Skin and Coat formula to keep dogs looking and feeling great

- Great for dog owners looking for functional recipes
- Suitable for all life stages
- Complete dry dog food



WHAT TO STOCK

AATU

AATU wet cat food is a unique high protein diet, with each recipe containing 97% top quality meat or fish. Enriched with a bespoke formula of 8 fruits, 8 vegetables, 8 herbs and botanicals providing a combination of vitamins and minerals along with incredible flavour. It is also completely free from gluten, grain, white potato, artificial colours, flavours, and preservatives, and GM ingredients. Suitable for cats of all life stages.

- **AATU 97/3 Wet Cat Food – four flavours**

● To buy: wholesalers or visit aatu.co.uk



AATU

Applaws

A complementary wet food made with natural ingredients. Contains no artificial colours, flavours, or preservatives. Feed with Applaws complete dry cat food for a balanced diet. Comes in pouches, tins, and pots. Suitable for cats of all age ranges.



- **Applaws Wet Kitten Food** – in broth and jelly
- **Applaws Wet Cat Food Senior** – 3 flavours in jelly
- **Applaws Wet Cat Food Adult** – in broth, jelly, and mousse

● To buy: wholesalers or visit applaws.com/uk

Schesir

All recipes are based on 100% natural ingredients and are free of colourings and preservatives. Includes an organic range. Grain free options available. Suitable for cats of all ages and lifestyles.

- **Schesir Baby Kitten Care Range** – comes in different flavours and textures. Grain free options available. For kittens aged 0-6 months, kittens aged 2 months+, and kittens aged 3-12 months
- **Schesir After Dark Range Adult cat** – range of flavours and textures
- **Schesir Special Mousse for Adult Cats** – 3 varieties
- **Schesir Silver Range** – for cats aged



11+ and over

- **Schesir Bio Organic** – for kittens and adults
- **Organic Sterilised Adult Pate**
- **Organic Adult Pate** – 5 flavours
- **Organic Kitten Pate**
- **Complementary foods:** Schesir in Jelly adult, Schesir in Broth adult, Schesir in Cooking Water adult, Schesir Soup for adult cats, Schesir Functions for adult cats, and Schesir Baby Thrive for Kittens.

● To buy: wholesalers or visit schesir.com/en

Scrumbles

Scrumbles promises 'gut friendly cat food.'

A complete and balanced hypoallergenic grain free wet cat food with gut friendly probiotics added. Suitable for kittens over the age of 8 weeks and cats of all ages and lifestyles. Suitable for kittens, adults, and senior cats.

- **Scrumbles Wet Cat Food in Jelly** – 5 flavours
- **Scrumbles Wet Cat Food Pate** – 4 flavours

● To buy: wholesalers or visit scrumbles.co.uk



HiLife

HiLife has a large range of delicious wet cat foods, with a wide selection of complete and complementary recipes for all ages



from kitten food, adult food, and tailored recipes for mature cats.

- **HiLife Kitten**
- **HiLife Adult**
- **HiLife Mature**
- **HiLife 'Its only natural'** – adult recipes with 60% meat
- **HiLife Pets Pantry Adult Wet Cat Food**
- **HiLife Perfection** – complementary wet food for adult cats

● To buy: wholesalers or visit hilifepet.co.uk

Edgard Cooper

Edgard Cooper promises 'really nutritious food for pets.' A complete and balanced natural grain free wet cat food. Made with only natural ingredients and contains no added sugars. Suitable for cats of all age ranges. Also has a complementary range.

- **Edgard Cooper 'Feed Me Real' Chunks Kitten** – 2 flavours
- **Edgard Cooper 'Feed Me Real' Pate Kitten** – 2 flavours
- **Edgard Cooper 'Feed Me Real' Chunks Adult Cat** – 4 flavours
- **Edgard Cooper 'Feed Me Real' Pate Adult Cat** – 4 flavours
- **Edgard Cooper Organic Pate Adult Cat** – 3 flavours
- **Edgard Cooper 'Feed Me Real' Chunks Senior Cat**
- **Edgard Cooper 'Feed Me Real' Pate Senior Cat**
- **Complementary food** – Edgard Cooper 'Feed Me Fancy' Fillets Adult Cat – Suitable for cats of all ages (kittens from 8 weeks old)

● To buy: wholesalers or visit edgardcooper.com



Little BigPaw

Little BigPaw recommends you 'opt for Little BigPaw wet food for cats for a healthier, happier feline.' A complete and balanced hypoallergenic wet cat food made with 100% natural ingredients. Contains no artificial colourants, flavourings, or preservatives, no grain, wheat, soya, or dairy. Suitable for kittens and adult cats.

- **Little BigPaw Gourmet Mousse for Kittens**
- **Little BigPaw Gourmet Mousse adult wet cat food** – 6 flavours

● To buy: wholesalers or visit littlebigpaw.co.uk



the retailers' guide to pet products



Lily's Kitchen

Lily's Kitchen promises 'proper food for pets.' Their wet cat food range is a complete and balanced grain free wet cat food made with natural ingredients and no added sugar. Suitable for cats of all ages and lifestyles.



- **Lily's Kitchen for Kittens** – comes in Paté and Tasty Cuts varieties, and a selection of flavours
- **Lily's Kitchen for Adults** – comes in Paté, Shredded Fillets, and Tasty Cuts varieties, and a selection of flavours
- **Lily's Kitchen Organic Paté for Adults** – 4 flavours
- **Lily's Kitchen for Mature Cats Paté** – 2 flavours
- **Lily's Kitchen for Mature Cats Tasty Cuts**

🌐 To buy: wholesalers or visit lilyskitchen.co.uk

Meowing Heads



Meowing Heads complete wet cat food is packed full of goodness and made with natural ingredients of the highest quality. Each recipe contains 93% meat and fish and is slow-cooked. Free from artificial colours, flavours, and preservatives. Grain free recipe. Suitable for adult cats and kittens aged 8+ weeks.

- **Meowing Heads Wet Cat Food** – 4 flavours



🌐 To buy: wholesalers or visit barkingheads.co.uk/collections/cat-food

Webbox

Webbox has specially designed their range to be packed full of flavour and nutrition. A complete and balanced wet food for cats made with natural ingredients. Contains no artificial colours, flavours, or preservatives. Grain free options available. With recipes

suitable for cats of all ages and lifestyles.

- **Webbox Naturals Kitten Selection Jelly** – 3 flavours
- **Webbox Naturals Adult** – Meat and fish selection in jelly, Fish selection in jelly, and Meat selection in gravy
- **Webbox Naturals Adult Cat Mousse** – 4 flavours
- **Webbox Premium Naturals Adult**
- **Webbox Naturals Senior Selection Jelly 7+**
- **Webbox Naturals Senior 11+ in Jelly**
- **Webbox Naturals Cat Mousse Senior 7+**

🌐 To buy: wholesalers or visit webbox.co.uk

IAMS

IAMS wet food is 'perfectly balanced with a great taste.'

A complete and balanced wet cat food with no added sugar. Contains no fillers, artificial colours, flavours, or GMOs. Suitable for cats of all ages and lifestyles.

- **IAMS Wet Food Kitten**
- **IAMS Wet Food Adult** – 5 variety boxes containing various flavours.
- **IAMS Wet Food Senior** – 3 variety boxes containing various flavours.

🌐 To buy: wholesalers or visit iams.eu/en-gb/cat/wet-food

Purina ONE

Cat food for the gastrointestinal biome, formulated to meet the complete nutritional needs of cats. A complete and balanced wet food for cats. Suitable for adult and senior cats.

- **Purina One Mini Fillets Adult Wet Cat Food** – 4 flavours
- **Purina One Mini Fillets Selective Palate Adult Wet Cat Food** – 4 flavours
- **Purina One Mini Fillets Senior 7+ Wet Cat Food** – 4 flavours

🌐 To buy: wholesalers or visit purina.co.uk

Perfect Fit

A complete and balanced wet cat food developed with vets and pet nutritionists. PERFECT FIT is expert nutrition designed to nurture your pet's youthful spirit throughout their life and combines 5 benefits



addressing 5 of the most common health needs of all cats, regardless of age or lifestyle. Suitable for adult and senior cats.

- **Perfect Fit Advanced Nutrition Adult Wet Cat Food** – 4 flavours
- **Perfect Fit Advanced Nutrition Senior 7+ Wet Cat Food** – 2 flavours

🌐 To buy: wholesalers or visit perfect-fit.co.uk

Harringtons



Harringtons believes in 'making mealtimes meatier.' Made with 80% freshly prepared meat and fish, the range offers a complete and balanced grain free wet cat food that contains all natural ingredients with no added artificial colours or flavours. Suitable for cats from 1 year plus.

- **Harringtons Complete Grain Free Adult Wet Cat Food** – mixed selection in jelly, fish selection in jelly, poultry selection in jelly, and meaty selection in gravy varieties
- **Harringtons Complete Senior Grain Free Wet Cat Food** – mixed selection in jelly and fish selection in jelly



🌐 To buy: wholesalers or visit harringtonspetfood.com

Fish4Cats

A complementary grain free wet cat food. Contains no artificial colours, flavours, and preservatives. Suitable for adult cats.

- **Fish4Cats Finest Wet Cat Food** – 15 flavours

🌐 To buy: wholesalers or visit fish4cats.com

Thrive

Thrive promised to 'make our cat foods differently to other brands' and offer '0% nonsense, 100% fantastic!' A complete and balanced wheat and gluten free wet cat





WHAT TO STOCK

Blink!

BLINK!

A complete and balanced grain free wet cat food made with 100% natural ingredients and British, human-grade meat and fish. Contains the essential vitamins and minerals needed to keep your cat healthy and happy. No added salt, sugar, additives, or derivatives. Suitable for cats of all ages.

- Blink! Kitten Wet Food Fillets in Jelly – 4 flavours
- Blink! Kitten Wet Food Fillets in Gravy – 3 flavours
- Blink! Adult Wet Food Fillets in Jelly – 8 flavours
- Blink Adult Wet Food Fillets in Gravy – 3 flavours
- Blink Adult Wet Food Paté – 2 flavours

🌐 To buy: wholesalers or visit blinkcats.co.uk



food. 100% natural and made using human grade ingredients. Contains no artificial additives. Suitable for cats of all ages.

- Thrive Complete Kitten Wet Cat Food – 2 flavours
- Thrive Complete Adult Wet Cat Food – 12 flavours

🌐 To buy: wholesalers or visit thrivepetfoods.com



Royal Canin

A complete and balanced wet food nutrition range tailored to meet the needs of healthy cats of all sizes, ages, and breeds.

- Royal Canin Kitten Chunks – 1 flavour in gravy and 1 flavour in jelly
- Royal Canin Kitten Loaf in Sauce
- Royal Canin Mother and Baby Cat (ultra soft mousse)
- Royal Canin Instinctive Thin Slices in Gravy

- Royal Canin Instinctive Thin Slices in Jelly
- Royal Canin Indoor Sterilised Morsels in Jelly
- Royal Canin British Shorthair Narrow Chunks in Gravy
- Royal Canin Maine Coon Thin Slices in Gravy



Wet Cat Food – Suitable for adult Maine Coon cats over 15 months old

- Royal Canin Light Weight Care Thin Slices in Gravy
- Royal Canin Light Weight Care Thin Slices in Jelly
- Royal Canin Sterilised Chunks in Gravy
- Royal Canin Sterilised Chunks in Jelly
- Royal Canin Sensory Feel Morsels in Gravy
- Royal Canin Sensory Feel Morsels in Jelly
- Royal Canin Sensory Smell Taste Feel Chunks in Gravy
- Royal Canin Sensory Smell Chunks in Gravy
- Royal Canin Sensory Smell Chunks in Jelly
- Royal Canin Sensory Taste Chunks in Gravy
- Royal Canin Sensory Taste Chunks in Jelly
- Royal Canin Appetite Control Care Thin Slices in Gravy
- Royal Canin Appetite Control Care Thin Slices in Jelly
- Royal Canin Digestive Care Thin Slices in Gravy
- Royal Canin Digestive Care Thin Slices in Jelly
- Royal Canin Hairball Care Thin Slices in Gravy
- Royal Canin Hairball Care Thin Slices in Jelly
- Royal Canin Hair & Skin Care Thin Slices in Gravy
- Royal Canin Hair & Skin Care Thin Slices in Jelly
- Royal Canin Urinary Care Chunks in Gravy
- Royal Canin Urinary Care Chunks in Jelly
- Royal Canin Indoor Sterilised 7+ Morsels in Jelly
- Royal Canin Instinctive 7+ Chunks in Gravy
- Royal Canin Ageing 12+ Thin Slices – 1 flavour in gravy and 1 flavour in jelly

🌐 To buy: wholesalers or visit royalcanin.com

Almo Nature

Almo Nature believes 'ingredients, not advertising, determine the quality of the food you choose for your cat.' They carefully select the raw materials, respecting the highest quality standards.

Wellness CORE

WELLNESS CORE

Wellness CORE

Wellness CORE is dedicated to crafting natural, high-quality, and precisely balanced nutrition. Wellness CORE is a natural, complete, and balanced protein rich, grain free wet cat food. Suitable for kittens and adult cats.

- Wellness CORE Purely Paté Kitten – naturally hypoallergenic
- Wellness CORE Tender Cuts Adult – 6 flavours
- Wellness CORE Signature Selects Adult – 5 flavours
- Wellness CORE Purely Paté Adult – naturally hypoallergenic
- Wellness CORE 98% Single Protein Adult – naturally hypoallergenic

🌐 To buy: wholesalers or visit kennelpak.co.uk/brand/wellness-core



the retailers' guide to pet products



● **Almo Nature HFC range** – a complete and balanced wet cat food made using human grade ingredients.

● **Almo Nature HFC complementary range** – a complementary gluten free wet cat food made using human grade ingredients.

● **Almo Nature Functional** – a complete and balanced wet cat food formulated to meet your cat's nutritional needs on a daily basis or in specific cases. With Sterilised, Anti Hairball, Intestinal Help, and Urinary Help varieties

● **Almo Nature Bio Organic** – a complete and balanced wet cat food. Bio Organic products contain 100% of ingredients certified as organic

● **Almo Nature Daily** – a complete and balanced wet cat food. Available in mousses, patés, and diced in sauce recipes



☎ To buy: wholesalers or visit almonature.com

Yarrah

Yarrah promises food that is 'good for animals and planet.' A complete and balanced organic wet cat food. Free from chemical fragrances, colourings, or aromas, no added pesticides, or GMOs, and only the best absorbable proteins. Grain free options available. Recipes suitable for cats of all life stages. Available in foil, cans, and pouches.



- Yarrah Organic Fillets in Sauce
- Yarrah Organic Chunks
- Yarrah Organic Pâté

☎ To buy: wholesalers or visit yarrah.com/uk

Acana



A complete and balanced wet cat food made with 85% quality animal ingredients. Contains no grain ingredients, artificial flavours, colours, or preservatives. Suitable for kittens and adult cats.

- **Acana Kitten Premium Pâté Wet Cat Food**
- **Acana Premium Pâté Adult Wet Cat Food** – 5 flavours

☎ To buy: wholesalers or visit acanapetfoods.co.uk

Animonda

Animonda 'stands for natural raw materials instead of artificial flavourings. For real tastes instead of flavour enhancer.' Animonda high quality petfood contains no artificial colours or flavour enhancers, no soya, and no sugar. Recipes suitable for cats of all ages and life stages.

- **Animonda Meaty Delight Kitten Wet Cat Food**
- **Animonda Meaty Delight Adult Wet Cat Food**
- **Animonda Meaty Delight Single Protein Adult Wet Cat Food**
- **Animonda Meaty Delight Senior Wet Cat Food**
- **Animonda Integra Protect Adult Wet Cat Food** – 5 varieties: Diabetes, Intestinal, Chronic Renal Insufficiency and Food Allergy, Insufficient Renal Function, and Sensitive

☎ To buy: visit su-bridge.co.uk

animonda



Breederpack

BREEDERPACK

A complete and balanced wet food for adult cats aged 1 year+. The brand is an ideal choice for customers seeking quality and affordability.

- **Kennelpak Breederpack Cat Premium Chunks** – 3 flavours

☎ To buy: wholesalers or visit kennelpak.co.uk/brand/breederpack



Catit

catit

Catit's wet food is high in protein, low in fat, with added vitamins, and minerals. To support clean feeding, it contains absolutely no grains, additives, preservatives, or by-products. Can be fed exclusively, or alongside a quality complete dry food, such as Catit Recipes dry food. Recipes suitable for kittens and adult cats.



- **Catit Cuisine Kitten Mousse** – suitable for kittens up to 12 months old
- **Catit Cuisine Adult Mousse** – 2 flavours
- **Catit Cuisine Adult Pâté** – 4 flavours
- **Complementary range: Catit Cuisine Adult Stew** – high meat content and contains no sugar or artificial flavours

☎ To buy: wholesalers or visit catit.co.uk



WHAT TO STOCK

Classic

Classic

Butcher's Classic Cat Food is 100% nutritionally balanced and complete natural cat food, suitable for kittens to older cats. Made in the UK, with recipes that draw upon three generations of British farming heritage and pet care expertise. Contains no artificial ingredients.

- Classic MEAT in jelly (Beef, Game, and Chicken varieties)
- Classic FISH in Jelly (Ocean Fish, Haddock, and Trout varieties)



🌐 To buy: wholesalers or visit classiccatfood.co.uk

Naturo

The natural cat food is a blend of high-quality, all-natural ingredients, providing essential vitamins, minerals, and oils for overall well-being, with no artificial colours, flavours, or preservatives. A complete and balanced hypoallergenic grain free wet cat food. Recipes suitable for cats of all life stages.



- Naturo Cat Grain Free Kitten Pâté Pouch
- Naturo Cat Grain Free Adult Pâté Pouches
- Naturo Cat Grain Free Senior Wet Cat Food Pâté Pouch
- Naturo Cat Grain Free Indoor Sterilised Chicken Pâté Pouch

🌐 To buy: wholesalers or visit naturopetfoods.com

Canagan

Tender meat or fish in delicious wholesome recipes that make the complete and balanced meals delicious to cats.



- Soups for kittens and adults – ideal as a topper or snack, the soups come in tuna, ocean fish, and chicken flavours
- Wet Cat Food For Kittens – Free Run Chicken flavour
- Wet Cat Food For Adults – Free Run Chicken, Chicken and Salmon, Chicken and Turkey, Chicken and Duck, and Chicken and Herring
- Wet Cat Food For Sterilised and Senior Cats – Free Run Chicken
- Wet Cat Food For Kittens and Adults grain free cans – Fresh Chicken, Chicken with Vegetables, Chicken with Salmon, Chicken with Sardine, Chicken with Seabass, Chicken with Ham, Chicken with Beef, Chicken with Duck, Chicken with Crab, Chicken with Prawns, Ocean Tuna, Tuna with Prawns, Tuna with Mussels, Tuna with Chicken, Tuna with Crab, and Tuna with Salmon

🌐 To buy: visit canagan.com/uk/become-a-stockist



Benevo

A plant-based complete vegan food for cats and dogs with added taurine, vitamins, and amino acids. Contains vegetables, cereals, grains, and berries. Free from soya, wheat, dairy, eggs, artificial colours, and flavours.

🌐 To buy: wholesalers or visit benevo.com

Felix

A popular brand, Felix has a range of wet cat foods including the As Good As It Looks and Deliciously Sliced ranges.

🌐 To buy: wholesalers or visit purina.co.uk

Purina Gourmet

An extensive range of luxury meals for cats. A complete and balanced wet food that contains no added artificial flavourings, preservatives, or colourants.

🌐 To buy: wholesalers or visit purina.co.uk

Sheba

Sheba is one of the most well-known cat food brands. A complete and balanced wet cat food made with selected natural ingredients, with recipes in jelly, pâté, and gravy. Suitable for kittens and adult cats.

🌐 To buy: wholesalers or visit uk.sheba.com

Taste of the Wild

A complete and balanced quality grain free wet cat food including Canyon River and Rocky Mountain recipes.

🌐 To buy: wholesalers or visit tasteofthewildpetfood.com

Whiskas

An instantly recognisable cat food brand with an extensive range of recipes. A complete and balanced wet food for cats of all ages and life stages.

🌐 To buy: wholesalers or visit whiskas.co.uk





Raw cat food

Nutriment

Nutriment's award-winning raw cat food meets the dietary needs of happy healthy cats.

Made with natural, human-grade, BARF ingredients. Although manufacturing raw dog food is where Nutriment first formed its reputation, its nutritional research and experience has naturally progressed into high-quality raw cat food.

- **Nutriment Dinner for Cats Range:** Venison & Duck, Rabbit & Turkey, Chicken, and Beef
- **Nutriment Core Cat Range:** Lamb, Chicken, Beef
- **Nutriment Leo & Wolf Range:** Meatballs in either Beef or Tripe

☎ To buy: wholesalers or visit nutriment.co.uk



Purrform

Purrform recipes mirror the diet of a carnivore cat as closely as possible, offering 100% human-grade meat, offal and bone with no preservatives or palatant enhancements. Each recipe is specifically designed for either an adult, kitten, or the period in between, specifically hitting the nutrients needed for a healthy and happy cat to thrive. An extensive range of recipes including beef, chicken, duck, goat, lamb, pigeon, pork, quail, rabbit, turkey, and venison, in following formats:

- Weaning Paste
- Adult Cat Pouches
- Adult Cat Tubs
- Adult and Kitten Tubs
- Adult and Kitten Pouches

☎ To buy: visit purrform.co.uk/trade

Natural Instinct

Natural Instinct's Pure cat food range offers a complementary food for all types of cats. These recipes have been formulated for those who like to make their own healthy cat food at home using other ingredients tailored



to your cat's individual tastes and health needs. These recipes can also be used as the occasional treat.

- **Natural Instinct Pure range** – Green Tripe, Chicken, Beef, Turkey, Duck, and Lamb
- **Natural Instinct Puppy and Kitten Weaning Paste**

☎ To buy: naturalinstinct.com/pages/become-a-stockist

barkinBISTRO

barkinBISTRO promises wholesome, natural, and top-quality raw cat food. The recipes are complete meals with everything your cat needs for a balanced diet to help keep them happy and nourished.

- **Kitten Weaning Paste**
- **Whisker Lickin Chicken**
- **Claw-some Chicken and Hearty Beef**

☎ To buy: visit barkinbistro.co.uk/stockists



Bella + Duke

Bella + Duke offers unprocessed, 100% natural, nutritionist-designed recipes that provide everything your pet needs to thrive. That means at least 94% meat and 0% grains or glutens. Four mixed protein raw cat food recipes for kittens, adults, and seniors containing meat, bone, offal (organ meat), lip-lickin' bone broth, and healthy oils.

- **Bella + Duke Cat + Kitten + Premium Complete** – Chicken + Salmon, Lamb + Duck, Turkey + Rabbit + Lamb, and Turkey + Chicken recipes

☎ To buy: bellaandduke.com/stockists/become-our-stockist



Cotswold Raw

The Cotswold easy to portion mince is made in the Cotswolds using fresh ingredients and their aim is to deliver the convenience of a processed food with all the health benefits of a fresh and varied raw diet. High in protein, vitamins, minerals, essential amino and fatty acids, and the natural enzymes required for a happy and healthy life.

- **Cotswold Raw Complete Cat Food** – Chicken, Rabbit, and Turkey recipes

☎ To buy: visit cotswoldraw.com



Poppy's Picnic

PURRY POWER is an award-winning raw cat food, made in the heart of Wiltshire using high quality, fresh ingredients. Crafted natural cat food that contains raw meat, bone and offal to help ensure optimal nutrition.

- **Poppy's Picnic Purry Power Meatballs** – Beef and Chicken, Free Range Chicken, and Turkey with Lamb recipes

☎ To buy: poppypicnic.co.uk/pages/become-a-stockist



NAKEDCAT

NAKEDCAT is the new mixed protein raw cuisine for premium felines.

The freshest meat and fish, including essential taurine-rich heart meat, all flash-frozen to retain maximum nutrients. 94% protein, 6% tasty broth, healthy oils, and that's it! Served in recyclable trays with lids that stay fresh in the fridge for up to four days. No processed nonsense, no nasty stuff. Suitable for even the pickiest kitty.

- **NAKEDCAT Chicken & Salmon**
- **NAKEDCAT Turkey & Chicken**
- **NAKEDCAT Lamb & Duck**
- **NAKEDCAT Rabbit & Turkey**

☎ To buy: visit nakedcat.co.uk



Kiezebrink UK Ltd

Kiezebrink can offer an extensive range of raw products. Most produce is surplus or by-products of the human food industry and therefore has undergone stringent veterinary control. Kiezebrink is also proud to announce a mixture of raw produce with insects in a move towards a more sustainable and healthier environment. The production of insects is much more sustainable (requiring less water, less CO2, and no methane).

- **Chicken**
- **Turkey**
- **Lamb**
- **Duck**
- **KB Raw Minced Meat Mixtures**
- **Fish**
- **Eco Raw Cat Food**
- **Game**
- **Beef**
- **Squirrel**
- **Hare**
- **Pheasant**
- **Alaska Natural Raw Cat Food**

☎ To buy: visit kiezebrink.co.uk/trade-accounts





WHAT TO STOCK

FROM THE START OF THE JOURNEY...

Catit introduces Kitten to their range of wet and dry foods!



Catit are now setting their sights on kittens when it comes to the food sector and making sure they catch the interest of cat owners from the start of their pet journey.

Over the last 25 years, Catit has delighted cats and their owners around the world with innovative products and with this success, the Hagen Group owned brand keep venturing into new opportunities, providing cat owners with almost all their core essentials under one brand that they can trust.

After launching into the treat market with Catit Creamy seven years ago, it has now become one of the world's best-selling creamy cat treats and has now successfully expanded into healthy and nutritious cat foods. The most recent additions to Catit's food range are high quality and nutritionally complete kitten dry and wet foods.

New kitten range

Catit Recipes Kitten recipe is a new healthy, complete dry cat food that provides a growing kitten with all the support they need for their wellbeing and boundless energy. The formulation is made with real meat and fresh ingredients which have been locally sourced and gently cooked to maintain their nutritional benefits. It is cram packed with superfoods, such as pomegranates and spinach, which help maintain health and wellbeing in our kittens. The poultry-based recipe is high in naturally occurring taurine, an essential nutrient for the development of kitten's eyes and heart muscle function. Catit Recipes is available in 400g and 2kg recyclable, resealable bags.

Not only is the recipe perfect for kittens, but it is also suitable for pregnant and lactating mother cats based on the high level of protein (92% of the total protein content is from high quality, easily digestible animal protein) and calories that Catit Recipes Kitten recipe contains.

Catit Cuisine for Kittens is a tasty, wholesome grain-free chicken mousse that offers a complete daily, nutritional diet. The perfectly soft texture provides an important step in their early development as they progress from nursing to eating solids. High in meat

and balanced with essential vitamins and minerals, the moisture content also ensures they stay hydrated. Team this with Catit Recipes for the ultimate daily diet for any kitten!

Catit Cuisine is innovatively packaged in recyclable TetraPak cartons, which are easy to store, easy to serve, and minimise wasted space in transit, making them a more sustainable option. With 90g of food in each carton, Catit Cuisine offers better value compared to most other single serve cat foods.

Keep your store staff informed

Ask your Hagen Sales Manager about signing up to our comprehensive online training platform food manufacturer

Designed to Sell

In a recent research study amongst cat owners, Catit was listed as the most recognised cat accessory brand with a strong focus on social media engagement and online presence.

Catit's kitten food will be supported by a full suite of in-store display materials, widescale sampling activities to drive consumer demand, along with a launch promotion to encourage initial trial. With the brand equity and consumer trust Catit has built, these new delicious wet and dry kitten foods are destined to be a winner alongside their already popular adult foods.

catit®



CONTACT

Speak to your Hagen Sales Manager to find out how you can benefit by listing Catit Recipes and Cuisine foods or visit www.catit.com





catit®

— CUISINE —

NATURALLY TASTY

Available in
10 varieties



Up to **25%**
more food in the
box*, good for an
extra serving



(*) as compared to a can, containing 75g on average.



catit®

— RECIPES —

HEALTHY AND DELICIOUS



Available
in 400g &
2kg bags

Irresistible, highly
digestible, and packed
with natural goodness



(*) as percentage out of total protein content



CATIT.COM





WHAT TO STOCK

Meowing Heads

MEOWING HEADS

Meowing Heads dry foods are all 100% complete and balanced – ideal for a delicious dinner or all-day grazing. Meowing Heads dry foods contain at least 70% single source, natural meat and eggs as well as all the vitamins and minerals needed to keep your cat healthy. Recipes for cats of all ages

- Meowing Heads Smitten Kitten
- Meowing Heads Senior Moments
- Meowing Heads Paw Lickin' Chicken Adult
- Meowing Heads So-fish-ticated Salmon Adult
- Meowing Heads Adult Fat Cat Slim – 25% less fat than its regular recipes



🌐 buy: wholesalers or visit barkingheads.co.uk/collections/dry-cat-food

Applaws

Applaws complete and balanced dry cat food is made with high quality protein and is completely grain free, keeping your feline friend healthy and happy as nature intended. The packs highlight the level of protein. Suitable for cats of all age ranges.

- Adult Dry Cat Food – 5 flavours
- Kitten Dry Food
- Senior Cat Dry Food



🌐 To buy: wholesalers or visit applaws.com/uk

Arden Grange

Arden Grange offers 'nutrition without compromise.' A complete and balanced food for cats that is naturally hypoallergenic. Special care is taken with kibble size, shape, and density as many cats are sensitive to how the product feels in their mouths. Every recipe is enhanced with extra nutrients that benefit our feline friends. Suitable for kittens, adult cats, and senior cats.

- Arden Grange Grain Free Kitten
- Arden Grange Grain Free Adult
- Arden Grange Sensitive Adult
- Arden Grange Grain Free Light Adult – suitable for senior cats



🌐 To buy: wholesalers or visit ardengrange.com

Burns

A complete, balanced, and hypoallergenic dry cat food that is made from high quality natural ingredients. Comes in a grain free option. The wholesome ingredients help to satisfy even the fussiest of felines. Recipes for kittens, adults, and senior cats.

- Burns Original – for adult and senior cats
- Burns Sensitive and Grain Free – for adult and senior cats
- Burns Original Kitten



🌐 To buy: wholesalers or visit burnspet.co.uk

Edgard Cooper

A complete and balanced natural grain free dry cat food that contains only fresh meat or fish. No artificial colours, flavours, and no added sugars. Edgard Cooper believe that transparency is essential when it comes to what you feed your pet family, and is trying to raise the standard for pet nutrition. Recipes for cats of all age ranges.

- Edgard and Cooper 'Feed Me Real' Adult – 3 flavours
- Edgard and Cooper 'Feed Me Real' Kitten
- Edgard and Cooper 'Feed Me Real' Senior



🌐 To buy: wholesalers or visit edgardcooper.com

Lily's Kitchen

A complete and balanced dry cat food made with natural ingredients. The naturally delicious dry cat food is packed full of proper fish or chicken for the nutrition and taste. Each tempting recipe is balanced with the right nutrients in the right proportions to help cats stay healthy. Recipes for cats of all ages. Grain free option available.

- Lily's Kitchen Chicken with White Fish for Kittens
- Lily's Kitchen White Fish with Salmon for Adult Cats
- Lily's Kitchen Chicken with Veggies for Adult Cats
- Lily's Kitchen White Fish with Turkey & Trout for Mature Cats

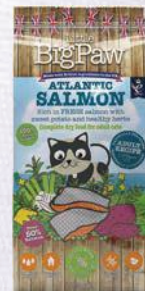


🌐 To buy: wholesalers or visit lilyskitchen.co.uk

Little BigPaw

A complete and balanced hypoallergenic cat food crafted with 100% natural ingredients with no artificial colourants, flavourings, or preservatives. Each crunchy bite is packed with goodness and contains no grain, wheat, soya, or dairy.

- British Chicken for Adult Cats
- Atlantic Salmon for Adult Cats
- British Chicken for Kittens
- Atlantic Salmon for Senior Cats
- Complete dry food for Senior Cats



🌐 To buy: wholesalers or visit littlebigpaw.co.uk

WHAT TO STOCK Dry cat food



the retailers' guide to pet products

Harringtons



A complete and balanced dry cat food that only uses natural ingredients and contains 80% animal protein. No added artificial colours or flavours. Harringtons promises "No nonsense, just natural goodness for all." Recipes for adult and senior cats.

- **Harringtons Complete Adult Dry Cat Food** – chicken flavour and salmon flavour
- **Harringtons Complete Adult Indoor Chicken Dry Cat Food**
- **Harringtons Complete Senior Chicken Dry Cat Food**



● To buy: wholesalers or visit harringtonspetfood.com

Schesir

Complete and balanced dry cat food. All recipes are based on natural ingredients and are free of colourings and preservatives. Also has a high protein option. Suitable for kittens and adult cats. Schesir offers two lines of dry cat food: the new Born Carnivore oven-baked kibble, a technique that preserves vitamins and minerals, and the classic Original range.

- **Schesir Kitten Dry Food**
- **Schesir Adult Cat** – Adult Rich in Lamb, Adult Rich in Ham, Adult Rich in Fish, Adult Rich in Chicken flavours
- **Schesir Adult Sterilized and Light Cat Food** – With Ham, Rich in Fish, Rich in Chicken flavours
- **Schesir Adult Hairball**
- **Schesir Born Carnivore Kitten High Protein** – Chicken with egg flavour
- **Schesir Born Carnivore Adult Cat Dry Food High Protein** – Chicken with herring & salmon, Herring with salmon, and Chicken with egg flavours



● To buy: wholesalers or visit schesir.com/en

Scrumbles

Scrumbles strives to deliver 'gut friendly cat food' that is responsibly made. A complete and balanced hypoallergenic dry cat food with high quality meat and gut friendly probiotics added. Grain free option available. Recipes for cats of all ages and lifestyles. Scrumbles is a B Corp certified business meaning they have proven they consider the planet, people and profit equally.

- **Scrumbles Chicken Dry Kitten Food** – for kittens and queens
- **Scrumbles Chicken Dry Cat Food** – for adult and seniors
- **Scrumbles Sensitive+ Dry Cat Food** – for kittens, adults, and seniors



● To buy: wholesalers or visit scrumbles.co.uk

Burgess

Burgess offers premium dry cat food and has a range of high-quality products to suit all manner of fussy feline palates. A complete and nutritionally balanced dry cat food that contains all the essential nutrients and vitamins. Recipes for cats of all age ranges.

- **Burgess Kitten Chicken**
- **Burgess Neutered Cat**
- **Burgess Adult Cat** – rich in salmon and rich in chicken with duck flavours
- **Burgess Mature Cat** – with turkey and cranberry



● To buy: wholesalers or visit burgesspetcare.com

Wellness Core

Wellness CORE is a complete and balanced naturally hypoallergenic grain free cat food. With high quality protein ingredients along with a unique blend of wholesome vegetables, superfoods, and nutritional supplements. Recipes for all breeds and kittens and adult cats.

- **Wellness CORE Adult Ocean** – salmon with tuna
- **Wellness CORE Adult Original** – turkey and chicken
- **Wellness CORE Sterilised Ocean** – also suitable for mature cats 7-11 years
- **Wellness CORE Sterilised Original** – chicken with turkey



● **Wellness CORE Kitten Original** – turkey and chicken

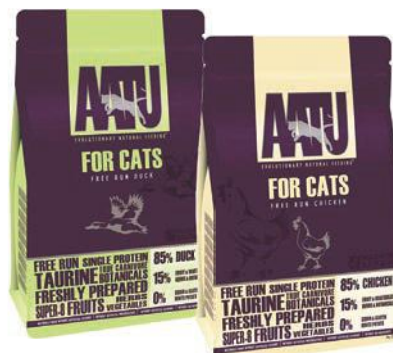
● To buy: wholesalers or visit wellnesscore.eu

AATU

A complete and balanced high protein diet for cats. Each recipe contains over 85% meat or fish, and is enriched with AATU's blend of 32 fruits, vegetables, herbs, spices, and botanicals. It is also completely free from gluten, grain, white potato, artificial colours, flavours and preservatives, and GM ingredients. Suitable for adult cats.



- **AATU 85/15 Salmon Dry Cat Food**
- **AATU 85/15 Free Run Duck Dry Cat Food**
- **AATU 85/15 Free Run Chicken Dry Cat Food**



● To buy: wholesalers or visit aatu.co.uk

James Wellbeloved

James Wellbeloved believe that the foundation of good health can be found in nature and a hypoallergenic diet. It carefully selects natural ingredients to support pet health. A complete and balanced high quality hypoallergenic cat food made with wholesome natural ingredients. Contains no artificial colours, flavours, or preservatives. Grain free option available. Recipes for cats of all ages.

- **James Wellbeloved Kitten Dry Cat Food**
- **James Wellbeloved Adult Dry Cat Food**
- **James Wellbeloved Adult Grain Free Dry Cat Food**
- **James Wellbeloved Adult High Protein Dry Cat Food**
- **James Wellbeloved Adult Light Dry Cat Food**
- **James Wellbeloved Adult Oral Health**





WHAT TO STOCK

Dry Cat Food

- James Wellbeloved Adult Hairball Dry Cat Food
- James Wellbeloved Senior Dry Cat Food
- James Wellbeloved Lovebug™ Insect-Based Dry Cat Food

● To buy: wholesalers or visit wellbeloved.com

Perfect Fit

A complete and balanced dry cat food developed with vets and pet nutritionists.

PERFECT FIT is expert nutrition designed to nurture your pet's youthful spirit throughout their life.

It contains its Total 5 formula which combines five benefits addressing five of the most common health needs of all cats: healthy digestion, strong natural defences, urinary tract health, optimum weight management and body condition, and healthy skin and coat. Recipes for cats of all ages.

- Perfect Fit Natural Vitality Adult
- Perfect Fit Adult
- Perfect Fit Indoor Adult
- Perfect Fit Sensitive Adult
- Perfect Fit Sterile (Neutered) Adult Dry Cat Food
- Perfect Fit Junior
- Perfect Fit Senior 7+
- Perfect Fit Senior 11+

● To buy: wholesalers or visit perfect-fit.co.uk

Purina PRO PLAN

Purina know that each and every cat is different, that's why it created a host of ranges of nutritious cat foods with something for every kitty, no matter their age or requirements. PRO PLAN is a complete and balanced dry food for cats of all ages and life stages and includes a veterinary range.

- Purina PRO PLAN Veterinary Diets – varieties include Diabetes, Hepatic, Obesity, Renal Function Early Care, Renal Function Advanced Care, Urinary (2 flavours), Gastrointestinal and Hypoallergenic
- Purina PRO PLAN Kitten Healthy Start
- Purina PRO PLAN Kitten LIVECLEAR
- Purina PRO PLAN Adult 7+ Allergen Reducing Sterilised LIVECLEAR
- Purina PRO PLAN Adult 7+ Sterilised LONGEVIS
- Purina PRO PLAN Adult 7+ LONGEVIS – extends healthy lifespan



ZIWI Peak Steam and Dried

ZIWI Peak cat food delivers ethically-sourced meats, organs, and seafood from New Zealand. Delicately micro-steamed then gently air-dried via its innovative two-step Z-MicroSteam technology to ensure optimum nourishment and palatability. Made with 90% premium animal ingredients. A complete and balanced recipe for any life stage, from kittens to seniors.

- ZIWI Peak Steam and Dried Beed with Southern Blue Whiting
- ZIWI Peak Steam and Dried Chicken with Whole Mackerel
- ZIWI Peak Steam and Dried Wild South Pacific Fish

● To buy: su-bridge.co.uk



by a year on average and improves the quality of life of cats over 7 years

- Purina PRO PLAN Adult Delicate Digestion
- Purina PRO PLAN Sterilised Adult Delicate Digestion
- Purina PRO PLAN Adult Light
- Purina PRO PLAN Adult Allergen Reducing Sterilised LIVECLEAR
- Purina PRO PLAN Adult Renal Plus
- Purina PRO PLAN Adult Vital Functions
- Purina PRO PLAN Sterilised Adult Vital Functions

● To buy: wholesalers or visit purina.co.uk

Purina ONE

Scientifically tested, the Purina ONE range has recipes designed to provide health benefits such as helping cat build strong defences, reducing tartar build-up, strong bones, and boosting urinary tract health. A complete and balanced dry food with formulations for cats of all ages.

- Purina ONE Kitten
- Purina ONE Senior 7+
- Purina ONE Senior 11+
- Purina ONE Adult
- Purina ONE Coat and Hairball
- Purina ONE Indoor
- Purina ONE Sensitive
- Purina ONE Light
- Purina ONE Urinary Health
- Purina ONE Dual Nature Uri-Balance
- Purina ONE Dual Nature Natural Defense

● To buy: wholesalers or visit purina.co.uk



Hill's Prescription Diet

Prescription Diet foods offer clinical nutrition for a range of health conditions, so owners can provide premium nutrition, backed by science, to aid management or recovery. As a leader in cutting edge food science and research, Hill's is a veterinarian recommended brand. Hill's Prescription Diet dry cat food range includes:

- Gastrointestinal Biome
- On-Care – for nutritional restoration and convalescence
- Metabolic – for weight loss
- Urinary Care
- Kidney Care
- Kidney Mobility
- Food Sensitivities
- Liver Care
- Weight Loss
- Multi-Benefit
- Mobility
- Thyroid Care
- Diabetes Care
- Digestive Care
- Dental Care

● To buy: wholesalers or visit hillspet.co.uk



Hill's Science Plan

A complete and balanced dry food for cats. With recipes for cats of all ages and lifestyles.

Hill's Science Plan is targeted nutrition, led by science to meet the unique needs of pets of every age and size.

- Hill's Science Plan Kitten
- Hill's Science Plan Sterilised Kitten
- Hill's Science Plan Perfect Digestion Kitten
- Hill's Science Plan Adult
- Hill's Science Plan Sterilised Adult



the retailers' guide to pet products

- Hill's Science Plan Light Adult
- Hill's Science Plan Perfect Weight Adult
- Hill's Science Plan Urinary Health Adult
- Hill's Science Plan Sensitive Stomach & Skin Adult – can be fed to mature cats 7+
- Hill's Science Plan Oral Care Adult
- Hill's Science Plan Hairball & Perfect Coat Adult
- Hill's Science Plan Perfect Digestion Adult
- Hill's Science Plan Hypoallergenic Adult with Egg & Insect Protein
- Hill's Science Plan Mature Adult
- Hill's Science Plan Sterilised Cat Mature Adult
- Hill's Science Plan Light Mature Adult

● To buy: wholesalers or visit hillspet.co.uk

Hill's Vet Essentials

A complete and balanced dry food for cats. Suitable for cats of all ages and life-stages.

The multi-benefit food from the Hill's Vet Essentials range is formulated to give your pet the essential health benefits they need.

- Hill's Vet Essentials Multi-Benefit Dry Kitten Food
- Hill's Vet Essentials Multi-Benefit + Weight Young Adult Dry Cat Food – for neutered cats from 6months up to 6 years
- Hills Vet Essentials Multi-Benefit + Dental Adult Dry Cat Food
- Hills Vet Essentials Multi-Benefit + Digestion Adult Dry Cat Food
- Hills Vet Essentials Multi-Benefit Adult Dry Cat Food
- Hills Vet Essentials Multi-Benefit + Senior Health Mature Adult 7+ Dry Cat Food
- Hills Vet Essentials Multi-Benefit + Weight Mature Adult 7+ Dry Cat Food

● To buy: wholesalers or visit hillspet.co.uk

Royal Canin

Royal Canin offers a host of ranges tailored to meet the needs of healthy cats of all sizes, ages, and breeds.

- Royal Canin Mother and Baby Cat Dry Food
- Royal Canin Kitten ranges – Kitten Dry Food, Kitten Sterilised, Maine Coon Kitten, British Shorthair Kitten, and Persian Kitten
- Royal Adult ranges – Indoor 27, Indoor Appetite Control, Indoor Long Hair, Sterilised 37, and Outdoor
- Royal Canin breed ranges – Bengal Adult, British Shorthair Adult, Maine Coon Adult, Norwegian Forest Adult, Persian Adult, Ragdoll Adult, Siamese Adult, and Sphynx Adult
- Royal Canin Exigent (for fussy eaters to encourage eating) – Aroma, Protein, and Savour
- Royal Canin specific need food –



Animonda



Animonda high quality petfood contains no artificial colours or flavour enhancers, no soya, and no sugar. Their veterinary diet range Integra Protect is designed to help with specific health issues.

- Animonda Integra Protect Diabetes
- Animonda Integra Protect Urinary
- Animonda Integra Protect Intestinal
- Animonda Integra Protect Renal
- Animonda Integra Protect Sensitive

● To buy: visit su-bridge.co.uk



Appetite Control Care, Dental Care, Digestive Care, Hairball Care, Hair and Skin Care, Lightweight Care, and Urinary Care

- Royal Canin Fit 32
- Royal Canin Sensible 33 – for cats showing signs of sensitivity
- Royal Canin mature and senior ranges – Outdoor 7+, Indoor 7+, Ageing 12+ and Sterilised Ageing 12+

● To buy: wholesalers or visit royalcanin.com

Fish4Cats

A complete and balanced wheat free, premium dry cat food that contains 65% fish and developed with pet nutritionists. Free from artificial colours, flavours, and preservatives. Grain Free. Suitable for adult cats.

- Fish4Cats Finest Sardine Complete Dry Food
- Fish4Cats Finest Salmon Complete Dry Food
- Fish4Cats Finest Mackerel Complete Dry Food

● To buy: wholesalers or visit fish4cats.com



Thrive

A complete and balanced grain free dry cat food. 100% natural and made using human grade ingredients, including up to 90% chicken or 70% fish. Contains no artificial additives. Suitable for cats of all ages and breeds. Thrive promises 100% nutrition and 0% nonsense.

- Thrive PremiumPlus Chicken
- Thrive PremiumPlus Chicken with Turkey



- Thrive PremiumPlus Salmon and Herring

● To buy: wholesalers or visit thrivepetfoods.com

Extra Select Cat Food Crunch

Extra Select Cat Crunch Mix is a complete food for adult cats.

- Extra Select Cat Food Crunch Meat Mix
- Extra Select Cat Food Crunch Fish Mix



● To buy: su-bridge.co.uk

Almo Nature

Almo Nature offers three ranges of dry cat food: Almo Nature HFC, which is made with a single source protein which was fit for human consumption; Almo Nature Functional & Life Maintenance, with The Functional line created to meet specific nutritional needs, while the Life Maintenance line for daily feeding; and Almo Nature Daily, made from dehydrated meat or fish for those who want to get closer to the quality and values of Almo Nature with an eye on price.

- Almo Nature HFC varieties: Kitten, Adult Sterilised, Longevity Sterilised 1 year+, 7 year+



WHAT TO STOCK

● Almo Nature Functional and Life Maintenance

varieties: Kitten, Adult Functional Sterilised, Functional Intestinal Help, Functional Anti Hairball, Functional Urinary Help, and Life Maintenance Fresh Dry Cat Food

● **Almo Nature Daily varieties:** Daily Maintenance and Daily Sterilised

● To buy: wholesalers or visit almonature.com

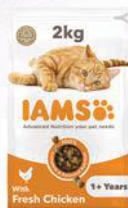


IAMS

IAMS promises 'advanced nutrition your cat needs.' A complete and balanced wheat free dry cat food. Contains no fillers, artificial colours, flavours, or GMOs. Recipes suitable for cats of all ages and lifestyles.

- **IAMS Dry Food Kitten** – Fresh Chicken and Ocean Fish flavours
- **IAMS Dry Food Adult** – 5 flavours
- **IAMS Dry Food Senior**
- **IAMS Dry Food Hairball Adult**
- **IAMS Dry Food Indoor Adult**
- **IAMS Dry Food Sensitive Digestion Adult**
- **IAMS Dry Food Light in Fat/Sterilised Adult**

● To buy: wholesalers or visit iams.eu/en-gb/cat/dry-food



ORIJEN

ORIJEN promises to 'nourish as nature intended.' A complete and balanced protein-rich, dry cat food made with

Blink!

BLINK!

Blink promises 'meals that go against the grain.' A complete and balanced grain free dry food for cats made with 100% natural ingredients. Human-grade, British meat, zero grains, zero nasties and the recipes contain no salts, sugars, additives, or derivatives. Suitable for adult cats.

- **Blink Chicken**
- **Blink Salmon**

● To buy: wholesalers or visit blinkcats.co.uk



Whole Prey animal ingredients. Freeze-dried coated for a burst of raw flavour. Available in formulas to suit all life stages.

- **ORIJEN Kitten Dry Food**
- **ORIJEN Guardian 8 Dry Cat Food** – 8 benefits for overall health
- **ORIJEN Fit Trim Dry Cat Food**
- **ORIJEN Original Dry Cat Food**
- **ORIJEN Regional Red Dry Cat Food**
- **ORIJEN Tundra Dry Cat Food**
- **ORIJEN Six Fish Dry Cat Food** – first 6 ingredients are raw fish

● To buy: wholesalers or visit orijenpetfoods.co.uk



Acana

Acana Petfoods promises 'obsessively good ingredients.' A complete and balanced dry cat food made with quality animal ingredients. Grain free options

available. Recipes for cats of all life stages.

- **Acana Kitten Dry Cat Food** – Grain Free
- **Acana First Feast Kitten Dry Cat Food**
- **Acana Homestead Harvest Dry Cat Food**
- **Acana Bountiful Catch Dry Cat Food**
- **Acana Indoor Entrée Dry Cat Food**
- **Acana Indoor Cat Dry Cat Food** – Grain Free
- **Acana Dry Cat Food** – Grain Free – three varieties Grasslands, Pacifica, and Wild Prairie Cat

● To buy: wholesalers or visit acanapetfoods.co.uk



Benevo

A complete and nutritionally balanced vegan dry cat food. 100% plant based, it has been carefully designed to meet and exceed the nutritional requirements of adult cats.

- **Benevo Original Vegan Adult Dry Cat Food**

● To buy: wholesalers or visit benevo.com



Yarrah

Yarrah promises to be 'Good for animal and planet.' A complete and balanced organic dry cat food. Free from chemical fragrances, colourings, or aromas, no added pesticides, or GMOs, and only the best absorbable proteins. Suitable for cats of all ages and life stages.

- **Yarrah Organic Adult Dry Cat Food**
- **Yarrah Organic Wheat Free Cat Food** – suitable for kittens from 6 weeks onwards.
- **Yarrah Organic Wheat Free Dry Cat Food for Sterilised Cats**

● To buy: wholesalers or visit yarrah.com/uk



Catit

A complete and balanced dry cat food recipe that includes high-quality protein of which at least 80% is of animal origin and is high in natural taurine. Contains no grains, wheat, soya, artificial flavours, or colours. This highly digestible kibble is ideal for free feeding and has been formulated to meet all your cat's needs. Suitable for kittens and adult cats.

- **Catit Recipes Kitten Poultry Dry Cat Food** – suitable for pregnant and lactating mother cats
- **Catit Recipes Adult Poultry Dry Cat Food**
- **Catit Recipes Adult Poultry with Ocean Fish Dry Cat Food**
- **Catit Recipes Adult Indoor Poultry Dry Cat Food**
- **Catit Nuna Insect Protein-Based Chicken Dry Cat Food** – complete and balanced, gluten free dry cat food. Contains superfood insects and is a more sustainable alternative to traditional meat-based foods
- **Catit Nuna Insect Protein-Based Herring Dry Cat Food**

● To buy: wholesalers or visit catit.co.uk

catit.

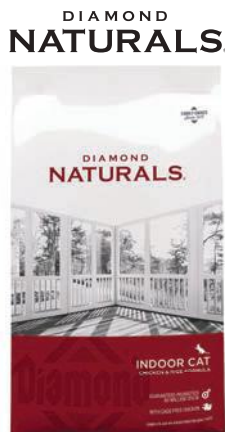


Diamond Naturals

Diamond Naturals dry foods provide complete nutrition with a holistic approach. Every dry food is designed to support overall health and wellness, and all dry formulas feature superfood ingredients — a source of antioxidants and other essential nutrients — and guaranteed probiotics for digestive and immune support. A complete and balanced dry cat food with grain free option available. Recipes for cats of all ages and lifestyles.

- **Diamond Naturals Dry Kitten Food** – for kittens and nursing adult cats
- **Diamond Naturals Indoor Adult**
- **Diamond Naturals Active Adult**
- **Diamond Maintenance Adult** – Urinary Support and Weight Management varieties

🌐 To buy: wholesalers or visit kennelpak.com



Symply

Symply®

Symply cat is a complete and balanced food with carefully selected ingredients and contains all the necessary nutrients, vitamins, and minerals for strong healthy growth and a strong immune system. Symply is kind to your cat's tummy with added prebiotics to promote the growth of friendly bacteria for a healthier digestive system and the oats assist the transit of hair through the digestive system. Comes in Fresh Chicken and Fresh Salmon flavours.



🌐 To buy: call 01494 775 222 or email hello@symplypets.com

Canagan

With up to 75% nutritious animal ingredients; sweet potato, vegetables and botanicals, the dry cat food is the food of their ancestors. Grain free, it contains the biologically appropriate ratio of meat to vegetables. Recipes for all lifestyles.

- **Canagan Scottish Salmon**
- **Canagan Country Game**
- **Canagan Free Range Chicken**
- **Canagan Dental Free Run Turkey**
- **Canagan Light/Senior Chicken** – for overweight, senior and sterilised cats

🌐 To buy: visit canagan.com/uk/become-a-stockist



Alpha

Alpha Classic Cat Mix Dry Food comes in Meat and Fish flavours. A complete and balanced, nutritionally formulated diet for cats. Suitable for adult cats.

🌐 To buy: wholesalers or visit alphafeeds.com

Breederpack

Crunchy Complete is a complete and balanced dry food for cats.

🌐 To buy: wholesalers or visit kennelpak.co.uk

Crave Adult Dry Cat Food

A complete and balanced high protein dry cat food. Made without grains, maize, wheat, soya, or dairy for cats with sensitive digestion. Contains no artificial colours, flavours, or preservatives. Suitable for adult cats and comes in three flavours.

🌐 To buy: wholesalers or visit cravepetfoods.com

Duchess

A complete and balanced dry food for adult cats, packed with flavour and in a crunchy texture that helps to clean teeth and prevent tartar build up. To buy: wholesalers or visit kennelpak.co.uk

Feline Choice

A complete and balanced dry food for cats

made with high quality ingredients. It is grain-free, natural and has a high proportion of meat. Contains no soy, artificial colours, or preservatives. Suitable for adult and mature cats.

🌐 To buy: wholesalers or visit feline-choice.co.uk

Felix

Felix Doubly Delicious Dry Adult Cat Food is a complete and balanced dry food for adult cats.

🌐 To buy: wholesalers or visit purina.co.uk

Go Cat

With a formulation for indoor adult cats, senior cats, and three flavours for adult cats, Go Cat offers complete and balanced dry food.

🌐 To buy: wholesalers or visit purina.co.uk

Pooch and Mutt

'Purr and Meow' Adult Complete Dry Cat Food is a complete and balanced, high meat content, grain free cat food made with fresh ingredients. Contains no added artificial flavours, colours, or preservatives, and made with non-GM produce. With added probiotics.

🌐 To buy: wholesalers or visit poochandmutt.co.uk

Taste of the Wild

Two ranges including Taste of the Wild and Taste

of the Wild PREY Limited Ingredient. Complete and balanced recipes that include antioxidants species-specific probiotics. The Wild PREY range is high protein and is made with three key ingredients.

🌐 To buy: wholesalers or visit tasteofthewildpetfood.com

Truline

A complete and balanced dry cat food made with the highest quality natural ingredients. A high meat and grain free recipe. Contains no artificial colours or preservatives. Suitable for kittens and adult cats.

🌐 To buy: wholesalers or visit pero-online.co.uk

Webbox

Webbox offer three ranges: Webbox Naturals, Webbox Cat Stars, and Webbox Complete Adult. They are complete and balanced dry food for cats, containing no artificial flavours.

🌐 To buy: wholesalers or visit webbox.co.uk

Whiskas

With varieties for kittens, adults (four flavours), and seniors, Whiskas provides a complete and balanced dry food.

🌐 To buy: wholesalers or visit whiskas.co.uk



WHAT TO STOCK



RED GORILLA – BRITISH-DESIGNED CARE EQUIPMENT

Red Gorilla's new product range is flying off the shelves!

British-designed Red Gorilla® equipment has been put to the test by various industries for over two decades. Red Gorilla has been constant with innovation and forward-thinking products, with a reputation for quality and innovation.

The range has grown to more than 100 unique products, including:

- Gorilla Tubs® - Two handled flexible tubs
- Gorilla Plas® - Easy-to-clean, durable equipment
- Gorilla Bins™ - Colourful general-purpose bins
- Tidee Range™ - A collection of scoops and rakes

Red Gorilla® products are strong, tough, and built to last, making them a trusted choice for professionals and pet enthusiasts alike.



that would sit well in any setting. These bins are not just ordinary bins, they are conveniently designed with reinforced sides, and clip lids which makes them particularly useful for storing precious animal feed and bedding away from unwanted pests. They come in a range of their most popular colours that match other Red Gorilla® products.

Gorilla Bins are loaded with user features.

Our bins are bright, light to manage and move, stackable and very, very strong!

A series of purpose-designed features ensures that users can speed up tasks and get jobs done quickly and efficiently.

Managing Director, Dean Cox, said:

"Gorilla Bins™ have been designed to develop our growing range here at Red Gorilla®. Made in the UK using cutting edge moulds, machines, and materials, we are able to offer exceptional quality of product and service. Gorilla Bins are available in 3 sizes and 5 colours giving retailers massive 'shelf shout' in store. The Red Gorilla branding assures consumers of the quality they can't usually find in the multiples. Products

for professionals is what we are all about. We think this is the biggest thing to hit to the market since we launched Gorilla Tubs® 25 years ago!

What is the new product range?

In the summer of 2024, Red Gorilla launched their new Gorilla Bin™ range! Yet again Red Gorilla® has made what could be seen as a mundane product into a practical yet beautiful tool



WHAT TO STOCK Brand profile



the retailers' guide to pet products

These bins are not just ordinary bins

Specific Gorilla Bin features include:

- Strong reinforced grip handles on each side
- Clip lid to keep the contents safe and dry
- 100% non-absorbent
- Animal feed safe
- Recyclable
- Strong and tough
- Weather resistant
- Available in Red, Pink, Yellow, Purple and Blue
- 3 Sizes, 30L, 50L and 80L

What to expect from Red Gorilla®

The team at Red Gorilla work hard to ensure their products sell, offering a wide range of marketing assets, and point of sale (POS), backed by a team ready to help.



CONTACT

You can register for a trade account either on **trade.redgorilla.red**, calling **01455 848184**, or contacting **sales@redgorilla.red**



WHAT TO STOCK

Catit

catit®

Catit offers a wide range of delicious cat treats. Whether you want to supplement their food, bond with your pet, or train them with rewards, these natural cat treats are ideal. The range of healthy cat treats includes Catit Creamy, a hydrating lickable creamy treat that can be frozen, used as a topping, or enjoyed straight from the tube. There's also crunchy, chewy, and insect-based treats.

- Catit Nibbly Grills – thin strips that have a unique, natural texture and are very soft. Prawn and Lobster flavours
- Catit Nibbly Jerky – soft and easy to chew. Chicken and Chicken and Fish flavours
- Catit Nibbly Wraps – anchovies wrapped in real chicken breast treat
- Catit Creamy Superfoods Cat Treats (Grain Free) – 4 flavours
- Catit Creamy Cat Treats (Grain Free) – 4 flavours
- Catit Nuna Insect Based Cat Treats (Gluten Free) – 2 flavours



● To buy: wholesalers or visit catit.co.uk

Dreamies

Dreamies is a range of irresistible treats that your cat is sure to come running for. Grain free options available. Suitable for cats over the age of 8 weeks+.



● Dreamies

Favourites Cat

Treats – 8 flavours

● Dreamies Creamy Cat Treats – 2 flavours

● Dreamies Shake Up Cat Treats – 2 flavours

● Dreamies Meaty Sticks Cat Treats – 2 flavours

● Dreamies Mix Cat Treats – 4 varieties with 2 flavours in each pack

● To buy: wholesalers or visit dreamiestreats.co.uk

Scrumbles

Made with all natural ingredients, these cat treats are hypoallergenic. Packed with proper meat for a nutritious indulgent cat treat that is free from added sugars and salt for the ultimate healthy reward. Grain and gluten free options available. Suitable for all cats from 8 weeks+.



● Scrumbles Meaty Cat Treats (Grain free) – 2 flavours: Chicken Niblets and Salmon Niblets

● Scrumbles Chicken Krunchies

● Scrumbles Calming Cat Treats (Grain Free) – 2 varieties: Chicken Chillz and Calming Cat Treats

● Scrumbles Dental (Grain Free) – contain SHMP, an active ingredient clinically proven to reduce plaque by up to 80%

● To buy: wholesalers or visit scrumbles.co.uk

Natures Menu

A delicious natural cat treat made with 95% meat. This gluten free recipe contains no artificial flavours or colours. It is perfect for reward-based training or concealing medication. Suitable for cats of all life stages.



● Natures Menu

Especially for Cats Treats – 2 flavours:



the retailers' guide to pet products

Chicken and Liver and Salmon, Trout and Pork

● To buy: wholesalers or visit naturesmenu.co.uk

Felix

The Felix range of cat treats contains proteins, vitamins, and omega 6 fatty acids to help your cat live a healthy and happy life. Made with no artificial colours. Suitable for adult cats.

● Felix Goody Bag Cat

Treats – 3 flavours

● Felix Crispies Cat

Treats – 2 flavours

● Felix Naturally

Delicious Cat Treats – 2 flavours

● Felix Tasty Nuggets Cat Treats – 2

flavours

● **DENTALIFE Cat Treats** – have a crunchy, porous texture to surround all sides of the tooth for an effective clean, even for the hard-to-reach teeth. Scientifically proven to reduce tartar build-up.

● To buy: wholesalers or visit purina.co.uk

HiLife

HiLife freeze dried, grain free cat treats contain 100% natural ingredients. Free from fillers, GMOs, soya, and have no artificial colours, flavours, or preservatives. Suitable for adult cats.

● HiLife 'Its only

natural' cat treats – chicken breast and duck breast flavours

To buy: wholesalers or visit hilifepet.co.uk

Thrive

Thrive freeze-dried treats for cats are made using human grade ingredients and contain 100% meat or fish. They have no added sugar, and are hypoallergenic and grain free. Suitable for cats of all ages.

● **Thrive Pure and Irresistible** – flavours include: chicken breast, white fish fillet, shrimp, tuna fillet, chicken liver, and salmon fillet

● To buy: wholesalers or visit thrivpetfoods.com

Applaws

Applaws treats are crafted to excite your cat's appetite and taste for adventure, with

a variety of flavours and textures to choose from. A 100% natural complementary pet treat for adult cats that contains nothing more than the ingredients listed.

● Applaws Fillet Cat

Treats – 3 flavours

● Applaws Freeze Dried

Cat Treats – 2 flavours

● Applaws Creamy Lickable cat treat

● To buy: wholesalers or visit applaws.com/uk

Arden Grange

A naturally hypoallergenic grain free highly palatable paste which is a perfect reward or training aid for dogs and cats. It is also a great way of giving medication, either mixed in with a crushed tablet or with liquid medications on a dish and is an excellent aid when grooming. Suitable for cats over the age of 8 weeks old.

● Arden Grange Tasty

Paste – 3 flavours

● To buy: wholesalers or visit ardengrange.com

The Innocent Cat

Hypoallergenic, low in fat, and grain free, these delicate slices of air-dried sausage are the ultimate healthy cat treat for even the fussiest of felines. The treats are gently air-dried to retain their nutrients and flavour and since they are not heat treated (not cooked), can be given to cats who are fed a raw diet. Suitable for adult cats.

● The Innocent Cat Cat Treat Slices – 3

flavours

● To buy: wholesalers or visit theinnocenthound.co.uk

Lily's Kitchen

Lily's Kitchen cat treats are made using a grain free recipe and contain natural ingredients and no added sugar. With a crunchy shell and a soft centre, these pillow-shaped treats are made with freshly prepared chicken and fish. Suitable for adult cats from 6 months+.



Canagan

Completely natural, semi moist, grain free cat treats made with meat, vegetables, herbs, botanicals, and enriched with collagen. The perfect natural reward for good behaviour. Suitable for kittens and adult cats.

● Chicken Softies

● Salmon Softies



● To buy: wholesalers or visit canagan.com/uk

● **Lily's Kitchen Tasty Cat Treats** – 2 flavours

● To buy: wholesalers or visit lilyskitchen.co.uk



ANGELCARE: LITTER GENIE AND PET GENIE

Litter and Pet Genie's are improving animal waste disposal

Litter Genie® and Pet Genie™: revolutionising pet waste management

Litter Genie® and Pet Genie™ are transforming the way pet owners manage waste, offering innovative, convenient solutions that turn everyday chores into simple, efficient tasks. Developed by The Angelcare Group, a leader in care solutions with over 25 years of experience — including trusted products like: Diaper Genie® and Angelcare Nappy Bins, Bath Supports, and Movement Baby Monitors — these products bring the same level of quality to pet waste management.

Litter Genie®: a game-changer for cat owners

Since its 2012 launch, Litter Genie® has become a must-have for cat owners worldwide. Recently introduced to the UK in 2024, it provides a reliable solution to the common challenge of litter box odours. The streamlined, three-step disposal system — Scoop it, Drop it, Lock it—features an innovative odour-locking technology that seals away unpleasant smells. Its multi-layer refill film ensures odour is contained, with the system able to store up to eight days of soiled cat litter for a single cat. With three-month refills available, Litter Genie® makes litter disposal cleaner,

more efficient, and more eco-friendly with its 80% recycled plastic bin. It includes a handle, scoop, and scoop holder; all designed to make managing cat litter hassle-free and improve the overall living environment for cat owners.

Pet Genie™: expanding the Genie® legacy to dogs and small pets

Building on the success of Litter Genie®, Pet Genie™ is bringing the same convenient waste management solution to dog owners and small pet enthusiasts. Designed for both indoor and outdoor use, Pet Genie™ bins are built with UV-protected plastic for durability. The large opening and easy-to-carry handle make it versatile for various waste types, from dog poop to pee pads. Pet owners are praising Pet Genie™ for solving the common problem of inadequate waste disposal options, with many claiming the product has "changed their lives" by offering a cleaner, more convenient solution.

Commitment to innovation and quality

At the heart of both Litter Genie® and Pet Genie™ is The Angelcare Group's commitment to innovation, care,



the retailers' guide to pet products



and user convenience. These products not only simplify waste management but also enhance the pet ownership experience, allowing owners to spend more quality time with their pets without worrying about mess or odour. As the brands evolve, they continue to set new standards in pet care, making everyday tasks easier, cleaner, and more enjoyable.



CONTACT

For more information, contact: Sales Manager Chris Grech-Cini,
email cgrech-cini@angelcargroup.com

Learn more about Litter Genie® and Pet Genie™: ● littergenie.com ● petwastegenie.com

Why stock Litter Genie® & Pet Genie™?

- **Innovative, game-changing products:** offer customers an essential, time-saving solution for waste management.
- **Repeat purchase potential:** with regular refills required, you can offer a subscription service for ongoing sales.
- **Protected designs:** all products are patented and trademarked, ensuring exclusive access to the Litter Genie® and Pet Genie™ systems.
- **Strong margins and promotional support:** enjoy high margins and comprehensive marketing support to boost sales, including campaigns focusing on pet health and wellness.
- **Low minimum order quantities:** access stock without committing to large orders.
- **Exclusive launch offer:** free products with your first order when you sign up.
- **Comprehensive marketing support:** access high-quality imagery, videos, and content for your marketing platforms, plus enhanced content for online listings.
- **POS and influencer marketing support:** tap into our POS materials and influencer campaigns to increase visibility.
- **National media exposure:** benefit from brand marketing campaigns featured in national media and across social channels.
- **Direct traffic to your listings:** leverage our website's active "Where to Buy" technology to drive traffic directly to your store.

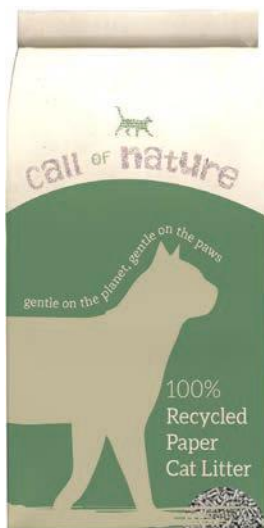


WHAT TO STOCK

Call of Nature



Call of Nature eco-friendly cat litter is made from 100% repurposed paper, meaning it's both gentle on the planet and gentle on the paws. Enjoy odour control, low dust, and peace of mind knowing you're using an environmentally responsible product. When it comes to disposing, you can simply add it to your compost pile, reducing the amount of waste that ends up in landfills.



● To buy: visit su-bridge.co.uk

CATSAN

Catsan has a litter for every cat. You can choose from clumping litter, non-clumping litter, or litter that is 100% biodegradable. None is better than the other, and it's really down to which type your cat prefers.



- **CATSAN Wood Comfort Litter** – made from pored wood granules
- **CATSAN Hygiene Plus** – high performance non-clumping litter
- **CATSAN Smart Pack Litter** – a super absorbent liner beneath a layer of CATSAN Hygiene Plus litter
- **CATSAN Ultra Plus** – ultra clumping cat litter
- **CATSAN Natural Clumping** – clumping cat litter made using recycled materials

● To buy: wholesalers or visit catsan.co.uk

Cat's Best

Cat's Best Original uses the power of technologically refined active wood fibres as a clumping litter. These are manufactured using the new ICS Wood



Fibre Technology process. Liquids and odours are absorbed particularly effectively and encapsulated deep inside – up to 7 times their own weight.

- **Cat's Best Original** – clumping and encapsulating
- **Cat's Best Smart Pellets** – soft clumping and non-stick
- **Cat's Best Original Clumping** – firm clumping and antibacterial
- **Cat's Best Universal Strawberry** – non-clumping for all small animal pets

● To buy: wholesalers or visit catsbest.eu

CJs Cat Litter

Crafted from 100% virgin softwood, CJ's Premium Cat Litter is 100% biodegradable. With its impressive absorption power, this litter soaks up liquids, leaving the litter tray clean and dry.



- **CJs Wood Pellet Cat Litter**
- **CJs Kitten Friendly Milled Wood Pellet Cat Litter**

● To buy: wholesalers

Kittyfriend

Kittyfriend has a selection of cat litters with different formulations to suit different cat owners, including:

- **Kittyfriend Classic**
- **Kittyfriend Wood Pellets**
- **Kittyfriend Antibacterial**
- **Kittyfriend Clumping**
- **Kittyfriend Pink**



● To buy: wholesalers

Nature's Calling

Made from 100% walnut shells, this sustainable cat litter is made from the re-claimed lining of walnut shells, providing a safe and eco-friendly option. With a fast clumping action and low dust, it has been proven to neutralise odours and is super absorbent.

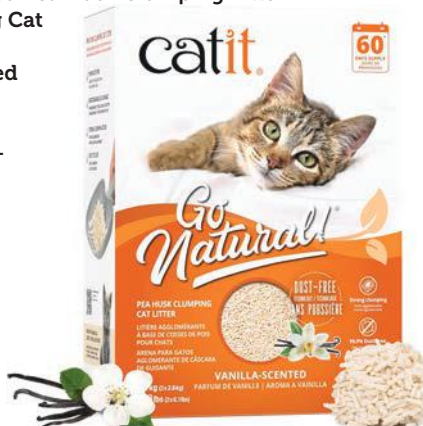


● To buy: wholesalers or visit naturescallingcatlitter.com

Catit Go Natural

Catit Go Natural litter includes varieties made from wood pellets and pea husks. These materials are 100% natural, bio-degradable, and responsibly sourced, plus are dust-free, absorbent, and pleasant for your cat to use. These clumping cat litters come in different scents for that extra freshness smell

- **Catit Go Natural Vanilla Scented Pea Husk Clumping Litter**
- **Catit Go Natural Lavender Scented Pea Husk Clumping Litter**
- **Catit Go Natural Wood Clumping Cat Litter – Pellets**
- **Catit Go Natural Lavender Scented Wood Clumping Litter**
- **Catit Go Natural Vanilla Scented Ultra-Light Clumping Cat Litter – made from bamboo**
- **Catit Go Natural Vanilla Scented Multi-Cat Clumping Cat Litter – made from mix of pea husk with bentonite clay**



● To buy: wholesalers or visit catit.co.uk



Breeder Celect



Their award-winning litter is designed to be gentle on even the daintiest of paws. With no nasties and low dust, the uniquely formulated cat litter pellets are made from >99% recycled paper with no additives or chemicals. Natural odour control, highly absorbent and biodegradable. Available in 10, 20 and 30 litre packs.

- **Breeder Celect**
- **Breeder Celect PLUS** – it's the same beloved 99% recycled paper litter with a natural probiotic twist for some extra freshness



🌐 To buy: wholesalers or visit breedercelectcats.co.uk

Pettex

Pettex is a household name in cat litter. With varieties to suit different owners and cats' preferences, and meet different price points. All designed to clamp down on unpleasant smells and make discarding litter as easy as possible. The ranges include:

- **Pettex Premium Litter**
- **Pettex Silica Cat Litter**
- **Pettex Naturecat Tofu Cat Litter**
- **Pettex So-Kleen Cat Litter**
- **Pettex Pampuss Wood Base Cat Litter**
- **Pettex Clean Paws**



🌐 To buy: wholesalers or visit pettex.co.uk

Sanicat

Sanicat believe a fresh, clean litter box is essential to keeping our cats and our homes safe and clean. An award-winning brand, there are fragranced options, clumping or non clumping varieties, and litters that are no dust and soft on paws. Sanicat has a host of products in the following ranges:

- **Sanicat Classic range** – absorbent litters made from natural clay and minerals that absorb liquids and smells, powered by Oxygen Odour Control
- **Sanicat Clumping range** – Sanicat Clumping are natural mineral litters that form



clumps, and are easy to scoop and lock in smells, powered by Oxygen Odour Control

- **Sanicat Vegetal Litter range** – Sanicat Plant Based are extra absorbent and clumping litters that are made from 100% recycled raw materials. Compostable and Biodegradable

🌐 To buy: wholesalers or visit sanicat.com

Thomas

Branded cat litter featuring a special blend of natural minerals. Thomas cat litter is highly absorbent, helps slow the development of odours, and does not stick to cats' paws or coats.



🌐 To buy: wholesalers

World's Best Cat Litter

World's Best Cat Litter formulas are made with whole-kernel corn and only the best and safest ingredients – for long lasting performance. Provides odour control, is 99% dust free, lightweight, sustainable, and flushable.

- **World's Best Cat Litter Original Unscented**
- **World's Best Cat Litter Multiple Cat Unscented**
- **World's Best Cat Litter Multiple Cat Lavender Scented**

🌐 To buy: wholesalers or visit worldsbestcatlitter.com/gb/



Extra Select

Su-Bridge brand, Extra Select has three different types of litter:

- **Extra Select Hygiene Cat Litter** – made from natural quartz sand and lime
- **Extra Select Silica Cat Litter** – ultra hygienic and instantly absorbent
- **Extra Select Premium Cat Litter** – made from pine fresh wood pellets



🌐 To buy: su-bridge.co.uk

Litter Genie

The Litter Genie cat litter disposal system is the ultimate, hassle-free solution for controlling cat litter odours. Keeping you, and your cat, happy. Trust the Litter Genie brand for a fresher smelling home.

- **LitterLocker by Litter Genie Bin** – in three simple steps cat litter can easily be disposed of without daily trips to the trash. The bin can hold up to 8 days of soiled cat litter
- **Litter Genie Easy Roll Bin** – provides convenience and ultimate odour control. It can hold up to 8 days of soiled cat litter



🌐 To buy: visit littergenie.com/en-uk



WHAT TO STOCK

BREEDER CELECT CAT LITTER BY FIBRECYCLE

FibreCycle's ecofriendly Cat Litter



A proud part of the Kent Pet Group family since 2018, FibreCycle manufactures eco-friendly products, including Breeder Celect, Back-2-Nature, and World's Best Cat Litter, to mention but a few.

With a focus on innovation and sustainability, we aim to reduce environmental impact while ensuring pets and their owners benefit from effective and responsible solutions.

Breeder Celect cat litter, made by FibreCycle, is available in 10L, 20L, and 25L bags. Our PLUS range includes PLUS Probiotic cat litter in 10L and 25L bags; as well as Breeder Celect PLUS kitten litter, also

available in 10L and 25L bags.

With uniquely formulated litter pellets made from 99% recycled paper, and free from chemicals, Breeder Celect is a sustainable choice for pets, people, and the planet. Crafted in the UK, it's highly absorbent, controls odour naturally, and is an eco-friendly solution for your customers.

Breeder Celect litter offers

- Low dust
- An all-natural recycled product
- Natural odour control
- High absorbency

The PLUS range offers the same eco-friendly 99% recycled paper litter, with a natural probiotic twist for some extra freshness and superior odour control. PLUS kitten was specifically created to meet the extra needs of kittens. It's designed to give kittens and their owners the best start when it comes to toilet training. Included is all of the above, with a flatter pellet design, providing a softer and more comfortable texture for delicate kitten paws. We have also added a natural attractant, which may help safely attract kittens to the tray; making litter training easier for owners, and furry little bottoms.





Whether raising a mischievous kitten or pandering to a picky adult cat, the Breeder Celect litter range has your customers covered...



Designed with pet health and happiness at the forefront, we ensure that every Breeder Celect product is a step towards a more sustainable future. The packaging is recyclable, Breeder Celect cat litter can also be composted once the waste is removed. We believe that making the right choices today will have a positive impact on the future.

Collaboration to engage shoppers is essential and through educational content we can empower customers with the knowledge to pick the right product for their pet and for the environment. We can assist with content around the benefits of eco-friendly products and their positive environmental impact. With consumers becoming increasingly eco-driven in their purchase choices, it's important to support our retailers with this educational content.

We offer flexible trial options with our 10L litter bags for retailers to essentially test the market, alongside long-term value through multibuy bundles on larger bags. Our sales support can include, but isn't limited to, promotions, email marketing, digital activation, social media competitions and instore point of sale (POS) such as shelf barkers and aisle fins. The importance in supporting our retail partners marketing efforts is pivotal to success and we always endeavour to assist where we can to bring the brand and product to life for your customers.

Historically, clumping litter has been the dominating segment owing to the product's ability to bind the moisture inside the clump, which makes it easy to scoop out and leaves the litter box spotless. However, consumers have become more eco-conscious with their preferences

shifting towards more sustainable choices. Paper litters like Breeder Celect are gaining traction, becoming the core substrate in Australia, and expanding into the UK. We are committed to making paper litter the mainstream choice here, delivering on both eco-conscious values and consumer demand.

Whether raising a mischievous kitten or pandering to a picky adult cat, the Breeder Celect litter range has your customers covered with special perks that even the most discerning felines will love! We all know cats can be picky; but Breeder Celect has taken all of that into account and created a litter range that is good to the environment and soft on their paws. *Choose Better. Choose Breeder Celect.*

Breeder Celect PLUS range for Kittens & Cats product benefits

- With natural probiotics to reduce odour
- Kitten range with added attractant
- Low Dust
- Highly absorbent
- An all-natural recycled product made locally

Deal

- Buy any 2 Breeder Celect products and get 3!
- Contact enquiriesuk@fibrecycle.com to place your order

CONTACT

Email: enquiriesuk@fibrecycle.com or call: (+44) 01724 282 182

● breedercelectcats.co.uk



WHAT TO STOCK

Catit

Discover the exciting Catit range of cat toys, designed to provide endless fun and activity for your feline friend. From engaging cat track toys and interactive cat ball toys to innovative motion-activated cat toys, Catit offers a variety of options to keep your cat entertained and active.

catit®

- **Catit Senses 2.0** – sensory toys for keeping cats entertained when you're not around, including Play Circuit, Wave Circuit, Super Circuit, Ball Dome, Wellness Center, Food Tree, Digger, Grass Planter, and Oval Scratcher
- **Cat toys** – Catit Senses Fireball, Catit Groovy Gecko, Catit Groovy Fish, Catit Circuit Ball Toy With Scratch Pad, Catit Circuit Ball Toy With Catnip Massager, Catit Ball Toy With Grass Planter, and Catit Play Treat Puzzle
- **Treat dispensers** – Catit PIXI Spinner, Catit PIXI Treat Dispenser Mouse, Catit PIXI Treat Dispenser Rooster, Catit Blue Cat Treat Ball, Catit Pink Cat Treat Ball, Catit Play Treat Spinner, and Catit Play Spinning Bee
- **Scratchers** – Senses Oval Scratcher
- **Catit Vesper range** – includes stylish cat trees, durable cat scratchers, and cosy cat hideaways
- **Cat play furniture** – Vesper Tunnel, Vesper Rocket, and Vesper Castle



🌐 To buy: wholesalers or visit catit.co.uk

All For Paws

All For Paws has an extensive range of exciting cat toys.

- **Interactive toys** – over 20 toys, including puzzle cat feeders, Laser Beam, motion activated toys, and wands
- **Teasers and wands** – over 50 toys, including wands with toys spiders, birds, butterflies, and real fur
- **Scratchers** – over 30 products, including fun cardboard scratchers in fun designs such as cars, animals, and watermelons, cat scratchers, and cat trees
- **Tunnels** – range of tunnels from different materials, and feline play sacks
- **Cuddlers** – over 30 soft toys in a range of fun characters, some with catnip inside
- **Cat sacks** – cosy hideaways for cats to get inside



🌐 To buy: wholesalers or visit allforpawspet.com

Happy Pet

Based in Leicestershire, Happy Pet are acclaimed designers, manufacturers, and distributors of pet products. Its Cat n Caboodle range of cat toys is

extensive and exciting.

- **Teasers** – Carnival Ball Cat Teaser, Carnival Fish Cat Teaser, Carnival Mouse Cat Teaser, Manhattan Cat Teaser, Martini Cat Teaser, and Mojito Cat Teaser
- **Mice toys** – Candy Stripe Mice Cat Toy, Carnival Mice Cat Toy, Festival Mice Cat Toy, Fiesta Mice Cat Toy, Fuzzy Mice Cat Toy, Giant Catnip Mouse, and Velour Mice Cat Toy
- **Toys** – Carnival Ball Cat Toy, Carnival Rattler Cat Toy, Catch Of The Day Catnip Toy, Fuzzeez Cat Toy, Jamboree Cat Toy, and Tweeters
- **Catnip shaker and Catnip Spray**
- **Claw 'n' Roll Scratch Pad and Orbit Scratch Pad**
- **Tricky Interactive Cat Toy**



🌐 To buy: wholesalers or visit happypet.co.uk

KONG

KONG for Cats is a huge range of toys designed for all types of cat play. It covers all types of products.

- **Scratchers** – includes Naturals Scratcher Single and Double, Naturals

Scratcher Incline, and Naturals Pop-Up Scratcher

- **Teasers** – extensive range of teasers with a whole host of formats and characters
- **Puzzle** – range of puzzle toys including Cat Wobbler, Cat Active Eight Track, Playground, and Glide and Seek
- **Interactive** – range includes Cat Wubba, Laser Pointer, Connects Magnicat, and Pursuit Whirlwind
- **Hide and pounce** – range includes Kickeroos, Cat Active Moppy Ball, and refillable animal toys
- **Explore** – range includes Play Spaces Tunnel, Play Spaces Burrow, Play Spaces Bungalow, and Play Spaces Tiki Twirl
- **KONG Catnip spray and catnip refills**
- **Kitty Kong**



🌐 To buy: wholesalers or visit kongcompany.com

James and Steel

James & Steel Ltd was founded over 25 years ago by John James. Its mission is to design the best quality products at the most competitive prices.

- **Bubble Cat** – bubble dispensing toys
- **Bam Catnip** – using 100% North American catnip, this extensive range of toys comes in fun animal characters, Pop and Fly toys, catnip ball blasters, catnip sprays, and refills
- **Cat Circus** – this brand range includes fish pole toys, balls, spring toys, scratching posts and furniture
- **Wild Hunter range** – toys to satisfy cats' natural hunting instincts, including animal toys which make realistic wild sounds
- **Magic Wand range** – with variety of endings for cats to chase



🌐 To buy: wholesalers or visit jamesandsteel.com

Rosewood

Rosewood promises toys to drive even the fussiest felines wild! Fun, fur, feathers, and the finest quality catnip see cats of all ages letting out their inner kitten. Rosewood has an extensive list of ranges of cat toys, furniture and scratching posts

- **Catwalk Collection** – Boucle Cat



the retailers' guide to pet products



Armchair and Boucle Fold-Away Cat Den

● **Cat Toys** – Cat Kicker Leopard, Cat Kicker Zebra, Cat Scratcher Juke Box, Character Hanging Scratcher Cactus, and Character Hanging Scratcher Pineapple

● **Eco Friendly Cat Toys** – Eco Friendly Elephant Grab Toy, Eco Friendly Flamingo Teaser, Eco Friendly Giraffe Grab, and Eco Friendly Lion Kicker

● **Nina Ottosson** – Puzzle & Play Buggin Out, Puzzle & Play Melon Madness, and Puzzle & Play Rainy Day

● **Moody Moggy** – Cardboard Scratcher, Rainbow Cat Kicker, Rainbow Grab Toy, Rainbow Teaser, Star and Ball Set, and Moggy Grab Toy

● **Little Nippers Kitten Toys** – Boggle Owl, Flippy Fish, Floppy Rabbit, Kitty Crunch, and Mighty Mouse

● **Jolly Moggy Catnip Tune** – Motion activated sound chip toys, including Chaser Bird, Chaser Fish, Chaser Ladybird, and Chaser Mouse

● **Naturals for Cats** – Back to Instinct Fun-Park, Back to Instinct Nature Active-Tree, Catnip Ball, Catnip Sticks, Catnip Wooden Ball, Mini Catnip Balls, Willow & Catnip Ball, Willow & Catnip XXL Ball, and Active Carpet

● **Jolly Moggy Bamboo Furniture** – Bamboo Radiator Bed

● **Catwalk Collection Scratchers** – Adjustable Pole Scratcher, Cat Post, Charcoal Felt Cat Post, Charcoal Felt Cat Stool, Charcoal Felt Cat Triple Tower, Dijon, Seattle, Tokyo Anti-Scratch, Turin, Vigo, and Zurich

● **Catwalk Collection Natural Scratchers** – Cinnamon, Natural Scratchers Rimini, Natural Scratchers Seagrass Feather Post, Parsley, and Saffron

● **Silvervine Cat Toys** – Silvervine Balls, Silvervine Butterfly, Silvervine Hedgehog, Silvervine Mice, Silvervine Rattan Balls, Silvervine Seagrass Animal, Silvervine Stuffed Animal, Silvervine Teasin' Tail, and Silvervine Twitchy Teaser

● **Jolly Moggy Natural Wild Catnip Toys** – Catnip Large Play Mouse, Catnip Sprinkles, Mice, Mini Mice, Natural Feather Teaser, and Teaser

● **Jolly Moggy Cat Toys** – 100% Natural Catnip Red Snapper, 100% Natural Catnip Trout, Cardboard Scratcher Board, Cat Tunnel, Catnip Toy Dumpling Set, Cheeky Mice, Patchwork Mice Duo, Pop Up Cat Tunnel, Under the Sea Crab Cat Toy, Under the Sea Octopus Cat Toy, Under the Sea Twin Rainbow Fish Cat Toy, and Under the Sea Whale Cat Toy

● **Jolly Moggy Teasers** – Farmyard Teaser, Feather Boa, Mice Teaser, Mr Mouse Teaser, Patchwork Fish Teaser, and Under the Sea Starfish Cat Teaser Toy

● **Jolly Moggy Action Toys** – Laser Cat Toy, Mechanical Mice Display, and Vibromouse



● **Yeowww!** – Bananas, Catnip Bag, Cigars, Fish, My Cat Balls, Pillows, Stinkies, Yeowww! 3 Kitten Mittens, Yeowww! Flower Top Blue, Yeowww! Heart Attack, Yeowww! Mini Singles catnip, Yeowww! Peeled Banana, Yeowww! Pineapple, Yeowww! Rainbow, and Yeowww!-ola Crayon

● To buy: wholesalers or visit rosewoodpet.com

Ancol

Based in the West Midlands, Ancol Pet Products is a family owned company specialising in the supply of pet accessories for dogs, cats and small animals.

● **Toys** – Acticat Plastic Playground, B-Day Cat Kicker, Big Polka Mouse, Cat Feather Teaser, Catnip Thief, Changeable Cat Wand, Feather Bell Cat Dangler, Fluffy Chicks, Fluffy Dangler Wand Cat Toy, Food Batters, Furry Mice, Hanging Cat Scratcher, Interactive Cat Cactus, Jittery Mice Cat Toy, Pawty Champagne Cat Kicker, Peacock, Pom Pom Drum Cat Scratcher, Rainbow Feather Cat Teaser, Samson Sloth Cat Kicker, Sea Creatures, Sophie Sloth, Strikey Mice, Twin Mice Set, and Wiggle Worm Cat Dangler Rainbow

● **Scratch posts and hides** – Cat Shape Enrichment Scratcher, Desert Cactus Cat Bed, Desert Cactus Cat Tree, Elephant Catnip Scratcher Box, Fat Boy Scratch Post, Grey Cat Tree, Large Globe Cat Scratcher, Long Plush Cat Scratcher, Long Plush Cat Scratcher XL, Soft Grey Cat Tree, and Value Cat Scratch Post

● **Tunnels** – Cat Play Tunnel, Cat Tunnel Charcoal & Grey, Cat Tunnel Mustard & Grey, Cat Tunnel Navy & Grey, Red Polka Cat Tunnel, and Y-Shaped Cat Tunnel

● To buy: wholesalers or visit ancol.co.uk

King Catnip

Filled with 100% organic North American catnip. The catnip has a strong aromatic fragrance and is ethically sourced. North American catnip is widely regarded as the world's best due to the location having the perfect climatic conditions for the plant. These toys are also handmade in the UK and the USA.

● **Cat toys** – Frog Cat Toy, Snake Cat Toy, Mouse Cat Toy, Sprat Cat Toy, Sardine Cat Toy, Goldie Cat Toy, Carrot Cat Toy, Banana Cat Toy, Ball Cat Toy, Cigar Cat Toy, Sack Cat Toy, and Heart Cat Toy

● **Cat enhancements** – Catnip Mist Cat Toy and Bubbles Cat Toy

● **Loose catnip** – Loose Catnip Refill and Loose Catnip Tube



● To buy: wholesalers or visit kingcatnip.com

Nerf

Nerf is all about excitement and the range of cat toys is no different – that's why Su-Bridge brought the globally recognised brand to the UK. The range of cat toys includes:

- **Nerf Cat Ultrapush Nylon Elastic Octo with Bells and Wand**
- **Nerf Cat Foam TPR/Catnip Disc**
- **Nerf Cat Plush Bird with Bell and Wand**
- **Nerf Cat Catnip Blaster with Catnip Discs**
- **Nerf Cat Puzzle Feeder Ball**



● To buy: visit su-bridge.co.uk

Gor Pets

Gor Pets design and manufacture their own quality range of pet supplies and also distribute carefully selected products from other manufacturers. It does not sell pet supplies directly to the public.

● **Cat Island** – with spring mounted mice

● **Cat Spiral** – wobbles from side to side and up and down

● **Cat and Mouse** – rattling toy with mouse on end

● **Cat Huggy** – for batting, chasing, and catching

● **Cat Scratchers and furniture** – Scratchers Amelia/Box, Scratcher Charlotte/Pole, Scratcher Oscar/Cone, Scratcher Venice, Scratcher Tuscany, Scratcher Sisal Small, Scratcher Sisal Large, Scratcher Play Heart, Scratcher Ultima, Scratcher CrissCross, and Scratcher Willow Post

● To buy: wholesalers or visit gorpets.co.uk





WHAT TO STOCK

Cat beds

All For Paws

All For Paws is a company that specialises in designing unique pet products that are distributed around the world. Its range of beds has over 20 different products with hideaway style beds to loungers



- **Thermo Kitty Home**
- **Heated Round Bed**
- **Heat Cave**
- **2 in 1 Castle**
- **Donut Bed**
- **Nest Cat Beds**
- **Dome Hut**
- **Reversible Cat Bed**
- **Sweet Dream Cat Bed**
- **Bolster Pet Cuddler Bed**
- **Cat Lounge**
- **Window Lounger**
- **Window Foldable Lounge**
- **Feline Home with feed bowls**

● To buy: wholesalers or visit allforpawspet.com

Danish Design

Originally set up in 1981, Danish Design has been creating fantastic pet products for over 40 years, with the company continuing to be family run.



- **Cosy retreats** – Anti-Bac Snuggle Bed, Arctic Snuggle Bed, Cat Cosy Beds in different patterns, Cat Pebble Bed, Maritime Blue Snuggle Bed, Pet House, Pet Teepee, Retreat Geo Tile Bed, Rustic Stripes Snuggle Beds in different patterns, Tweed Snuggle Bed, and Cat Tunnel Fur Grey
- **Danish Essentials for Cats** – Cat Tent Denim and Cat Tent Grey
- **Radiator Beds** – Kumfy Kradle Bed, designed to be suspended, providing a cosy spot where your cat can rest while observing their surroundings
- **FatFace range** – FatFace Mischievous Cats Cat Cosy Bed and FatFace Spotty Bees Cat Cosy Bed

- **Laura Ashley range** – Laura Ashley Libby Cat Cosy Bed
- **Battersea range** – Battersea Snuggly Stripes Cat Cosy Bed, profits support the work of Battersea Cats & Dogs Home

● To buy: wholesalers or visit danishdesign.co.uk

Ancol

Family-owned Ancol was founded in 1971 and today has over 2,000 pet products in its extensive portfolio, including the Sleepy Paws luxury range of cat beds



- **Cat Cave**
- **Cat Ear Cave Bed**
- **Plush Cat Pyramid**
- **Plush Cove Bed**
- **Super Plush Donut Navy**
- **Super Soft Plush Oatmeal**
- **Super Soft Plush Pink**
- **Super Plush Donut Slate Grey**
- **Super Plush Donut Teal**
- **Super Plush Sack Bed**
- **Tepee Bed**
- **Sleepy Paws Classic Pyramid Bed Timberwolf**

● To buy: wholesalers or visit ancol.co.uk/cat/cat-sleep

Petlife

Petlife manufacture and supply a wide range of pet supplies for dogs, cats, rabbits, hamsters and other small animals, including the original, brand leading Vetbed.



- **Vetbed British Wool Blend** – made from soft wool and recycled bottles
- **Vetbed Non Slip Select Range** – super soft, non-slip mat style bed for pets, made from sustainably sourced and recycled fibres
- **Vetbed Original** – widely used by professionals, the bedding has strength and durability while retaining a luxurious feel
- **Vetbed Gold** – a development of the Vetbed Original with extra benefits
- **Non-Slip Vetbed**
- **Non-Slip Vetbed Duo Paw Design**
- **Non-Slip Vetbed Union Jack Design**
- **Flectabed dog and cat bedding** – thermal insulation to keep pets warm

- **Snugglybed Igloo** – cosy igloos which make perfect hiding places

● To buy: wholesalers or visit petlifeonline.co.uk

Scruffs

Scruffs is a global market-leading brand of premium pet bedding and accessories.



- **Lounger beds** – Helsinki Cat Bed range, Eden Cat Bed range, Alpine Cat Bed, Boucle Cat Bed, and Seattle Cat Bed range
- **Hooded beds** – Kensington Cat Bed range, and Knightsbridge Cat Bed
- **Self-heating beds** – Thermal Ring Cat Bed
- **Luxury cats beds** – Alpine Cat Bed range, Aspen Pet Blanket, Boucle Cat Bed range, Eden Cat Bed range, Kensington Cat Bed range, and Seattle Cat Bed range
- To buy: visit petslovescruffs.com

Rosewood

The Rosewood range of cat beds includes beds, donuts, and pyramids to offer customers plenty of choice.



- **Luxury Cat Beds** – 2 in 1 radiator cat bed and Luxury Tunnel
- **40 Winks Bedding** – Brown Teddy Bear Cat Bed range, Cream Plush Kitten Sleeper, Dotty Feline Bed, Green Velvet Canopy Bed, Cream Snuggle Plush, Fleece Pyramid, Velvet Hideaway Bed, Round Cosy Plush Cat Cave, Silver Felt & Fur Plaited Bed, Silver Fluff Bed Comfort Round Bed, Snuggle Plush 2 in 1 Cat Comfort Den, Tweed Plush Bed, and Wrap Hideaway Fur Bed

● To buy: visit rosewoodpet.com





Cat supplements

YuMOVE

The YuMOVE full range of supplements has been meticulously formulated over the last 15 years with natural ingredients to help target a wide range of health areas. YuMOVE work with organisations like the Royal Veterinary College to prove the efficacy of the products showing visible results in just six weeks.



- **YuMOVE Joint Care PLUS for Cats** – high strength
- **YuMOVE Joint Care for All Cats**
- **YuMOVE Calming Care**
- **YuMOVE Skin & Coat Care Moulting for All Cats**
- **YuMOVE Digestive Care PLUS For Dogs and Cats**
- **YuMOVE Firm Stools and Digestive Upset: Digestive Care Rapid**

☎ To buy: wholesalers or visit yumove.co.uk

The Golden Paste Co.

The Golden Paste Company produce turmeric supplements for cats. These are tasty, easy to serve, and effective. The turmeric root is imported from Indonesia and contains at least 5% curcumin, the plant's naturally occurring antioxidant ingredient. It improves joint health and boosts the body's natural inflammatory processes.



- **Turmeric Capsules for Pets**
- **TurmerItch Paste for Dogs and Cats**

☎ To buy: wholesalers or visit goldenpastecompany.co.uk

Johnson's

Johnson's has an extensive range of supplements for cats.

- **Garlic Tablets** – natural herbal conditioner and internal cleanser
- **Diarrhoea Tablets** – aids relief of symptoms of mild diarrhoea
- **Calcium Tablets** – with phosphorus and vitamin D
- **Sweet Breath Tablets** – helps control breath and body odour
- **Hairball Remedy** – aids the elimination and prevention of hairballs
- **Tea Tree Skin** – soothes and calms itchy skin
- **4Joints Tablets** – supports flexibility and mobility in joints
- **Evening Primrose Oil Capsules** – promotes healthy coat and skin
- **Calm-Eze Tablets** – helps to calm and soothe nervous and hyperactive cats
- **Multi Milk Gold** – premium milk replacer for kittens
- **Vit-min Paste for Cats** – multi-vitamin daily supplement
- **Cod Liver Oil Capsules** – a natural conditioner and dietary supplement which



provides vitamins A, D and E

- **Stool-Eze for Cats** – helps to soften solid stools
- **Stool Firmer** – helps with loose bowel movement

☎ To buy: wholesalers or visit johnsons-vet.com

VETIQ

VETIQ is a global consumer pet health brand, which develops preventative care products and functional treats designed to enhance pet animal health and wellness. The product range consists of a wide portfolio of products to provide optimal pet care health and wellness.



- **Hairball Relief Paste**
- **Healthy Bites Hairball Relief for Cats**
- **Serene Calming Tablets**
- **Healthy Bites Serene Calming for Cats**
- **Serene Calming Drops**
- **Joint Care Adult**
- **Joint Care Senior Extra+**
- **Healthy Bites Growth Support for Kittens**
- **Stool Firm Tablets**
- **Urinary Care Paste**
- **Healthy Bites Urinary Care for Cats**
- **Skin and Coat**
- **Healthy Bites Nutri Booster for Cats and Kittens**
- **Calcium +D3 Tablets**
- **Megavit Tablets**
- **Nutri Vit Plus for Cats**
- **Senior Care Tablets**

☎ To buy: wholesalers or visit vetiq.co.uk/cats-and-kittens

Dorwest

Dorwest Herbs is one of the UK's leading authorities for herbal remedies and supplements for dogs and cats. With over 75 years' experience, the herbal pet remedies are trusted worldwide by owners looking for natural support for their pets.

- **Keeper's Mix For Dogs and Cats** – all-round herbal supplement to maintain optimum health
- **Keeper's Mix Sensitive For Dogs and Cats** – even more gentle version of the all-round health supplement
- **MoveWellia Tablets for Dogs and Cats** – advanced joint care
- **Scullcap and Valerian Tablets for Dogs and Cats** – reduces pet anxiety
- **Tree Barks Powder for Dogs and Cats** – helps keep tummies comfortable
- **BrainCopa Tablets for Dogs and Cats** – helps maintain brain health
- **Valerian Compound for Dogs and Cats** – quick acting solution to calm and control anxiety
- **Green Releaf Tablets for Dogs and Cats** – natural support for pet's skin, joints, and urinary system

- **JointWell Tablets for Dogs and Cats** – natural joint care for cats



- **Raspberry Leaf Tablets for Dogs and Cats** – support for queens
- **Digestive Tablets for Dogs and Cats** – eases pet digestion or travel sickness
- **Turmeric Tablets for Dogs and Cats** – high quality turmeric
- **Elderberry and Nettle Extract for Dogs and Cats** – supplement for dealing with loss of pigmentation
- **Wheatgerm Oil Liquid for Dogs and Cats** – source of Vitamin E which helps maintain fertility
- **Neutradog Tablets for Dogs and Cats** – neutralises smells
- **Milk Thistle Tablets for Dogs and Cats** – protects the liver
- **Malted Kelp Tablets for Dogs and Cats** – maintains healthy appetite
- **Kelp Seaweed Tablets or Powder for Dogs and Cats** – mineral and trace elements that are essential for many body structures
- **Evening Primrose Oil Liquid for Dogs and Cats** – supports dry skin, improves coat, and maintains hormonal balance
- **Easy-Green Powder for Dogs and Cats** – a way to give super green foods
- **Damiana and Kola Tablets for Dogs and Cats** – increases alertness and stamina during shows
- **Cod Liver Oil Capsules for Dogs and Cats** – health benefits including healthy joints and bones

☎ To buy: wholesalers or visit dorwest.com

Beaphar

Beaphar believes that pet owners should have easy access to quality care products and affordable medicines. Beaphar provides affordable, accessible health, care and nutrition products of high quality to pets and their families in more than 86 countries.



- **Beaphar IntestoPro Prebiotic Stool Firming Paste**
- **Beaphar Hairball Prebiotic Paste**
- **Beaphar Herbal Calming Tablets**
- **Beaphar Hairball Easy Treat for Cats**
- **Beaphar Hairball Malt Bits for Cats**
- **Beaphar Flaxseed Oil**
- **Beaphar Salmon Oil**
- **Beaphar Flexifit** – joint supplements
- **Beaphar Top 10 Multi Vitamin Tablets**
- **Beaphar Fresh Breath Tablets**
- **Beaphar Bone Builder Powder**
- **Beaphar Stomach Calming Tablets**
- **Beaphar Salmon Oil Paste**

☎ To buy: wholesalers or visit beaphar.co.uk



WHAT TO STOCK

Cat grooming

Catit

Catit offers excellent products to care for cats in almost every category, including grooming.

- Catit Longhair Grooming Kit
- Catit Shorthair Grooming Kit
- Catit Senses Self Groomer
- Catit Senses Wellness Center

catit.



To buy: wholesalers or visit catit.co.uk

JW

JW pet products are intelligently designed to improve the lives of pets and pet parents. Every product from JW is the result of hands-on product research and development. The range includes quality cat grooming tools.

- JW Gripsoft Cat Deshedding Tool
- JW Gripsoft Cat Nail Clipper
- JW GripSoft Cat Grooming Kit
- JW Gripsoft Cat Brush
- JW Gripsoft Slicker Brush for Cats
- JW Gripsoft Cat Comb

To buy: wholesalers or visit petmate.com

Mikki

Mikki has the perfect tools to keep cats looking their best.

- Classic range: Classic Dual Slicker Brush, Classic Soft Pin Slicker, Classic Pro Slicker, Classic Easy Clean Slicker, Classic Thinning Scissors, Classic Shedding Comb, Classic Hard Pin Slicker, Classic Coat Scissors, Classic Guillotine Claw Clipper, Classic Rubber Glove, Classic Anti-Tangle Comb, Classic Matt Breaker, Classic Cotton Glove, Classic Grooming Kit, Classic Nylon Bristle Brush, Classic Ball Pin Slicker, Classic Combi Brush, Classic Matt Master, Classic Peet Hair Magnet, Classic Scissor Claw Clipper, Classic Deluxe Flea Comb, Classic All Plastic Flea Comb, Classic Claw File



- Bamboo range: Bamboo Moul Master, Bamboo Claw Clipper, Bamboo Palm Brush Bristle, Bamboo Palm Brush Ball Pin, Bamboo Palm Brush Moulting Massage, Bamboo Puppy and Kitten Kit, Bamboo Bristle Brush, Bamboo Ball Pin Brush, Bamboo Combi Brush, Bamboo Anti Tangle Comb, and Bamboo Soft Pin Slicker Brush

To buy: wholesalers or visit mikkipet.com

Animology

Animology's cat shampoos leave your cat's coat clean, conditioned and healthy, while also smelling great.

- Feline Great Cat Shampoo – mild and gentle peach shampoo
- Glamour Puss No Rinse Cat Shampoo
- Essentials Cat Papaya and Coconut No Rinse Shampoo Spray

To buy: visit animology.co.uk



Buddycare

Buddycare knows grooming like the back of its paws. Its range of cat products are ideal for helping kittens and cats maintain their coat.

- Cat shampoos – Flea and Tick Cat Shampoo, White Cat Shampoo, and Peach Cat Shampoo
- Coconut Cat Conditioner
- Peach Cat Cologne
- Coconut Cat Deodorising Spray
- Cat Hydrating Detangling Spray
- Cat Ear Cleanser
- Cat Tear Stain Remover
- Pet antiseptics – Pet Antiseptic Ear Drops, Pet Antiseptic Itchy Skin Relief Spray, Pet Antiseptic Dental Spray, Pet Antiseptic Flea and Tick Relief Spray, and Pet Antiseptic First Aid and Wound Spray

To buy: wholesalers or visit buddycare.co.uk



Rosewood

Rosewood offers top quality ergonomic grooming tools.

- Cat Slicker Brush
- Moul Stoppa
- Nail Clipper
- Slicker Brush
- Soft Protection Cat Brush
- Soft Protection Guillotine Clipper
- Soft Protection Salon Grooming Ear/Face Scissors
- Soft Protection Salon Grooming Flea Comb
- Soft Protection Salon Grooming Rubber Brush
- Soft Protection Salon Grooming Scissors



To buy: wholesalers or visit rosewoodpet.com

Ancol

Ancol Pet Products is an independent, family-owned company specialising in the supply of pet accessories for dogs, cats and small animals. It offers the Ergo range of cat grooming products.

- Ergo Cat Nail Clipper
- Ergo Cat Slicker Brush
- Ergo Double Sided Cat Comb
- Ergo Fine Cat Comb
- Ergo Moulting Cat Comb
- Ergo Soft Cat Brush

To buy: wholesalers or visit ancol.co.uk



TropiClean

TropiClean grooming products are enriched with mild coconut cleanser to help provide a gentle, yet effective clean.

- Shampoos – Aloe and Coconut Deodorising Shampoo For Pets, Awapuhi and Coconut Whitening Shampoo For Pets, Berry and Coconut Deep Cleansing Shampoo For Pets, Lime and Coconut Shed Control Shampoo For Pets, Oatmeal and Tea Tree Medicated Itch Relief Shampoo For Pets, and Papaya and Coconut Luxury 2-in-1 Shampoo and Conditioner For Pets
- Waterless shampoos – Aqua De Coco Dander Reducing Waterless Shampoo For Cats, Berry and Coconut Deep Cleansing Waterless Shampoo For Cats, Gentle Coconut Hypoallergenic Waterless Shampoo, and Papaya and Coconut Waterless Shampoo
- Conditioners – Kiwi and Cocoa Butter Moisturising Conditioner For Pets, Lime and Cocoa Butter Shed Control Conditioner
- Ear cleaning – Alcohol Free Ear Wash, Dual Action Ear Cleaner, and Ear Wipes
- Deodorising sprays – Baby Powder Deodorising Pet Spray, Berry Breeze Deodorising Pet Spray, Kiwi Blossom Deodorising Pet Spray, Lime and Coconut Deodorising Pet Spray, Papaya Mist Deodorising Pet Spray, and Pure Plum Deodorising Pet Spray
- Pet wipes – Berry and Coconut Deep Cleaning Pet Wipes, Gentle Coconut Hypoallergenic Pet Wipes, and Papaya and Coconut Luxury 2-in-1 Pet Wipes
- Sweet Pea Tangle Remover Spray
- Warm Vanilla Tear Stain Remover
- Warm Vanilla Waterless Facial Cleanse



To buy: wholesalers or visit tropiclean.com





Travel

Petmate

Petmate offer a wide selection of carrier choices that come in a variety of sizes, colours, and style options.

Each option is durable and ready to hold up to plenty of use, whether you're traveling near or far. The range include carriers with two door access, with the ability to access the carrier from the top. Some of them also come with floor padding to provide extra comfort.



● To buy: wholesalers or visit petmatepartners.com

TAVO

TAVO use precision-engineered designs to ensure your pet – furry, scaly, old, young, or something in between – can be along for the ride. With decades of innovative product development, the pet car seats are tested to United Nations ECE child restraint safety criteria.

- Maeve Pet Protection System Pet Car Seat
- Roscoe Pet Stroller for Maeve
- Base – base for the Maeve Pet Protection System

● To buy: tavopets.com/uk/retailer-inquiries



TAVO



Parasite protection

Frontline

FRONTLINE is one of the most trusted flea and tick treatments in the UK.



- **FRONTLINE SPOT ON** – original formula which kills fleas, ticks, and lice
- **FRONTLINE PLUS** – kills fleas, ticks, and lice, and stops flea eggs hatching
- **FRONTLINE SPRAY** – for kittens; protects against fleas and ticks
- **FRONTLINE HOMEGARD** – fast-acting household spray kills fleas and ticks and stops flea eggs hatching
- **FRONTLINE WORMER** – a broad-spectrum worming tablet that kills all types of intestinal worms including roundworms and tapeworms

● To buy: wholesalers or visit uk.frontline.com

Johnson's

Johnson's are famous for their worm and flea treatments for both cats and dogs.

- **4fleas Spot-on for Cats and Kittens** – kills fleas and larvae
- **4fleas Tablets for Cats and Kittens** – kills fleas within 15 minutes
- **Easy Spot-On Wormer for Cats and Kittens** – fast and effective tapeworm treatment
- **Easy Round Wormer Granules**
- **One Dose Wormer** – tablets to kill roundworms and tapeworms



- **Cat Flea Cleansing Shampoo**
- **Flea and Grooming Comb**
- **4fleas Household Spray Extra Guard** – protects carpets, soft furnishings, and pet bedding
- **4fleas Room Fogger** – protects carpets, soft furnishings, and pet bedding for up to 7 months
- **House Flea Spray**
- **Extra Guard House Flea Spray Plus**
- **Guardian Home Flea Spray**
- **Tick remover**
- **Anti Scratch Spray** – soothes itching from flea bites

● To buy: wholesalers or visit johnsons-vet.com

Beaphar

Beaphar has a comprehensive flea and tick range to suit cats of all ages and sizes. The range includes easy-to-use spot-ons, collars, sprays, and treatments to protect your home.

- **Beaphar FIPROtec Flea and Tick Spot-On** – it kills fleas for up to five weeks and ticks at the time of treatment
- **Beaphar FIPROtec COMBO Flea and Tick Spot-On** – kills fleas, lice, ticks, and prevents flea eggs from hatching
- **Beaphar VETOpure Plant-Based Protection Flea Spot-On** – contains natural plant extracts including margosa and eucalyptus citriodora oil to repel fleas from cats for up to 4 weeks per application
- **Beaphar Soft Flea Collars** – continuously releases an insecticide that kills fleas and prevents their return for up to four months. Available in variety of styles
- **Beaphar VETOpure Plant-Based Protection Flea Collar for Cats** – contains natural plant extracts, including margosa and



lavender, to repel fleas from cats for up to 12 weeks. Available in two styles

- **Beaphar Flea Spray for Cats and Dogs** – kills fleas and prevents their return for 3–4 days
- **Beaphar FIPROtec Flea and Tick Spray for Cats and Dogs** – ideal for treating a whole litter or individual kittens and puppies
- **Beaphar Tick Away Spray for Cats and Dogs** – an insecticide-free spray that freezes ticks for easy removal
- **Beaphar Defest Household Flea Spray for Cats and Dogs** – kills fleas, ants, and cockroaches. Suitable for use on carpets, soft furnishings, and pet bedding
- **Beaphar Household Extra Long Lasting Fogger** – kills fleas, flea eggs, flea larvae and other crawling insects in the home
- **Beaphar FLEAtec Household Flea Spray** – kills fleas, flea eggs, flea larvae and other crawling insects
- **Beaphar WORMclear Worming Tablets for Cats** – kills all types of common intestinal worm found in UK cats (roundworms and tapeworms)
- **Beaphar WORMclear Worming Spot-On for Cats** – kills tapeworms

● To buy: wholesalers or visit beaphar.co.uk

Indorex Defence Spray

Indorex kills adult fleas and house dust mites on contact for up to 2 months after application, and prevents the development of flea eggs and larvae for up to 12 months. Won the Your Dog and Your Cat Magazines 'Best Flea Product for the Home' over 18 times!

● To buy: email enquiries@virbac.co.uk or call **01359 243243**





WHAT TO STOCK

SUPREME PETFOODS

Supreme Petfoods: 30 years of small pet nutrition



Quality and innovation in small pet nutrition

When it comes to small pet nutrition, Supreme Petfoods stands out for its longstanding commitment to quality, species-specific diets, and dedication to achieving high standards. With over 30 years of experience, Supreme has become a trusted name in the industry, recognised for health-focused, innovative products that resonate with pet owners. The company's diverse product portfolio and impressive track record make it a strong choice for retailers seeking quality brands that drive customer loyalty.

Leading the way in small pet nutrition

Supreme is passionate about small pets and places their health and wellbeing at the heart of its mission. As the first company to create high-quality specialist foods for small pets, Supreme believes that all pets deserve the best, no matter their size. This guiding principle has fostered a commitment to quality that remains central to the company today. Supreme's foods are known for supporting health and wellbeing, with no compromise on palatability, helping pets live long, healthy lives.



Flagship brands

With Selective and Tiny Friends Farm, Supreme has two of the strongest performing small pet food brands. Selective single-component nuggets are made with science-based nutritional expertise, tailored to meet the unique dietary needs of small pets at all life stages. The range caters for: rabbits, guinea pigs, rats, hamsters, mice, chinchillas, ferrets, and degus, with each diet formulated with dental and digestive health as a key focus. The specialist nutrition doesn't stop there. With age-specific formulations, grain-free options, and recovery diets, Selective offers tailored nutrition for every stage of life and lifestyle.

The recent launch of Selective Naturals Botanicals Rabbit and Guinea Pig Food adds to the award-winning range. Incorporating Timothy hay and a blend of botanical herbs, Selective Botanicals encourages natural foraging behaviours and instinctive feeding habits.

The super-premium Selective Botanicals range naturally supports dental and digestive health for optimal wellbeing.

- Incorporates Selective Botanicals Rabbit Food and Selective Botanicals Guinea Pig Food
- **Premium ingredients:** Timothy hay and botanical herbs, including mint, thyme, basil, parsley and dandelion
- **Supports natural behaviours:** diverse nugget shapes encourage foraging and instinctive feeding habits
- Prevents selective feeding
- Suitable for all breeds of rabbit and guinea pig
- **Appeals to pet owners:** aligns with the growing demand for herbal diets – 74% of small pet owners seek herbal ingredients, with over 80% prioritising Timothy hay and dandelion*

**Source: Supreme surveys 2024*

Feed their natural instincts

Complementing Science Selective, Supreme's award-winning Tiny Friends Farm (TFF) range is designed to offer customers a trusted, value-driven brand that meets the needs of everyday family-oriented customers. The TFF range includes a comprehensive selection of food and treats as well as hay, bedding and hygiene products. With vibrant packaging featuring characters like Russel Rabbit and Gerty Guinea Pig, Tiny Friends Farm products stand out on the shelf, attracting pet owners who want the best for their small pets.



Significant milestone

Tiny Friends Farm has also seen exciting recent additions. Supreme's three decades of expertise in pet nutrition now extend to the canine category, with a new range of dog treats, including Tiny Friends Farm Dolly Dog Tasty Bones, Dolly Dog Crunchy Cookies, Danny Doggy Donuts, and Danny Dog Yummy Sticks.



the retailers' guide to pet products



Having made and sold dog treats under private labels for over 25 years, this move represents a natural progression. With the same commitment to quality that defines the Tiny Friends Farm reputation, the treats contain essential nutrients, from vitamin D3 to promote bone health to vitamin E to support healthy skin and coat.

Owners and retailers alike can rest assured that the Tiny Friends Farm dog range is produced in a separate facility from small pet diets and treats. Herbivorous food is prepared in a dedicated vegetarian environment, ensuring that Supreme's small pet food for rabbits and other small herbivores remains meat-free.

Strong retailer partnerships

Supreme's commitment doesn't end at the factory doors. The company has an ethos of supporting retailers, recognising the vital role they play in educating owners about the impact of species-appropriate optimum nutrition on small pet health. The company strives to provide a level of service which reaches the same high standards as goes into producing their products. The website is designed for easy stockist navigation and Supreme offers a wide range of marketing materials to help drive education and enhance customer engagement. Retailers can create eye-catching in-store displays with the help of Supreme's range of point-of sale materials, including:

- Free samples of Science Selective lifestage diets
- Nutrition and care guides
- Shelf strips, wobblers and barkers
- Free-standing product display units
- MONP and loyalty schemes

Supreme's Science Selective life stage diets are highly palatable. With great taste from natural ingredients, free samples can prove highly effective in starting rabbits and guinea pigs on a journey of optimum Food for Life.

Use free samples in your store to:

- Start conversations with rabbit and guinea pig owners about nutrition and health
- Encourage the feeding of high-quality science-based nutrition
- Enable owners to 'try before they buy'
- Build goodwill with customers
- Foster customer loyalty and repeat store visits

Supreme Petfoods' unwavering dedication to quality and innovation has solidified its position as a leader in small pet nutrition. Through its flagship brands and expanding product lines, Supreme continues to set the standard for species-specific diets, natural ingredients, and customer-centric support, making it a trusted partner for retailers and pet parents alike.

SET UP A TRADE ACCOUNT

Find out more about Supreme at: supremepetfoods.com
or email experts@supremepetfoods.com



WHAT TO STOCK

Supreme Petfoods



- **Science Selective** – one of the biggest brands in the small animal sector. The extensive food range includes vet recommended nutrition for most small species, including the Recovery range for recovering

Its expert nutritional knowledge has allowed Supreme to develop the widest range of veterinary recommended species-specific foods for small pets. From rabbits, hamsters, guinea pigs, rats, mice, gerbils, ferrets, degus, and chinchillas, Supreme has the ideal choice of tasty pet food that provides the perfect nutritional balance.

animals, Selective Naturals Botanicals and Fibafirst ranges, and junior ranges.

- **Tiny Friends Farm** – known for the characters on the eye-catching packaging, including Russel Rabbit, Harry Hamster, Reggie Rat, Mimi Mouse, Gerty Guinea Pig, Gerri Gerbil, Charlie Chinchilla, the range includes mixes, nuggets, and hay.

● To buy: wholesalers or visit supremepetfoods.com



Burgess Excel

Excel products are specially developed with vets and nutritionists to create food that is healthy and tasty for rabbits, guinea pigs, rats, ferrets and chinchillas.

- **Excel Rabbit food** – Nuggets with botanicals and variety for indoor rabbits, Dual Care for recuperating rabbits
- **Excel hay** – variety of hay including Meadow and Timothy hay
- **Nutrition for Guinea Pigs, Chinchillas, Hamsters, Gerbil, Rats, Degus, and Ferret**

● To buy: wholesalers or visit burgesspetcare.com

Allen and Page

A range of rabbit and guinea pig feeds that are approved by the Vegetarian Society. They do not contain any genetically modified ingredients, and are completely drug free.

- **Natural Rabbit Pellets**
- **Rabbit Breeder/Grower Pellets**
- **Premium Rabbit Mix**
- **Green Pea Rabbit Mix**
- **Guinea Pig Mix**



● To buy: wholesalers or visit allenandpage.com

Harringtons

The range of small animal food is packed with essential vitamins to help keep your rabbits and guinea pigs healthy.

- **Small Animal Optimum Guinea Pig Food**
- **Small Animal Optimum Rabbit Food**

● To buy: wholesalers or visit harringtonspetfood.com



Mr Johnson's

Mr Johnson's small animal feeds are extensive in number. Two of the main ranges are: Supreme – coarse mixes with steam flaked peas to encourage natural foraging. Advance – providing a balanced serving within a one nugget formulation to help prevent selective feeding.

- **Rabbit Supreme, Advance and Choice ranges**
- **Junior and Dwarf Rabbit Supreme and Advance ranges**



- **Supreme Tropical Fruit Rabbit Mix**
- **Special Rabbit Mix**
- **Guinea Pig Advance, Supreme, and Choice ranges**
- **Hamster and Gerbil Supreme and Advance ranges**
- **Rat and Mouse Advance and Supreme ranges**
- **Supreme Chinchilla and Degu Food**
- **Advance Ferret Food**

● To buy: wholesalers or visit mrjohnsons.co.uk

Beaphar

An extensive range of quality foods for rabbits and rodents, perfectly tailored to their health and nutritional needs.

- **Beaphar CARE+ range for Rabbits, Junior Rabbits, Senior Rabbits**
- **Beaphar CARE+ for Guinea Pigs**
- **Beaphar CARE+ for Hamsters, for Dwarf Hamsters**
- **Beaphar CARE+ for Chinchillas**
- **Beaphar CARE+ for Gerbils and Mice**
- **Beaphar CARE+ for Degus**

● To buy: wholesalers or visit beaphar.co.uk



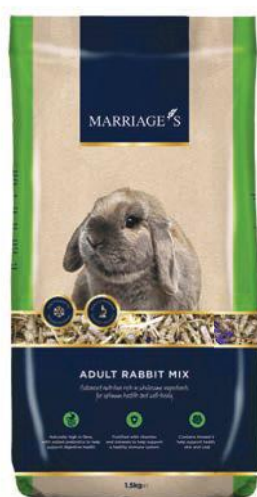


Marriage's

With recipes based on scientific research, Marriage's small animal diets are high in fibre, with added prebiotics and fortified with vitamins and minerals. Diets designed to support healthy immune systems, skin and coat conditions, dental healthy, and health weight.

MARRIAGE'S

- Adult Rabbit Pellets and Mix ● Adult Indoor Pellets
- Junior and Adult Dwarf Pellets ● Guinea Pig Pellets
- Adult Guinea Pig Mix ● Hamster and Gerbil Pellets and Mix
- Rat and Mouse Pellets ● Chinchilla Pellets

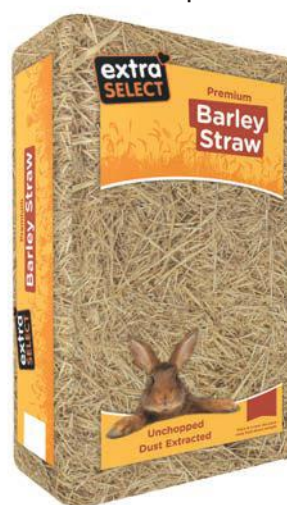


🌐 To buy: wholesalers or visit marriages.co.uk

Extra Select

Extra Select offers quality pet products for affordable prices, including an extensive range for small animals

- Extra Select Premium Rabbit Mix
- Extra Select Premium Rabbit Nuggets
- Extra Select Moist Rabbit
- Extra Select Large Pea Rabbit Mix
- Extra Select Dry Guinea Pig Feed
- Extra Select Dry Guinea Pig Nuggets
- Extra Select Hamster and Gerbil Mix
- Extra Select Premium Hamster Food Bucket
- Extra Select Complete Ferret Food



🌐 To buy: visit su-bridge.co.uk

Alpha Ferret Feast

Premium complete diet to meet all the nutritional needs of working, pet, and show ferrets.

- Visit alphafeeds.com or available from wholesalers

Argo

Rabbit Pellets and Coarse Rabbit Mix, as well as feeds for Guinea Pigs, Hamsters, Rats and Mice.

- Visit argofeeds.com/small-animal or available from wholesalers

Bestpets

Complementary feeds Bestpet Rabbit Food and Bestpet Fruity Rabbit, as well as Bestpets Guinea Pig and Bestpets Hamster.

- Visit best-pets.co.uk

Country Value

Feeds including Guinea Pig Nuggets and Rabbit Nuggets.

- Available from wholesalers

Chudleys

Offers Rabbit Royale, a complete muesli, and Chudleys Ferret, a complete food for adult ferrets.

- Visit chudleys.com/collections/small-animal or available from wholesalers

Dr. John Merlin Ferret Food

Complete, nutrient-rich recipe designed for healthy working or pet ferrets

- Visit gilpa.co.uk/product/dr-john-merlin-complete-ferret-food or available from wholesalers

Friendship Estates

Produce Friendly range of forage and fibre feeds

- Visit friendshipstates.co.uk or available from wholesalers

Heygates

Balanced rabbit foods including Rabbit's Choice Pellets with added vitamin C, Commercial Rabbit Pellets, and Rabbit Mix

- Visit heygatesfeeds.co.uk or available from wholesalers

Kaytee

Kaytee Fiesta, Kaytee Food from the Wild, Kaytee Forti-Diet Pro Health, Kaytee Supreme, and Kaytee Timothy ranges cater for almost all small animals

- Visit kaytee.com or available from wholesalers

Nature's Own

Finest hay for rabbits, guinea pigs, and small animals.

- Visit naturesownpets.co.uk or available from wholesalers

Oxbow

Range of food and hays for rabbits, guinea pigs, chinchillas, gerbils, and hamsters, rats, mice, and ferrets

- Visit oxbowanimalhealth.com or available from wholesalers

Vitalin Ferret

Hypoallergenic and wheat gluten free food with high quality protein from 100% British Chicken

- Visit vitalinpetfood.co.uk

Vitakraft

MENU Vital range has mixes for Dwarf Rabbits, Hamsters, Guinea Pigs and Small rodents

- Visit vitakraft.com

Wagg Twitch

Offers three ranges of small animal feeds: Twitch Small Rodent for hamsters, gerbils, and mice, Twitch Guinea Pig, and Twitch Rabbit

- Available from wholesalers



WHAT TO STOCK



SELECTIVE

Care Supplements and Botanicals Rabbit & Guinea Pig Food:

At Supreme, we understand that the well-being of small pets is of the utmost importance. That's why we've developed a specialist range of Care Supplements designed to meet the unique dietary needs of rabbits, guinea pigs, and chinchillas. Each product is formulated with high-quality ingredients to promote specific aspects of small pet's health, ensuring they thrive and live happy, healthy lives.

Why choose Science Selective Care Supplements?

Provide small pets with the additional support they need for a healthy, vibrant life.



Supplements to help support digestive, urinary, skin & coat and immune system health

- Rich in natural ingredients, high in fibre
- With long fibre to help support dental and digestive wellbeing
- Recommended by veterinarians
- Highly palatable with no added sugars and no artificial colours or flavours
- Tailored Nutrition: Each supplement is designed to address specific health needs
- Quality Ingredients: We use only the best ingredients to ensure these supplements help support pets' health, naturally
- Great Taste: Our supplements are formulated to be tasty and enjoyable for small pets, making it easy to incorporate them into their daily routine.

Selective Naturals Botanicals Rabbit food and Guinea Pig food

If you're looking for a way to boost rabbits' or guinea pigs' health while catering to their natural foraging instincts, look no further than Selective Naturals Botanicals natural food for rabbits and guinea pigs. These super-premium blends are crafted to provide

everything rabbits and guinea pigs need for optimal health and well-being.

In the wild, rabbits will spend hours foraging and grazing, feeding on a wide variety of food that has different shapes, tastes and textures. Selective Botanicals is a food for rabbits that has been specifically developed to help mimic the diet of a wild rabbit, to encourage natural behaviours.

Why Choose Selective Naturals Botanicals?

1. Promotes Natural Foraging Behaviours

Our food features a variety of nugget shapes that encourage natural foraging behaviours. This not only keeps pets engaged but also mimics their wild feeding instincts, providing essential environmental enrichment.

2. Optimal Dental and Digestive Health

Packed with essential nutrients and high fibre content, Selective Naturals Botanicals food helps support pets' dental and digestive health. A well-balanced diet ensures that their teeth stay healthy and their digestive system functions smoothly.

3. Rich in Natural Ingredients

Our formula is rich in natural ingredients and free from added sugars, artificial colours, and flavours. This ensures that pets receive a wholesome diet without unnecessary additives. The consistent nutritional value helps prevent selective feeding, so pet rabbits and guinea pigs get all the nutrients they need in every bite.

4. Trusted Quality

With over 30 years of experience, we source only the highest quality ingredients from trusted suppliers. This commitment to quality guarantees that every bag of Selective Naturals Botanicals Rabbit Food delivers the best nutrition for pets.

5. Highly Palatable

We understand that even the pickiest pets deserve a delicious meal. Our premium-quality nuggets are highly palatable and feature an array of botanical herbs, ensuring satisfaction for even the most finicky eaters.

The perfect blend of nutrition and palatability

Choose Selective Naturals Botanicals and provide a diet that combines superior nutrition with irresistible taste. Our carefully crafted food not only meets pets' dietary needs but also enhances their overall quality of life. Trust in our experience and dedication to help benefit pets' health—because they deserve the very best.

GET IN TOUCH

Find out more about Supreme at: supremepetfoods.com
or email experts@supremepetfoods.com



Selective[™]
NATURALS

Feed Their Natural Instincts

NEW



Indulge pets' natural instincts with our new, premium rabbit and guinea pig food with multi-shaped nuggets for enrichment, packed with a delicious blend of Timothy hay and botanical herbs, including mint, thyme, basil, parsley, and dandelion.



supremepetfoods.com



LET'S GET CONNECTED
@SUPREMEPETFOODS

SCIENCE
Selective[™]

Enhancing Health & Wellness for Small Pets

Introducing our new range of care supplements

Our expertise in small pet nutrition means we understand the unique health needs of rabbits, guinea pigs, and chinchillas. This new range of functional treats is designed to address common health concerns, offering your customers a simple solution to help enhance their pets' wellness needs.



NEW



supremepetfoods.com



LET'S GET CONNECTED
@SUPREMEPETFOODS



WHAT TO STOCK

Supreme Petfoods

Supreme produce an extensive variety of treats for small animals. Each recipe is designed with health boosting ingredients, such as hay, botanicals, vegetables, and fruits. Pets find them tasty and they are ideal for treating and hand-feeding.



- Science Selective Care Supplements – for rabbits, guinea pigs, and chinchillas to naturally help support health, including Digestive, Skin & Coat, Urinary, and Vitamin C formulations.

● To buy: wholesalers or visit supremepetfoods.com

- Tiny Friends Farm Russel Rabbit Loopies – baked treats with carrot and mint
- Tiny Friends Farm Russel Rabbit Twiggies – baked treats with apple and blackberry
- Tiny Friends Farm Russel Rabbit Hoppies – baked treats with carrot and parsley
- Tiny Friends Farm Russel Rabbit Christmas Trees
- Tiny Friends Farm Harry Hamster Christmas Hearts
- Tiny Friends Farm Stickles – variety of flavours
- Selective Naturals Orchard Loops – guinea pig and rabbit treats
- Selective Naturals Berry Loops – guinea pig and rabbit treats
- Selective Naturals Woodland Loops – guinea pig and rabbit treats
- Selective Naturals Garden Sticks
- Selective Naturals Forest Sticks
- Selective Naturals Meadow Loops

- Selective Naturals Harvest Loops
- Selective Naturals Country Loops
- Russel Rabbit Crunchers – baked treats with carrots
- Russel Rabbit Mega Crunchers
- Hazel Hamster Lovelies
- Gerty Guinea Pig Scrummies
- Russel Rabbit Fruities
- Russel Rabbit Munchers
- Harry Hamster Yippees
- Gerri Gerbil Yummies
- Charlie Chinchilla Cookies
- Reggie Rat & Mimi Mouse Chippies



Burgess Excel

Burgess produces a range of small animal treats to promote health and foraging behaviour.

- Excel Forage & Feast Hay Bars
- Excel Forage & Feast Mini Bales
- Excel Fruity Feasts
- Excel Herby Hearts
- Excel Luscious Leaves
- Excel Meadow Munchies
- Excel Wildflower Forage
- Excel Winter Berry Bakes

● To buy: wholesalers or visit burgesspetcare.com



Little One

Little One has an assortment of popular treats, which promote health, encourage natural behaviours, and bring joy.

- Little One Snacks – extensive range of mixes including fruit, berries, vegetables, mealworms, and insect varieties
- Little One Flower Bowl – made from meadow grass and marigolds
- Little One treat-toy Tasty Bluebell
- Little One Tasty Maze Tunnels – in various sizes
- Little One Vegetable Pizza



- Little One Stick – from meadow grasses
- Little One Tasty Bowl – from meadow grasses
- Little One Sticks for hamsters – various flavours
- Little One Sticks for guinea pigs, rabbits, and chinchillas – various flavours
- Little One Biscuits
- Little One Green Valley – grain free sticks
- Little One Yummy branches – various flavours
- Little One Mini Corn cobs

● To buy: wholesalers or visit mealberry.com/brands/little-one

Nature's Own

Nature's Own has been producing hay and straw products since 1991, and offers an extensive range of fun treats designed for health and well-being.



- Harvest Veg nibbles
- Star Bites
- Hay Balls
- Chewb'olicious
- Oat Cookies

- Hay Cookies
- Apple Slices
- Flaked Peas
- Forage Bars
- Carrot Slices
- Grazing Trays
- Hay n Play
- Nibble Stix
- Natural Nibbles

● To buy: wholesalers or visit naturesownpets.co.uk

Johnson's

Johnson's has a great range of small animal products, including popular treats for small animals including rabbits, guinea pigs, and more.



- Treat 2 Eat Picnic Treats for rabbits and guinea pigs etc – breakable chunks with a mixture of seeds and cereals. Enriched with honey
- Treat 2 Eat Fruity Sticks for rabbits and guinea pigs etc – nutritious dried fruits including apple, apricot, banana, raisins and currants. Enriched with honey



the retailers' guide to pet products



- **Treat 2 Eat Harvest Feast** for hamsters and gerbils
- **Harvest Munch** for rabbits and guinea pigs etc – a wholesome tasty treat of seeds and nuts. Nutritious cereals and vegetables. Enriched with honey
- **Veggie Biscuits for Small Animals**
- **Seed Bar** for rabbits and guinea pigs
- **Salt and Mineral Lick**

☎ To buy: wholesalers or visit johnsons-vet.com

Rosewood

Tempting treats and healthy eats for small furries. Rosewood brings innovation and looks to deliver treats that are fun, engaging and healthy for small animals.

- **Boredom Breaker Veggie Burst** – innovative and fun shapes, and made from 100% natural ingredients
- **Simply Nibbles** – sticks, crispy cushions, Snap 'N' Share Bars, and treat bowls
- **Natural Eats** – chicken and liver bites for ferrets
- **Naturals Treats** – made from the highest quality ingredients providing essential vitamins, minerals, bioflavonoids and fibre, in a whole host of shapes and formats
- **Naturals Edible Gnaws & Toys** – fun, edible toys including stone stacks, cubes, rings, balls, drops, and mazes,

☎ To buy: wholesalers or visit rosewoodpet.com

Vitakraft

Part of their range for small animals, Vitakraft's ranges of small animal treats are made with quality in mind, and can be ideal as a reward or for hand feeding.

- **Original Vitakraft Kracker** – crunchy snack baked in three layers
- **Vitakraft Crispy Sticks** – nibble sticks
- **Vitakraft Loftys** – light and baked crunchy cushions

☎ To buy: wholesalers or visit vitakraft.com/en

Beaphar

Beaphar offers healthy treats suitable for rabbits, guinea pigs, chinchillas, hamsters and other small animals, tailored to their health and nutritional needs, from treats to wear their teeth to promoting natural behaviours

- **Beaphar Munching Sticks for Small Animals** – approximately 5cm long

Beaphar Munching Rings for Small Animals

– contain no artificial colourings or flavourings, and promote your pet's natural chewing action, helping to support their dental health

Beaphar Crunch Sticks for Small Animals

– triple baked to support the natural wearing of the teeth, a variety of flavours

Beaphar Dental Crunch Sticks for Small Animals

– contain silica to promote healthy, polished teeth

Beaphar Bit Treats for Ferrets

– each bit is filled with tasty malt hairball paste to help ensure natural passage of ingested hair through your ferret's intestines

☎ To buy: wholesalers or visit beaphar.co.uk

Mr Johnson's

Mr Johnson's is part of a family-owned business that has been producing animal feeds in the UK for over 100 years, including an extensive range of small animal treats.

- **Mr Johnson's Maize Cob Niblets**
- **Mr Johnson's Rosehip & Banana Salad Niblets**
- **Mr Johnson's Carrot Niblets**
- **Mr Johnson's Herb & Carrot Crunchy Bars**
- **Mr Johnson's Carob & Mealworm Niblets**
- **Mr Johnson's Carrot & Bean Niblets**
- **Mr Johnson's Parsley & Fruit Rusk Niblets**
- **Mr Johnson's Beetroot & Mixed Herb Niblets**
- **Mr Johnson's Fruit & Berry Niblets**
- **Mr Johnson's Mixed Seed Niblets**
- **Mr Johnson's Apple Niblets**
- **Mr Johnson's Crunchy Bars** – various flavours

☎ To buy: wholesalers or visit mrjohnsons.co.uk

VETIQ

VETIQ is a global consumer pet health brand, which develops preventative care products and functional treats designed to enhance pet animal health and wellness.

- **VETIQ Healthy Bites Serene Calming** – with ingredients to ease stress and anxiety
- **VETIQ Healthy Bites Denti-Care** –



reduces plaque and tartar, and freshens breath

- **VETIQ Healthy Bites Odour Care** – contains Yucca and Omega fatty acids
- **VETIQ Healthy Bites Immunity Care** – contains echinacea extract and antioxidants
- **VETIQ Healthy Bites Nutri Booster** – added vitamins E, A, and D3
- **VETIQ Nibblots for small animals** – apple, berries, carrot, and tropical flavours

☎ To buy: wholesalers or visit vetiq.co.uk/small-animals

Natural Nibbles

Tasty and innovative dried botanical, hay-based forage and baked treats for rabbits and rodents. It uses the highest quality hays and botanicals with maximum flavour and the compressed treats are made with its own unique, 100% PVA free plant-based binder.

- **Natural Nibbles range** – over 40 varieties of treat



☎ To buy: visit naturesgrub-trade.co.uk



WHAT TO STOCK

Supreme Petfoods

Known for their leading small animal nutrition, Supreme also offers bedding, hygiene, and veterinary health products.

- **Science Selective Bathing Sand**
- **Harry, Charlie & Gerri Bathing Sand**
- **Tiny Friends Farm Eco Bedding**
- **Tiny Friends Farm Keep It Clean** – cage and hutch spray
- **Science Selective RecoveryPlus** – syringe feed for recovering animals



● **To buy:** wholesalers or visit supremepetfoods.com

Ancol

Ancol has built a reputation based on delivering quality pet products and exceptional service. Its range includes accessories to care for small animals.

- **Grooming:** Small Animal Bristle Brush, Small Animal Comb, Small Animal Nail Clippers, and Small Animal Slicker Brush
- **Harnesses:** Ferret Harness Set, Rabbit and Guinea Pig Harness Sets, and Small Animal Mesh Harness
- **Toys:** chews, food balls, trees, gnaw chews, play tunnels, tuff tube, and Naturespaws tunnels

● **To buy:** wholesalers or visit ancol.co.uk



Classic

Classic Pet Products has a range of pet accessories, including the market-leading Classic small animal drinking bottles.

- **Drinking bottles** – market-leading water bottles in range of sizes, including glass bottles, different colours, and bottle covers
- **Cages** – extensive range of narrow bar and wide bar cages, over multiple levels and sizes, for small animals of all sizes
- **Coop cups, dishes, and hay racks**
- **Small pet houses, and beds including hammocks**
- **Training wheels, hamster balls, swings, tilting table and see-saw**

● **To buy:** wholesalers or visit classicpetproducts.co.uk



Happy Pet

Based in Leicestershire, Happy Pet is a manufacturer, distributor, and wholesalers of pet products. Their

brands include small animal accessories.

- **Nature First** – extensive range of natural toys, including rollers, hideaways, tunnels, tubes, sticks, toys, and housing. As well as bedding
- **Pet Platter** – small pet bowls including Carrot Pet Bowl, Carrot Stripe Pet Bowl, Rabbit Bowl, and Rainbow Pet Bowl
- **Critter's Choice** – litter tray, housing, bathing powder, minerals, substrates including Critter's Choice Natural Beech Chips, Critter's Choice Aspen Bedding, and Critter's Choice Natural Cork Granules, toys including hanging toys, Chubes, balls, and chew toys.
- **Out & About** – Rabbit Harness & Lead sets and Small Animal Carriers

● **To buy:** wholesalers or visit happypet.co.uk

Hatchwells

Hatchwells aims to produce quality treats, accessories, and healthcare products to enhance the quality of every pet's life. As part of its repertoire, it can also supply products as own label ranges.

- **Cascade Small Animal Disinfectant**
- **Easi-Flow Water Fountain**
- **Hedgehog Food or Water Bowl**
- **Nesting Material**
- **Small Animal Advent Calendar**
- **Small Animal Easter Egg**
- **Small Animal bowls**

● **To buy:** wholesalers or visit hatchwell.co.uk

Rosewood

Rosewood offers an extensive range of small animal accessories.

- **Options Feeding** – Folding Wire Hayrack, Feeding Fruit Holder, and



Hanging Food Ball

- **Options Deluxe Play Pen with Net**
- **Options**

Accessories – Corner Litter Tray, Hutch 'n' Home Cleaning Tool, and Pod Carrier

- **Options**
- **Grooming** – Deluxe Claw Trimmers, Mini Bristle Brush, Mini Double-Sided Comb, Mini Gentle Slicker, and Mini Grooming Set

- **Options Harnesses** – Paw Print Harness and Lead Set

- **Bowls** – Ceramic Carrot Bowls, Twin 'NATURALS' Stoneware Bowl, and Bowls Two-Tone Hamster Bowl

- **Snuggles** – 2 in 1 Carrot "Beehive" Bed, 2 in 1 Hammock and Hanging Tunnel, Carrot Fabric Tunnel, Carrot Plush Hooded Bed, Carrot Snuggle 'n' Sleep Tunnel, Luxury Plush Bed, Reversible Snuggle Tunnel, Sleep-n-Play Octopus, Snoozing & Carrying Bag, and Two-Way Hooded Bed

- **Pet Keeper** – Plastic Tanks in mini, medium, and large sizes

- **Abode** – hamster and mouse homes and Gerbilarium

● **To buy:** wholesalers or visit rosewoodpet.com



Savic

A leading manufacturer of pet accessories.

- **Animal cages** – extensive range of small animal homes, over multiple levels and sizes

- **Accessories** – Biba drinking bottles, hideaways, hay and snack feeder, play tubes, hamster toilet, tunnels, feeding bowls, exercise wheels, hammocks, exercise balls, play tubes, and chinchilla bath

- **Carriers** – Discovery Compact carriers and Elmo pet carriers

● **To buy:** wholesalers or visit savic.be



Walter Harrison's

A Pedigree Wholesale brand, Walter Harrison's has a large range of high quality small animal accessories, including:



the retailers' guide to pet products

- **Harrisons Hutches** – extensive range of hutches of different sizes
- **Harrisons Runs** – small animal runs, pens, and folding runs
- **Harrisons Play Tubes**
- **Harrisons Animal Corner Litter Trays**
- **Harrisons Exercise Balls**
- **Harrisons Hay Manger**

☎ To buy: visit petproducts.co.uk

Beaphar

Beaphar has an extensive range of healthcare products for small pets.

- **Beaphar Anti-Parasite Spot on for Golden Hamsters and Gerbils**
- **Beaphar Fly Guard Spray for Rabbits & Guinea Pigs**
- **Beaphar Anti-Mange Spray for Rabbits & Guinea Pigs**
- **Beaphar Anti-Parasite Spot On for Rabbits, Guinea Pigs, Ferrets and Rats** (weighing >300g)
- **Beaphar Anti Ringworm Spray for Small Animals**
- **Beaphar Vitamin Liquid Solutions** – with varieties to cover different species
- **Beaphar Wound Spray Dogs, Cats, and Small Animals**
- **Beaphar Wound Ointment for Dogs, Cats, Small Animals & Birds**
- **Beaphar Eye Gel for Cats, Dogs, and Small Animals**
- **Beaphar Multi-Vitamin Malt Paste for Ferrets**
- **Beaphar Dental Easy Treat for Small Animals**
- **Beaphar RabbitComfort Calming Spray**
- **Beaphar Cage Fresh Granules for Cages & Hutches**
- **Beaphar Small Animal Shampoo with Camomile & Aloe Vera**
- **Beaphar Deep Clean Disinfectant for Cages & Hutches**

☎ To buy: wholesalers or visit beaphar.co.uk

Johnson's

Johnson's produces an extensive range of care products. The range includes products that are branded for larger pets but are safe for smaller companions too, as well as products specifically targeted at small animals. Its ranges include:

- **Clean 'n' Safe disinfectant, cleaner, and deodorant spray**
- **Clean 'n' Safe Cleansing Wipes**
- **Antibacterial powder for small animals**
- **Vit-min Drops for guinea pigs, hamsters, gerbils, rats, and mice**
- **Vit-min Drops for rabbits**
- **Flystrike Protector Spray**
- **Small Animal Shampoo**
- **Cage 'n' Hutch Insect Spray**
- **Tea Tree Skin Cream**



Extra Select

Extra Select has an offering of bedding and gnawing products.

- **Extra Select Gnawing Tunnel**
- **Extra Select Shavings Comp Bale**
- **Extra Select Compressed Meadow Hay**
- **Extra Select Loose Meadow Hay**
- **Extra Select Loose Barley Straw**

☎ To buy: visit su-bridge.co.uk



☎ To buy: wholesalers or visit johnsons-vet.com

HayPigs!

Run by passionate small pet owners who appeared on *Dragons' Den*, HayPigs is an innovative and creative brand with toys and accessories suitable for a range of small animals including guinea pigs, rabbits, hamsters, gerbils, chinchillas, degus, rats, mice, ferrets, and hedgehogs. Designed with a circus theme, the range looks great and enriches the lives of small furies.



- **HayPigs! Food Craving Tamer Food Bowl**
- **HayPigs! Cavy Cannonball Tilting Tunnel**
- **HayPigs! Piggy Crash Mat Fleece Bed**
- **HayPigs! Circus Treat Ball 3-in-1 Enrichment Toy**
- **HayPigs! Harlequin Collection – Tunnel and Hideout**
- **HayPigs! Harlequin Collection Reversible Pads**
- **HayPigs! 100% Timothy Hay with 'Pig Top' Playhouse**
- **HayPigs! Circus Hidey Hut**
- **HayPigs! Wheel Wagon Hay – Hay Hopper**
- **HayPigs! also offers a range of guinea pig treats**

☎ To buy: visit haypigs.com

FibreCycle

The back-2-nature Small Animal Bedding & Litter is upcycled from 99% recycled paper. The flatter and ridged pellets allow for moisture to be absorbed rather than sitting on top of regular bedding, leaving the most delicate of feet dryer and



less prone to irritations from standing in wet materials. Suitable for rabbits, rodents, ferrets, birds and reptiles.

☎ To buy: wholesalers or visit fibrecycle.co.uk/back-2-nature-1

Ferplast

Accessories for most small companions including cages, toys, travel accessories, housing accessories, harnesses, grooming products, feeders, and bottles.

☎ To buy: wholesalers or visit ferplast.co.uk

Friendship Estates

Its Friendly range includes Alfalfa ReadiGrass, Green Oat ReadiGrass, Timothy ReadiGrass, Hutch Hemp, and ReadiGrass

☎ To buy: wholesalers or visit friendshipstates.co.uk/friendly

Imac

A range of cages, toys and accessories

☎ To buy: wholesalers

Kaytee

Kaytee offer habitats, activity centres, bedding, exercise balls and wheels, houses, carriers, leashes, and cleaning and grooming products

☎ To buy: wholesalers or visit kaytee.com

Pennine Pet Products

Quality products at affordable prices, Pennine produces housing, cages, toys, wheels, carriers, and more for small animals

☎ To buy: wholesalers or visit penninepets.info

OUT!

The pet cleaning brand manufactures the OUT! Cage and Hutch Cleaner.

☎ To buy: wholesalers

Oxbow

As well as offering small animal nutrition, the Oxbow range includes straw, supplements, hay blends, Pure Comfort Bedding, and Timothy Club Accessories

☎ To buy: petlifeonline.co.uk/petlife-small-pets and click Oxbow



WHAT TO STOCK



MARRIAGE'S®

Healthy, Nutritious and Delicious

At Marriage's®, we know that owners want the very best for their pets and so do we. That's why so much thought goes into ensuring our products are healthy, nutritious, and delicious.

Using only the finest wholesome ingredients, every one of our comprehensive range of animal feeds is brimming with essential nutrients to help support health, well-being, growth and development, no matter the pet's age or breed.



Also available in other pack sizes

A trusted heritage

The heritage of the Marriage's® brand goes back six generations. From its early beginnings, it has become an established, trusted, and respected brand in the pet and smallholder feed markets.

"Animal well-being, nutritional excellence, enrichment, quality, and the environment are all fundamental to the Marriage's® product range," said Marriage's® Head of Marketing Sarah Kitson. "Every one of our products has been meticulously formulated by our in-house nutritionists. This helps us to ensure we provide exceptional products for a huge range of pets."

Marriage's® has recently rebranded its small animal range as part of a wider vision to create a new brand experience. It follows the rebrand of their indoor and aviary bird range. Other categories will follow in 2025.

"The rebrand of our ranges isn't just for Marriage's®, it is for our retailers and their customers too," explains Sarah. "The brand is more engaging and shares our vision for the positive impact our products have on animals' health and well-being. We're improving the experience of the Marriage's® brand to help retailers drive sales. We also want their customers to understand how Marriage's® nutritional excellence benefits their pets."

The bigger, better Nutri Pressed® small animal range

The complete range of 13 premium quality Nutri Pressed® small animal feeds has been designed

specifically for rabbits, guinea pigs, chinchillas, hamsters, gerbils, rats and mice. Each product is unique and has been carefully formulated based on published scientific research to provide a wholesome, flavoursome and balanced diet that helps support optimum health and well-being. The new range is presented in eye-catching new packaging, with the option of pellets or mixes and a good choice of pack sizes.

What are the added benefits of Nutri Pressed® products?

Bursting with tasty ingredients, Marriage's® Nutri Pressed® products are an exciting alternative to traditional extruded nuggets. The Nutri Pressed® method combines expert nutrition with cool pressing technology, for superior nutrient content and flavour. Cooler processing temperatures help to retain more of the nutrients which may otherwise be lost during higher temperature manufacturing methods.

What is extra special about Marriage's® Nutri Pressed® recipes is how natural they are. Using the highest quality ingredients together with a gentler production technology helps to deliver the finest flavours for pets. They present an exciting alternative to traditional extruded nuggets, striking a healthy balance for herbivores and omnivores specifically.

Every Marriage's® Nutri Pressed® diet has added linseed, a natural source of Omega 3 and 6, to help support a healthy skin and coat, while a prebiotic helps to support a healthy digestive tract. There is no added sugar and no artificial colours, to keep every diet as natural as possible.

"In short, we don't believe in over-processing our feeds; we believe in keeping things simple to enable our ingredients to speak for themselves," said Sarah.

Enhanced indoor and aviary bird range

Marriage's® indoor and aviary bird food range was the first category to be rebranded in 2024. With 22 products in the range, every mix is packed with multiple tasty and wholesome ingredients. The parrot, cockatiel, parakeet and lovebird foods contain an extra variety of colours, tastes and textures to help provide opportunities for foraging, physical manipulation and mental stimulation.

A balance of carbohydrates, natural proteins, fats and essential nutrients helps support optimum health and well-being and contributes to healthy plumage and skin. The premium selection of staple straight foods, that are sustainably sourced, complete the range.



the retailers' guide to pet products

New user-friendly pack designs

The new fresh-looking pack designs bring the product features and benefits to life on the pack face, making it easy to choose the right diet for each pet. Every pack includes the Marriage's® Six Step Well-being Plan, providing useful feeding tips and helpful ways to support pet health and well-being. New pack sizes have also been introduced, with weights ranging from 750g all the way up to 20kg.

How does Marriage's® maintain excellent quality?

At Marriage's®, we are proud of what we do. Quality is at the heart of our products and is essential to help ensure our feeds provide pets with the very best. Some of the important things we do behind the scenes include:

- Sourcing wholesome ingredients from trusted suppliers.
- Setting stringent quality requirements for ingredients and products.
- Testing incoming goods to ensure they meet the highest standards.
- Blending to carefully formulated recipes.
- Carrying out rigorous quality checks throughout intake, production, and dispatch.



Also available in other pack sizes

How we work with retailers

- A dedicated Sales Manager is allocated to every retailer, offering comprehensive support.
- Marriage's® provides extensive point of sale materials for every store.
- We promote the brand across print and digital media to help drive demand and sales in stores.
- All stockists can be found on the Marriage's® website.
- Additional product training is offered by our technical department.



CONTACT

To find out more about these ranges and others from Marriage's®, call **0845 257 0232** or email **contactus@marriagesmillers.co.uk** ● **marriages.co.uk**



WHAT TO STOCK

Extra Select

Extra Select is a brand developed by wholesaler Su-Bridge. It offers an extensive range of wild bird products, which have become hugely popular, including:

- Seed mixes
- Straight foods
- Fat balls
- Suet
- Grubs
- Feeders
- Nest boxes

The foods and feeders are often aimed for specific species of birds. Extra Select's belief in the power of simplicity and passion to create products that



are both functional and stylish, has resonated with buyers. Extra Select is committed to sustainability and ethical production practices. It uses only the finest natural ingredients and is dedicated to reducing their environmental impact.



● To buy: visit su-bridge.co.uk/Catalogue/Birds/Wild-Birds

Johnston and Jeff

Johnston and Jeff has been feeding and taking care of the nation's birds since 1880. It's a brand that prides itself on its knowledge about avian nutrition and well-being - and strives to put all that knowledge and passion into their products.

- Seed mixes
- Straight foods
- Nest boxes
- Bird tables

● To buy: wholesalers or visit johnstonandjeff.co.uk



Peckish

Peckish strives to ensure that the wild birds in our gardens are kept healthy and happy. They believe that feeding birds is more than just putting some seeds out in a feeder or on a bird table, it's about providing a nutritious diet that supports their overall well-being.

- Seed mixes
- Single seeds
- Suet
- Fat balls
- Feeders
- Bird tables
- Feeding stations
- Nest boxes
- Bird baths
- Care accessories

● To buy: wholesalers or visit peckishbirdfood.com



Walter Harrison's

Walter Harrison's has been creating the highest quality feeds in their Nottinghamshire mill for over 100 years. They source, clean and blend the finest ingredients to create a range of wild bird food that they're proud to put their name to. The brand is a division of Pedigree Wholesale.

- Seed mixes
- Straights
- Suet
- Fat balls
- Mealworms
- Feeders
- Nest boxes

● To buy: visit petproducts.co.uk/walter-harrisons



Unipet

Unipet International is a market leading manufacturer and innovator of wild bird food specialising in suet-based cakes, balls and pellets. It has over 30 years'



the retailers' guide to pet products



experience as a leading innovator within the pet food industry with their design, research, development and core manufacturing facilities located in Kent. Unipet is ISO Certified and a SEDEX Member.

- Suet pellets, balls, blocks, and logs
- Half coconuts
- Happy Bird Bark Butter brand

● To buy: wholesalers or visit unipet.co.uk

Harvest Pet Products

A one-stop shop within the wild bird category with full onsite manufacturing capabilities for Seed and Suet products. Harvest holds BRC certification and has invested significantly to support their commitment to producing the highest quality wild bird feeds.

- Straights
- Mixes

- Suet pellets, blocks, cobs, cocos
- Fat balls
- Mealworms



● To buy: visit harvestpetproducts.com

Love Wildlife

The range of suet, dried insects and feeders are formulated with native birds in mind. A Natures Grub brand, they believe in creating products that nourish and enhance birds' natural diet and so, Love Wildlife is made with 100% natural ingredients and manufactured completely in the UK.

- Mealworm and Insect Bird Butter
- Fruit and Berry Bird Butter
- Seed and Nut Bird Butter
- Peanut Bird Butter
- Bird Butter Filled Feeder
- Mealworm and Insect Whole Coconut
- Fruit and Berry Whole Coconut
- Seed and Nut Whole Coconut
- Peanut Butter Whole Coconut
- Mealworm and Insect Hanging Log
- Fruit and Berry Hanging Log
- Mealworm and Insect Suet Nuggets
- Fruit and Berry Suet Nuggets
- Dried Mealworms
- Calciworms
- Dried Insect Mix



● To buy: visit naturesgrub-trade.co.uk

Honeyfield's

Honeyfield's

Honeyfield's loves all things nature, and offers a range of wild bird foods, treats, wild bird feeders, tables, dining stations and accessories to complement any garden.

- Seed mixes
- Straight foods
- Fat balls
- Suet
- Mealworms
- Feeders
- Feeding stations
- Bird baths

● To buy: visit honeyfieldswildbird.co.uk



Henry Bell

Henry Bell has blended tradition and expertise with innovation to create a wild bird care collection that is a range of high-quality products.

● To buy: wholesalers or visit henrybell.co.uk

Every Tweets

Seeds, mixes and fat balls.

● To buy: visit petproducts.co.uk

Rio

A brand from German company Mealberry, Rio provides feeds, seeds, fat balls and treats as part of their range.

● To buy: visit petproducts.co.uk

Supa Aquatics

Offers an extensive range of feeders and wild bird treats, as well as accessories including cleaning products.

● To buy: wholesalers or visit supa-aquatics.co.uk/products/wild-bird

Bucktons

Feeds, mixes, seeds, suet, and energy balls

● To buy: wholesalers or visit bucktons.co.uk

Bestpets

The wholesaler offers its own range of wild bird feeds.

● To buy: visit best-pets.co.uk

Berry

Variety of straight seeds and energy balls

● To buy: wholesalers

Country Wide

Seed mixes designed specially for wild birds. Rich in proteins and fats to help prepare them for the seasonal elements

● To buy: wholesalers or visit aejames.com

Gardman

Quality traditional seed blends with a comprehensive range of specialist seeds. A wide range of feeders and hardware too.

● To buy: wholesalers or visit gardenhealth.com/our-brands/gardman-wild-bird-care

Jacobi Jayne

Extensive range of feeders, foods, and accessories, including brands such as Flutter Butter and See the Difference

● To buy: visit jacobijayne.com/#for_retailers



NATURES GRUB: NOURISHED BY NATURE



British manufacturers of innovate pet retail brands & private label products

Established in 2009 and proudly family-run, Natures Grub has grown from its Norfolk roots into one of Europe's largest manufacturers of specialist pet and wildlife feed. Offering carefully crafted, unique formulations for dogs, cats, small mammals, exotic pets, wild birds and more through their trade brands and private label, Natures Grub champions an ethos of harnessing the power of nature. Every product is meticulously developed to provide premium quality, using only the finest ingredients and free from artificial colourings or preservatives. By embracing Natures Grub, you're supporting a commitment to nourishing animals with natural, high-quality products.

Love Wildlife: Love Nature

Introducing Love Wildlife, an all-natural range of suet products that combines simplicity and excellence. Available in four deliciously crafted flavours, Love Wildlife stands apart for its use of 100% natural beef suet and for being a product entirely made in the UK. A closer look reveals suet that's packed with real fruit and insects, alongside a complementary range of tasty worms designed to cater to the diverse needs of garden wildlife.



For 2025, Love Wildlife has undergone an exciting rebrand. The refreshed packaging reflects the natural world with vibrant, eye-catching colours that enhance its visual appeal while underscoring the range's environmentally conscious approach. This thoughtful redesign appeals to both experienced wildlife

enthusiasts and those new to supporting local wildlife. Love Wildlife continues to uphold its dedication to providing high-quality, all-natural products for those who want to connect with nature.

Supernature: Super Products Inspired by Nature

Super by name, super by nature. The Supernature range for dogs and cats is an integral part of the Natures Grub offering. It continues to expand, meeting the needs of pet owners who prioritise natural, beneficial and delicious options for their furry companions. From tasty treats to bone broths, pumpkin powder, toppers, spreads, oils and more, Supernature delivers a diverse selection of products that enhance pets' health and happiness.



Each Supernature product is thoughtfully crafted with ingredients chosen for their specific benefits. Whether it's the Boosterz blends, which combine carefully researched components for optimal harmony, the Super supplements addressing common wellness concerns or their hand-baked treats such as the Biotic Bars, the range offers innovative solutions for pet care. These products are designed to make a meaningful difference in the lives of pets and their owners.

A standout in the range, Supernature Lickeez, provides an enriching alternative to traditional choices like peanut butter. Available in three protein-packed flavours, Lickeez is rich in essential amino and fatty acids, prebiotics, vitamins, minerals and electrolytes.



the retailers' guide to pet products

This versatile product has become a favourite among pet owners looking to combine enrichment with nutrition.

Why purchase from Natures Grub?

- **Natural Ingredients:** Free from artificial additives, preservatives and pesticides.
- **Innovative Range:** New products introduced throughout the year, alongside seasonal options.
- **Committed to Quality:** Carefully crafted for optimal nutrition and health benefits.
- **Trusted by Pet Owners:** Loved by pet owners, wildlife enthusiasts and poultry keepers alike.
- **Family-Run Expertise:** Over a decade of experience, with a personal touch in every product.

Natural Nibbles: Deliciously Natural Treats for Small Animals

Natural Nibbles is the go-to range for rabbits and rodents, offering innovative forage and treat options that encourage natural behaviour, provide essential nutrients and support dental health. Every product is made using high-quality hays and botanicals, ensuring maximum flavour and nutrition. These products are entirely free from additives, pesticides and PVA, with an edible vegan binder used as a natural substitute.

Following a recent rebrand, Natural Nibbles now boasts colourful, playful packaging designed to attract a wide audience. Whether appealing to seasoned rabbit owners or younger customers drawn to its vibrant design, the range combines visual charm with practical benefits. Natural Nibbles is an ideal choice for animal lovers seeking safe, natural and engaging options for their pets.



CONTACT

To learn more about Natures Grub or for trade and private label enquiries, please visit our website at naturesgrub.co.uk. Alternatively, you can contact our sales team directly at **01485 517177** or email sales@naturesgrub.co.uk

Natures Grub Poultry: Helping Your Hens Thrive

When it comes to backyard chickens and poultry enthusiasts, Natures Grub Poultry is a trusted name. The range includes products designed to enrich and support the lives of hens, such as Mixed Grit for digestion, Biotic Boost supplements for overall health and indulgent treats like the Fruit & Berry Treat Mix. Each product reflects the brand's dedication to providing practical and natural solutions.

As with all Natures Grub products, the poultry range is 100% natural and preservative-free. This ensures poultry keepers can rely on the integrity and quality of the products they choose. From essentials to treats, the range supports healthy, happy hens and is an invaluable addition for any poultry enthusiast.



Natures Grub is a proud supporter of the British Hen Welfare Trust. The British Hen Welfare Trust (registered charity no. 1147356) rehomes ex-commercial hens across the UK. As part of our commitment to supporting them, Natures Grub will donate £10,000 to the charity, raised through the sale of all poultry products during this 1-year campaign.

Natures Grub is dedicated to delivering high-quality products crafted with natural ingredients to support the well-being of animals. Whether catering to pets, wildlife, or poultry, the range offers innovative and dependable solutions informed by years of expertise. By choosing Natures Grub, you're embracing a commitment to quality and care for the natural world.

Natures Grub ranges are always evolving, with new products introduced throughout the year. Alongside these, they offer seasonal ranges designed to meet the changing needs of pets, wildlife and poultry, ensuring fresh, high-quality options for every season.



WHAT TO STOCK

Indoor birds

Marriages

Marriages has an extensive range of indoor bird foods, which have been rebranded with a great new look. The diets include natural ingredients and have been designed to promote specific health benefits including healthy skin, muscles, plumage, and energy levels, as well as providing foods for foraging.

- Parrot Picnic Food
- Plain Canary Seed
- Yellow Millet Seed
- Medium Stripe Sunflower Seed

MARRIAGE'S

- Budgie Tonic Food
- Budgie Food
- Traditional Budgie Food
- Canary Food
- Foreign Finch Food
- Cockatiel, Parakeet, and Lovebird Food
- Fun Foraging Parrot Food
- Premier Parrot Food
- Low Sunflower Parrot Food

🌐 To buy: wholesalers or visit marriages.co.uk



Johnston and Jeff

Avian nutritionists Johnston and Jeff produce an extensive range of foods for indoor birds. From blends made for companion birds to scientific diets created for top class show breeders, all of their feeds comprise human-grade ingredients. All are balanced to provide the perfect combination of nutrients to support growth, health, and well-being.



🌐 To buy: wholesalers or visit johnstonandjeff.co.uk

Vitakraft

Vitakraft's natural foods are species-appropriate and balanced to provide birds with the nutrients they need for a healthy life. Its products include veterinarian developed formulas, with herbs, vitamins, and foods from the homelands native to birds. Vitakraft also offers snacks for birds too. All their ranges are delivered in eye-catching packaging.



🌐 VTo buy: wholesalers or visit vitakraft.com

Beaphar

Beaphar make a range of bird diets, as well as health products. Made in collaboration with nutritionists, vets and birds experts, Beaphar produces the Xtra Vital range, as well as diets and treats for parrots, canaries, and exotic birds. It also offers care products including anti-parasite control, grit, multi-vitamins, and feeds to intensify colouration of birds.



🌐 Vo buy: wholesalers or visit beaphar.co.uk/bird

Countrywide

Countrywide is an extensive brand of indoor bird food, with tailored varieties for different species and premium mixes. The packaging is clean, informative and stands out on shelf.



🌐 To buy: wholesalers or visit aejames.com/products/aviary-feeds

HARI (Hagen Avicultural Research Institute)

The Hagen Group has a section of the business dedicated to birds. HARI produces several brands including:

- Tropican — Tropican Premium Parrot Food Formulas are scientifically prepared as a completely balanced diet for all life cycles of companion Parrots
- Tropimix — Tropimix is a premium bird food blend that is entirely edible and produced without shells or husks,

reducing messy waste

- Clay-Cal — With HARI Clay-Cal Bentonite Clay Supplement, companion birds can enjoy the advantages of natural geophagy in a readily available supplement that is specifically milled to be suitable for them

- Prime — PRIME is a full-spectrum vitamin, mineral, and amino acid supplement for birds. It is the only bird food supplement specifically formulated for seed, vegetable and fruit-based diets

- Living World — a range of gourmet foods for indoor birds



🌐 To buy: wholesalers or visit hari.ca

Johnson's

The well-known British brand has a range of care products for indoor birds, including:

- Treats
- Iodised Condition Peks
- Anti-pek Pump Spray
- Anti Mite Extra spray
- Vit-Min Drops
- Cage Bird Vitamin Tonic
- Scaly Lotion
- Super Plume Spray



🌐 VTo buy: wholesalers or visit johnsons-vet.com





Poultry

Natures Grub

From a state-of-the-art facility in Norfolk, Natures Grub manufactures a whole range of natural poultry products from food to treats and supplements. Its focus is always on harnessing the power of natural ingredients to ensure the products are enriching in the best possible way, with the aim of keeping chickens happy and healthy.

- Mixed Grit
- Oyster Shell
- Garlic, Herb and Seaweed Popcorn Treat
- Fruit and Berry Popcorn Treat
- Veggie Patch Popcorn
- Fruit and Berry Treat Mix
- Garlic, Herbs and Vegetable Treat Mix
- Afternoon Oats Banana and Berry
- Coop Mix PLUS
- Coop Cookies
- Biotic Boost
- TURbo Boost
- Poultry Boost – Herbal Tonic
- Healthy Gut
- Spice Blend with Probiotics
- Fruit and Berry Superfoods Treat
- Garlic and Herb Superfoods Treat
- Fresh Nest Herbs
- Healthy Hens Herbs
- Garlic, Herbs and Seaweed Pecking Block
- Peck 'n' Play Hanger
- Snap 'n' Share Treat Bar
- Apple Cider Vinegar
- Apple Cide Vinegar with Garlic
- Garlic, Herbs and Seaweed with Probiotics
- Red Mite Powder
- Red Mite and Insect Killer Smoke Bomb
- Ground Sanitising Powder
- Herbal PLUS+ Poultry Pellets



● To buy: visit naturesgrub-trade.co.uk

Extra Select

Extra Select has an extensive range of poultry products including feeds, pellets, corn, and grits, as well as care accessories including cider vinegar, sanitising powders, red mite powder, drinkers, feeders, bedding, rubber eggs to encourage nesting, and even egg boxes.



● To buy: visit su-bridge.co.uk

Marriages

Marriages offers a selection of quality feeds for poultry, including pellets, mash, corn and grit. Their varieties include feeds tailored for new born chicks, breeders, and even formulations with an added wormer. Marriages also offers an organic range.

MARRIAGE'S



● To buy: wholesalers or visit marriages.co.uk

Supa

Supa specialises in a range of accessories including feeders, drinkers, troughs, cage cups, egg boxes, nest eggs, and scoops, as well a grit.



● To buy: wholesalers or visit supa-aquatics.co.uk

Johnsons

Johnsons offer a range of care products including apple cider vinegar, tonics, creams, mite and lice powder, anti-pek spray, disinfectants and treats

● To buy: wholesalers or visit johnsons-vet.com

Mr Johnson's

Provides corn, pellets, grit, and crumb feeds.

● To buy: wholesalers or visit mrjohnsons.co.uk

Savic

A brand of feeders of different sizes for chickens

● To buy: wholesalers

Verm X

Verm X is the award-winning brand of natural internal parasite control products for poultry

● To buy: wholesalers

Argo

Manufactures a range of poultry feeds to enhance bird health. No artificial yolk pigments, growth promoters, or drugs are used which helps produce eggs with natural strong yolk colour. As well as the Argo poultry brand, the company offers the Small Holder Range, The Organic Feed Company, and Fancy Feed Company poultry brands.

● To buy: wholesalers or visit argofeeds.com/poultry-game-products

Feather & Beaky

Natural feeds and treats, stylish feeders and fun accessories for chickens! Promises high-quality nutrition in eye-catching packaging.

● To buy: wholesalers or visit feathersandbeaky.co.uk

Johnston and Jeff

Known as avian nutritionists, Johnston and Jeff offer mixed poultry corn and tonic seeds as part of the poultry feeds it produces.

● To buy: wholesalers or visit johnstonandjeff.co.uk



WHAT TO STOCK

Reptile food

Exo Terra

Exo Terra is dedicated to enhancing reptile and amphibian well-being. Beyond just products, its goal is to enlighten hobbyists and professionals, promoting responsible care and ethical treatment. Its pursuit of product innovation and knowledge-sharing is geared towards setting a higher standard in herpetological care.

- Pellet diets – Floating Pellets Aquatic Turtle Adults, Floating Pellets Aquatic Turtle Hatchling, Floating Pellets Aquatic Turtle Juvenile, Soft Pellets Adult Bearded Dragon Food, Soft Pellets Adult European Tortoise Food, Soft Pellets Adult Forest Tortoise Food, Soft Pellets Adult Iguana Food, Soft Pellets Juvenile Bearded Dragon Food, Soft Pellets Juvenile European Tortoise Food, Soft Pellets Juvenile Forest Tortoise Food, and Soft Pellets Juvenile Iguana Food
- Insect Based Diets – Dragon Grub Adult and Dragon Grub Juvenile
- Cup Diets – Crested Gecko Food and Day Gecko Food



- To buy: wholesalers or visit exo-terra.com/need-help/customer-service

King British

King British produces complete foods for turtles and terrapins. The products are specially formulated to support health and vitality and are rich in multi-vitamins to support a healthy immune system.

- Turtle and Terrapin Complete Food
- Turtle and Terrapin Food Sticks



- To buy: wholesalers or visit kingbritish.co.uk

Komodo

Komodo reptile products are proven to perform. For reptiles, the reliable products provide habitat enrichment and welfare benefits. For keepers, the equipment looks great, is easy to install, and simple to use. For retailers, profits are boosted with the comprehensive range of Komodo products to cater for hobbyists of all levels.



- Bearded Dragon Mix
- Jelly Pots – a convenient way to provide well-nourished live food to reptiles
- Komodo Tortoise Diet
- Tortoise Flower Mix
- Tortoise Flower Snack Bar
- Tortoise Fruit Mix
- Tortoise Hay Cookies
- Tortoise Leaf Mix
- Tortoise Vegetable Snack Bar

- To buy: wholesalers or visit happypet.co.uk/brand/komodo

Hikari

Hikari reptile food is a scientifically formulated growth and maintenance diet for insect-eating reptiles. An award-winning range of food with diets tailored for insect-eating



the retailers' guide to pet products



and herbivorous species including Geckos, Lizards, Turtles, and Frogs

- **Leopa Gel** – a ready to feed mix, rich in mealworm meal, silkworm meal and all the necessary trace nutrients insect-eating reptiles need
- **Leopa Delite** – pelleted version of the gel, it is a formulated growth and maintenance diet for insect-eating reptiles such as Leopard Geckos
- **Crest Gel** – a ready to feed mix that is an ideal diet for most fruit and insect-eating Geckos, Like Crested Geckos, Giant Geckos, and Phelsuma Day Geckos
- **Dragon Gel** – soft, chewy, flavour-filled formulation for most vegetable and insect-eating Lizards, such as Bearded Dragons, Ocellated Lizards, and Water Dragons
- **Dragon Delite** – a scientifically formulated, probiotic enhanced pellet for insect and vegetable-eating Lizards, such as Adult Bearded Dragons
- **Mulberific Delite** – A scientifically formulated, probiotic-enhanced pellet for Tortoise and Herbivorous Lizards, such as Adult Spiny-Tailed Lizards or Iguana
- **Saki-Hikari Turtle** – food with odor-stop formula
- **Hikari Reptile Sticks** – an aquatic turtle diet offering complete and balanced nutrition
- **Hikari Pac Attack** – a sponge-like stick developed to soften rapidly when soaked in water to take on the consistency of a live food most 'Pacman' frogs desire

● To buy: wholesalers or visit hikari.info/herptile/index.html

Tetra

Tetrafauna offers a variety of scientifically formulated, easy-to-feed foods for both reptiles and amphibians.

- **Tetrafauna PRO** – turtle foods with Baby, Juvenile, and Adult formulations

- **ReptoMin Floating Food Sticks** – for all water turtles, amphibians, and other aquatic reptiles
- **ReptoMin Baby Floating Food Sticks** – a nutritious, calcium-fortified diet for smaller aquatic turtles, newts, and frogs
- **ReptoMin Jumbo Floating Food Sticks** – for larger aquatic turtles
- **ReptoMin Select-A-Food** – 3-In-1 Select-A-Food for aquatic turtles
- **ReptoTreat Gammarus** – tasty frog and turtle treats made with real shrimp
- **ReptoTreat Suprema** – nutritious aquatic and water turtle food supplement
- **Hermit Crab Cakes** – specialised food for hermit crabs
- **Hermit Crab Meal** – complete, high-protein food



● To buy: wholesalers or visit tetra-fish.com/reptile.aspx

Peregrine Livefoods

Peregrine Livefoods is the largest dedicated reptile wholesaler and supplier across Europe. Breeding millions of insects annually, supplying over 3,000 products, and supporting shops across the UK with a dedicated team of experts.

- **Blue River Diets** – tailored Gecko diets that are low fat, made with real fruit, and contain no artificial colours or flavourings. Varieties include Dragon Fruit, Fruit and Bug, Mango Madness, Peach Paradise, Pineapple Crush, Strawberry Swirl, and Watermelon Burst
- **Livefoods** – including locusts, silent brown crickets, mealworms and beetle larva,



waxworms, dubia roaches, flies and fly larva, silkworms, black crickets, earth worms, springtails, isopods, firebrats, feeder snails, and live edible plants

- **Frozen foods** – rats, mice, gerbils, multimammates, poultry, rabbits, guinea pigs, and hamsters

● To buy: visit peregrine.co.uk

Monkfield Reptile

Monkfield Reptile encompasses three market-leading brands: Monkfield Nutrition, HabiStat and Arcadia Reptile all focused on improving the lives of reptiles kept as pets.

- **Live foods** – crickets, locusts, dubia roaches, earthworms, larvae, fruit flies, and springtails



● To buy: visit monkfieldreptile.com

Reptile accessories

Komodo

Komodo reptile products are proven to perform. For reptiles: reliable products to provide habitat enrichment and welfare benefits. For keepers: equipment that looks great, is easy to install, and simple to use. For retailers: boost profits with the comprehensive range of Komodo products to cater for hobbyists of all levels.

- **Substrates**
- **Lighting and heating**
- **Terrariums**
- **Décor**
- **Spray bottles**



● To buy: wholesalers or visit happypet.co.uk/brand/Komodo

Tetra

Tetrafauna has a range of reptile products in its range

- **Environments and décor** – 15 ReptoHabitat Kit, Aquatic Reptile Starter Kit 10, Aquatic Turtle Deluxe Kit 20, Deluxe ReptoHabitat, ReptoHabitats, Turtle Island Basking Platform, and Viquarium
- **Equipment** – Aquatic Reptile Heater, Decorative ReptoFilter, ReptoFilter, ReptoFilter 60 GPH, and ReptoFilter Cartridges
- **Water care** – AquaSafe For Reptiles and Amphibians, ReptoCal, and ReptoGuard Turtle Health Conditioner



● To buy: wholesalers or visit tetra-fish.com/reptile.aspx

Peregrine Livefoods

Peregrine Livefoods is the largest dedicated reptile wholesaler and supplier across Europe. Breeding millions of insects annually, supplying over 3,000 products, and supporting shops across the UK with a dedicated team of experts.

- **Breeding equipment**
- **Décor**
- **Fans and ventilation**
- **Food and water bowls**
- **Heating**
- **Supplements**
- **Housing**
- **Hygiene and cleaning**
- **Lighting**
- **Misters and foggers**
- **Mite treatments**





WHAT TO STOCK

- Pumps and filters
- Resins and sealants
- Substrates
- Thermometers and hygrometers
- Thermostats and hygrometers
- Timers and switches
- Tools and equipment
- Water conditioners

● To buy: visit peregrine.co.uk

Pettex

Pettex Reptile Substrates are selected from around the world, gathered from sustainable and renewable sources. Heat treated and sanitised, the substrates reflect the natural habitat a reptile is accustomed to, resulting in their comfort and your peace of mind.

- Beech Chips
- Orchid Bark
- Aspen Fibre
- Herbivore Bedding
- Calci Sand
- Desert Sand
- Tortoise Bedding



- Coco Fibre
- Coloured Calci Sands

● To buy: wholesalers or visit pettex.co.uk/reptile-substrates

Monkfield Reptile

Monkfield Reptile encompasses three market-leading brands: Monkfield Nutrition, HabiStat and Arcadia Reptile all focused on improving the lives of reptiles kept as pets.

- Housing
- Lighting
- Heating
- Humidity and water products
- Substrates

● To buy: visit monkfieldreptile.com



ASF

Aquarium Systems is recognised by aquarists all over the world for their unique knowledge of ornamental fish keeping and breeding for both public aquariums and aquarium hobbyists. Founded in 1964, the business has also built up more than 30 years' experience

in the field of reptiles, and launched the Reptile Systems brand. It prides itself on producing products that are tested scientifically.

- Lighting – with and without UVB
- Electrical equipment
- LED lighting
- Heating systems
- Supplements

● To buy: visit aquariumsystems.eu



Johnson's

Johnson's Clean 'n' Safe is a disinfectant, cleaner and deodorant. It kills bacteria and viruses in areas where reptiles live, sleep, and feed. Contains no perfume or colour. Comes in a 500ml trigger spray bottle.

● To buy: wholesalers or visit johnsons-vet.com/shop/clean-n-safe-longer-lasting-disinfectant



Exo Terra

Exo Terra is dedicated to enhancing reptile and amphibian well-being through top-tier habitat solutions inspired by nature. Its terrariums and accessories are crafted to reflect the reptiles' and amphibians' natural habitats. Beyond just products, its goal is to enlighten hobbyists and professionals, promoting responsible care and ethical treatment.

- Terrariums – Exo Terra have developed a wide range of terrariums each with their own specific features. All its terrariums can be used for several applications and set-ups; from temporary housing to the state-of-the-art natural terrariums including Natural Terrariums, Frog Terrariums, Screen Terrariums, Plastic Terrariums, Aquatic Terrariums, Terrarium covers, Terrarium Kits, and Terrarium Cabinets
- Lighting – Exo Terra has developed several specialised lights including Ultraviolet LED Lights, Ultraviolet Lights, Plant Lamps, All-in-One Bulbs, Basking Spots, Heat Lamps, Dome Fixtures, Light Fixtures, and Speciality Lights
- Heating – Radiant Heaters, Substrate Heaters, In-Tank Heaters, and Thermostats
- Substrates – Desert, Exo Terra Stone Desert, Terrarium Mats, Tropical Substrates, Coconut Substrates and Aquatic Substrates, and Snake Bedding
- Monitoring equipment – Analog Hygrometer, Analog Thermometer, Combometer, Digital Hygrometer, Digital Thermometer, Infrared Thermometer, and Terrarium Thermometer
- Cleaners – Scoop and Terrarium Glass Cleaner
- Feeding tools – Angled Tweezers, Cricket Pen Large, Cricket Pen Small, Food Cup Holder, Straight Tweezers,

● To buy: wholesalers or visit exo-terra.com/need-help/customer-service

Tongs, Tweezers Large, Tweezers Small, and Turtle Feeder

- Safety – Collapsible Snake Hook and Terrarium Lock
- Incubation – Incubation Box, Incubator Pro, and Replacement USB Humidifier
- Decoration – Hanging Plants, Bottom Plants, Vines, Hides, Feeding Dishes, and Water Dishes
- Water conditioners – Aquatize, Biotize, Moss Ball, and Turtle Clean
- Misters – Fogger, Humidifier, Mini Mister, Mister, Monsoon Multi II, Monsoon Nano, and Monsoon Solo II
- Pumps and filters – Repti Clear F150, Repti Clear F250, Repti Clear F350, Repti Flo 200, Repti Flo 250, Repti Flo 350, Turtle Cliff Large, Turtle Cliff Medium, Turtle Cliff Small, Turtle Filter FX-200, and Turtle Filter FX-350
- Draining – Bio Drain Draining Substrate and Bio Drain Draining Mesh
- Waterfalls



NEW

MADE IN GERMANY

UVB300
EXO TERRA



REPTILE UVB

T5 VERY HIGH OUTPUT UVB BULBS

The most sun-like UVB reptile lamp!

Introducing the new Reptile T5 UVB series, tailored to meet the diverse needs of reptiles and amphibians across various habitat zones.

Sunergy™, Exo Terra's proprietary phosphor blend, is at the heart of this series. Developed with advanced technology and direct access to the finest phosphors and glass tubes, Sunergy™ mimics the solar spectrum with unprecedented accuracy in the UVB and UVA range. This innovation ensures optimal UV output, supporting reptile health and promoting natural behaviors.



HELPS PREVENT
METABOLIC BONE
DISEASE



STIMULATES
REPRODUCTIVE
BEHAVIOUR



INCREASES OVER
ALL WELL-BEING OF
YOUR ANIMAL

"The spectrum of UVB and UVA2 is very good. It is the most sun-like I have seen from any reptile-branded T5 lamp with equivalent prescribed usage."

Tomaskas. Animal Husbandry and Lighting Consultancy & Education



Tomaskas™

Scan for full overview
video by Tomaskas



HAGEN
GROUP



SUNERGY™

Crafted in Germany to the
highest quality standard



www.exo-terra.com



WHAT TO STOCK

Kuro Koi

Nutritious, natural food, treats and enriching clays to maintain exceptional koi health.

- Kuro Koi Dried Daphnia
- Kuro Koi Treat Mix
- Kuro Koi Black Soldier Fly Larvae
- Kuro Koi Silkworm Pupae
- Kuro Koi Koi Clay



● To buy: wholesalers or visit naturesgrub.co.uk/collections/kuro-koi

King British

King British's heritage of sourcing ornamental fish from around the world has given a unique insight into natural habitat, behaviour, feeding patterns and nutritional requirements of fish, forming the basis for the scientific development of King British super premium fish foods, treats, water treatments and fish medicines.



- Food – King British Goldfish Flake, King British Tropical Fish Flake, King British Algae Wafers, King British

Pelecostomus Tablets, King British Goldfish Sinking Pellets, King British Goldfish Floating Pellets, King British Tropical Fish Food Mix, King British Cichlid Floating Food Sticks, King British Catfish Pellet Food, King British Tropical Mini Pellets, King British Holiday Food Block, and King British Weekend Feeders

- Treats – King British Bloodworm Treats, King British Daphnia Treats, and King British Tubifex Treats
- Water treatments – King British De-Chlorinator, King British Filter Aid+ (formerly known as Safe Water), and King British Aquatic Plant Food

● To buy: wholesalers or visit kingbritish.co.uk

Oase

OASE have had a passion for aquatic environments and design that meet the highest possible standards of technical precision – ever since 1949. They are designers by trade and composers at heart. It offers innovative presentations, smart products, premium quality and pure convenience.



- Outside – pond pumps, pond filters, pond cleaners, and pond fish food

Inside:

- Premium aquarium – Flush design, configurable in five different sizes and three colours with high-quality LED lighting options
- ScaperLine aquarium range – helps you create a work of art with the perfect balance of nature, design and technology
- Compact aquariums – complete sets with filter, heater and LED lighting ready to use straight away
- Decoration – walls, stones, woods and plants
- ORGANIX fish food – fish food that is close to nature and combines high-quality ingredients with sustainability to achieve overall quality
- Aquarium technology and accessories – filters, UVC clarifiers, dechlorinators, filter media, pumps, heaters, and feeding tools
- Easy Aquarium Control – OASE Easy Control is the smart way to digitally control and operate the water worlds
- biOrbs – biOrbs are unique design objects for your home. biOrb AIR is designed as a terrarium and biOrb WATER as an underwater landscape

● To buy: wholesalers or visit oase.com/gb-en

Tetra

Tetra is made up of aquatics experts who are by your side. Find a large selection of fish food, a wide range of water care products, and everything for the aquarium.



Fluval



Fluval is on a mission to bring inspiration and innovation to fish keepers around the world. Through ground-breaking product technologies, educational initiatives, conservation efforts and strong social media engagement, the brand speaks to all generations of hobbyists.

- **Aquariums and furniture** – Freshwater kits (Flex 34/57, Flex 123, Spec), saltwater kits (Evo), Freshwater aquarium and cabinet sets (Roma, Shaker, Siena, and Visi-White), and stands and cabinets
- **Filtration and media** – external (FX series and 07 series), internal filtration (U series), skimmers (surface and protein), UV clarifiers (FX UVC In-Line Clarifier and UVC In-Line Clarifier), and accessories (Spray Bar Kit and FX Spray Bar Kit)
- **Lighting** – Freshwater LED (Plant 3.0, Plant 3.0 Nano, Aquasky 2.0, C.O.B. Nano, and Prism 2.0), Saltwater LED (Marine 3.0, Marine 3.0 Nano, Aquasky 2.0, C.O.B. Nano, and Prism 2.0) and accessories (mounting clips and suspension kit)
- **Heating** – heaters (T series, E series, and P series) and thermometers (submersible digital thermometer and 2-in1 Digital Aquarium Thermometer)
- **Aeration** – air pumps (A series) and accessories (Air Diffuser, Airline Tubing, 2-Way Air Control Valve, and 3-Way Air Control Valve)
- **Water care** – Aqua Plus Water Conditioner, Cycle Biological Enhancer, and Biological Aquarium Cleaner
- **Plant care** – CO2 (Bio CO2 Pro, Pressurized CO2, and accessories), Liquid Fertilizer (Plant Gro+), Stratum (Bio-Stratum and Stratum), and Tools (S Curved Scissors,

- Spring, and Straight Forceps)
- **Water pumps** – circulation pumps (CP Series)
- **Marine supplies** – hydrometer
- **Nutrition** – Bug Bites (Flakes, Granules, Pellets, Crisps and Sticks, and Holiday Food)
- **Décor** – Driftwood and substrate (Stratum)
- **Maintenance** – Scrubbers and scrapers (waste remover/feeder) and gravel cleaners (EasyVac Gravel Cleaner, GravelVAC Multi-Substrate Cleaner, Dual Density Filter Pad, ProVAC Powered Aquarium Gravel Cleaner, and Fine Filter Pads



● **To buy:** wholesalers or visit fluvalaquatics.com/uk

- **Food** – Tropical Fish food: Tetra FreshDelica Bloodworms, Tetra FreshDelica Brine Shrimps, Tetra Cichlid Sticks, Tetra Betta, Tetra FreshDelica Krill, Tetra Holiday, and Tetra Holiday Menu
- **Water care** – Tetra AquaSafe (makes tap water safe), Tetra EasyBalance (stabilises important water values), Tetra NitrateMinus (reduces algae nutrient nitrate), Tetra SafeStart (makes it possible to introduce fish immediately after setting up a new aquarium), Tetra Goldfish AquaSafe (turns tap water immediately into fish safe nature-like aquarium water), Tetra CrystalWater (eliminates clouding), Tetra PhosphateMinus (prevents growth of undesired plants), and Tetra FilterActive (keeps the filter biologically active and cleaner)
- **Water tests** – Tetra Test 6in1, Tetra Test pH, Tetra Test GH (measures overall hardness), Tetra Test KH (measures carbonate hardness), Tetra Test NO3 (measures nitrate value), Tetra WaterTest Set (test five decisive water values), Tetra Test NH3/NH4+ (measures ammonia), Tetra Test NO2 (measures nitrite value), and Tetra Test O2 (measures oxygen value)
- **Plant care** – Tetra PlantaMin (iron intensive fertiliser), Tetra Crypto (supplies important nutrients via the roots), and Tetra

- InitialSticks (for a fertile plant substrate)
- **Cleaning and accessories** – Tetra GC Gravel Cleaner, GS 45 Aquarium Glass Scraper, Tetra SB Replacement Blades, and Tetra EasyWipes
- **Anti Algae** – Tetra AlguMin (treatment for all types of algae)
- **Medication** – Tetra GoldFish GoldMed (multi-purpose remedy designed to treat most common coldwater ornamental fish diseases), Tetra Medica GeneralTonic Plus (multi-purpose remedy designed to treat most common coldwater ornamental fish diseases), and Tetra Medica FungiStop Plus (to treat fungal infections and spawn fungus), Tetra Medica Contralck Plus (designed to treat white spot disease)
- **Aquarium sets** – Tetra Starter Line LED 80L Aquarium, 60L Tetra AquaArt LED Explorer Line aquarium set, Tetra Starter Line LED 54L Aquarium, Tetra Starter Line LED 105L Aquarium, and Tetra Starter Line LED 30L Goldfish
- **Aquarium stands** – Tetra AquaArt Explorer Line cabinet 30/60L, Tetra AquaArt Aquarium Cabinet 20/30L, and Tetra AquaArt Aquarium Cabinet 60L
- **Filters and accessories**
- **Pumps and accessories**

- **Lighting**
- **Automatic feeder** – Tetra myFeeder

● **To buy:** wholesalers or visit tetra.net/en-gb

ASF

Aquarium Systems is recognised by aquarists all over the world for their unique knowledge of ornamental fish keeping and breeding for both public aquariums and aquarium hobbyists. For 50 years, Aquarium Systems has proved its expertise worldwide, sharing a rich history of quality and innovation.

- **Salt** – Reef Evolution Salt UK, Hermit Crab Crystals UK, Sea salt Instant Ocean UK, Sea salt Reef Crystals UK, Salt Instant Cichlid 400g/2250L UK, and Salt Lobster 18kg/600L UK
- **Water maintenance** – for sea water and freshwater





WHAT TO STOCK

● **Test kits** – Water tester SeaTest GH UK, Water tester SeaTest KH UK, Water tester SeaTest pH UK, Water tester SeaTest NH4 UK, Water tester SeaTest NO2 UK, Water tester SeaTest NO3 UK, Water tester SeaTest PO4 UK, Water tester SeaTest CA UK, and Water tester SeaTest MG UK

● **Food** – Blue Pellets, Krill Pellets, A la Carte Green Seaweed, A la Carte Red Seaweed, A la Carte Purple Seaweed, A la Carte Mixed Flakes, A la Carte ReefMist, A la Carte Food Clips, and Floating Distributor

● **Media and accessories** – Epoxy Stick For Aquarium, Holdfast Gel, Coral and PaleoSand, SeaTest Hydrometer, BioPellets Mega Media, Mega Media Filter, and Filtrite PolyMedia

● **Air pumps** – Air pumps Vento, Bumper for air pumps Vento 1.0, Bumper for air pumps Vento 2.0, Bumper for air pumps Vento 3.0, and Bumper for air pumps Vento 4.0

● **Filters** – NewJet Filter, Pre-filter for NewJet Filter, Biological foam for NewJet Filter, Carbon cartridge for NewJet Filter, Chemical cartridge for NewJet Filter, Impeller for NewJet Filter, and Suction cup for NewJet Filter

● **Heating** – Heating Visitherm, Heating Visitherm mini, Suction cup for heating Visitherm, and Suction cup for heating Visitherm mini

● **Skimmers** – Omega, New-Jet 1200 Pump for Skimm 2.0 S, New-Jet 2400 pump for Skimm 2.0 M and L, and Impeller Titanium for Skimm 2.0

● **Vacuum cleaners for aquariums** – Power Gravel Cleaner, Impeller for Power Gravel Cleaner, and filter for Power Gravel Cleaner

● **Water pumps**

● **Lighting** – seawater lighting, UVC lamps, freshwater lighting, and lighting accessories

● **L'Aquarium 2.0** – L'Aquarium 2.0 (aquarium with furniture) and filter socks

● To buy: wholesalers or visit aquariumsystems.eu

Evolution Aqua

The Evolution Aqua Group is a technology leader in the design and manufacture of a wide range of water filtration products and associated equipment. From its headquarters in the UK, it has been dedicated to pioneering filtration solutions for over 20 years.

Pond:

● **Filtration** – Surge Filter, Nexus, EasyPod, Tempest, K+Advanced Filters, Cetus Sieve, evoUV Titanium Enhanced UV Clarifiers, and EvoUV Clarifiers

● **Pumps and accessories** – dechlorinators, varipumps, air pumps, sinking airline, and EvoFeed Automatic



● **Pond and Koi treatments** – PURE Bacteria, Blanketweed treatments, Takazumi Kien Pro, and Takazumi Sakan Ni Pro

● **Filter media** – K+Media, K3+Media, K1 Media, and K1 Micro

● **Pond fish food** – EA Foods and Takazumi

● **Pipework and fittings**

Aquarium:

● **PURE Bacteria**

● **EvoUV Steriliser**

● **Plant food**

● **Aquascaper glass pipework sets**

● **Aquaforest** – The Aquaforest Method is a complete care programme for marine fish and corals, including salt, supplements, food, filter media, rock, test kits, skimmers and reactors, all backed up by state of the art ICP-OES laboratory analysis. Evolution Aqua is the exclusive UK distributor

● To buy: wholesalers or visit evolutionaqua.com

Interpet

From tanks and stands to filters, decorations, substrates and more, Interpet has got everything you need to give your fish the best possible home. Its range of products will provide all the essentials to get your aquarium up and running.

● **Aquariums and fish tanks** – 10 different options, as well as aquarium cabinets and spare parts

● **Aquarium heating** – Aquatherm 25w Heater, Aquatherm 50w Heater, Aquatherm 100w Heater, Aquatherm 150w Heater, Aquatherm 200w Heater, Deltatherm Heater – 25 Watt, Aquatherm 300w Heater, Deltatherm Heater – 50 Watt, Deltatherm Heater – 100 Watt, Deltatherm Heater – 150 Watt, Deltatherm Heater – 200 Watt, Deltatherm Heater – 300 Watt, Nano Stat Heater – 10 Watt, Nano Stat Heater 25 Watt, Nano Delta Heater – Mini 15



Watt, and Nano Delta Heater – Mini 7.5 Watt

● **Aquarium thermometers** – Easy Read Thermometer with Sucker and Flat Lcd Thermometer

● **Aquarium Treatments** – Clean Aquarium Pods

● **Fish Treatments** – Anti Fungus and Finrot Plus, Anti White Spot Plus, and Disease Away

● **Testing kits** – Aquarium Health Tablet Test Kit and Complete Aquarium Dip Test Kit

● **Water treatments** – Ammonia Remover, Bioactive Tapsafe, Gold Tap Safe, Nitrastafe Nitrate Remover, pH Adjuster Up For Acid Aquariums, pH Adjuster Down For Alkaline, Goldfish Fresh Start, Fast Filter Start, Sludge Buster, Quick Clear, Keep It Clean Tablets, and Green Away

● **Air pumps and accessories** – Neo Air Aquarium Air Pump Midi, Neo Air Aquarium Air Pump Mini, Aqua Air Pump – AP Mini Complete, Aqua Air Pump AP1, Aqua Air Pump AP2, Aqua Air Pump AP3, Aqua Air Pump AP4, and Nano Air Pump, LED Bubble Wand – Colour Change, Silicone Airline Tubing, Air Pump Check Valve, Small Airstones, and Long Air Stone (different sizes available)

● **Aquarium lighting** – Aqua Smart LED (in different sizes and wattage), Eco-Max LED (in different sizes), LED White and Blue LED Lighting, Start+ LED Blue and White, LED Start Plus, Start+ LED Colour Change (two sizes), Start+ LED w/Remove Control, LED Bright White Lighting Upgrade for Insight Aquarium, River Reef 48L LED White Double Light, and Eco Max Digital Controller

● **Fish feeding** – the Fit and Wild range of fish food which is an innovative fish food made from natural ingredients, Liquify Food for Egglayers, Liquify Food for Livebearers, Liquify Food for Weaning Baby Plus, Freeze Dried Food Tubifex, Freeze Dried Food Brine Shrimp, Freeze Dried Food Bloodworm, Freeze Dried Food Daphnia, Food Block Weekend, Food Block 7 Day Holiday, and Gold Fish Health Food

● **Aquarium maintenance** – algae scrapers, magnet cleaners, décor cleaners, fish nets, and gravel cleaners

● **Aquarium filtration** – Bio-CF2 Internal Cartridge Filter, Bio-CF Mini Internal Cartridge, Bio-CF1 Internal Cartridge Filter, Bio-CF3 Internal Cartridge Filter, Internal Power Filter PF Mini, Internal Power Filter PF1, Internal Power Filter PF 2, Internal Power Filter PF 3, Internal Power Filter PF 4, Corner Power Cartridge Filter CPF1, Corner Power Cartridge Filter CPF2, and Corner Power Cartridge Filter CPF 3

● **Plant care** – Liquid Aquarium Plant CO2 and Liquid Aquarium Plant Food

● To buy: visit trade.interpet.co.uk





FLUVAL 

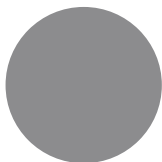
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Bring the beauty of nature into your home

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SU-BRIDGE PET SUPPLIES: providing premium pet products and unmatched customer support nationwide

Su-Bridge: The exclusive distributor of renowned pet brands



Housed in the Norfolk countryside, Su-Bridge Pet Supplies, a respected name in pet food distribution, has won the Pet Industry Federation Wholesaler of the Year Award for the 3rd consecutive year in 2024.

Established by Brian and Sheila Manning in 1976, what began as a small local boarding kennels business has grown into a leading nationwide wholesaler.

With over 18,000 premium pet products available, Su-Bridge serves the diverse needs of pet retailers and owners alike, offering a comprehensive selection that ranges from small animal bedding to specialised pet food.

Su-Bridge also prides itself on being the exclusive UK distributor for renowned brands including: Call of Nature, Lovejoys, animonda, ZIWI, Second Nature, Pure & Natural, Extra Select, Dogsee and Curli to name just a few. They have also become the exclusive UK suppliers of Nerf & Hasbro pet toys, and the popular lead and harness manufacturer Julius-K9.

A Service-Oriented Approach

Su-Bridge is committed to supporting its partners at every opportunity, catering their support for all levels of experience within the pet industry. From those taking on new endeavours, additional ranges and fixturation support is available to those well versed in all things pet, that simply need a trusted and reliable supplier of must stock products.

Their team includes experienced Key Account Managers and Area Sales Managers to help support with range advice, merchandising and point of sale. Alongside them are a team of telesales staff and merchandising professionals, dedicated to ensuring that each customer receives exceptional service from their first order and that there is always someone available, familiar with your account, even during periods of annual leave.

The ever-expanding Su-Bridge fleet delivers Monday through to Friday, with a courtesy call before a new customer's first scheduled delivery to ensure smooth service. Scheduled delivery days ensure a smooth service for convenience and reliability.

The essentials

- **Minimum order quantity:** No min. order qty. Free delivery on own transport for orders over £300 or £500 depending on postcode
- **Free courier delivery:** £500
- **Delivery area:** Mainland UK
- **Do you provide clearance offers?** Yes, check the website for the latest clearance offers and the dedicated page in the offer book.
- **Species covered:** Dog, Cat, Fish, Small Animal, Horse, Wild Bird, Indoor Birds and many more
- **SKUs:** Approx. 18,000



the retailers' guide to pet products



Exclusive Resources and Support for Partners

Su-Bridge offers more than products; those choosing Su-Bridge gain access to a suite of exclusive resources designed to support their businesses. These include brand pages rich with marketing assets such as product images, detailed information, social media content and video material. This support helps partners stay competitive in a dynamic market, allowing them to meet shifting consumer demands with confidence.

Partners also have access to bi-monthly offer books, printed brand catalogues, leaflets and a suite of point of sale, dependant on the brand.

Why Choose Su-Bridge?

With a family of over 150 employees, Su-Bridge has preserved its founding values of personalised service and a commitment to quality. Customers are welcomed into a close-knit community, receiving the kind of support and care that Su-Bridge has been known for since its inception. When you work with Su-Bridge, you're not just a client; you're part of a family that is dedicated to meeting your business needs.

"I highly recommend getting involved with Su-Bridge!", said Elliot Wallis, Managing Director of Wallis Pet Supplies.

Meurig Davies at Farm and Pet Place echoed these sentiments:

'We have been working with Su-Bridge for nearly 3 years. We have found them efficient, reliable, honest and

constantly adapting to make sure we get the best service possible. Su-Bridge has a great range of products and fantastic own brand with their Extra Select ranges that cover a lot of departments for us.

'Su-Bridge is a wholesaler that supports and looks after the pet trade by bringing in exclusive and quality ranges at a great price'

'Su-Bridge's ongoing commitment to quality, innovation and customer service ensures that those partnering with them have a competitive edge in the pet care market.'

Must Stock: Pure & Natural

- **What is it:** A range of natural treats and supplements, including natural body part treats
- **Tell me more:** An increasing popular brand that is going from strength to strength. The loose body parts range are ideal for making instore natural treat pick n mix displays. Shelf ready packaging options are also available.

Also, recent line additions include Dietary Supplement Oils such as Sheep Fat and a multimix Hemp & Linseed Oil. Plus a range of Air-Dried Superfood treats for dogs in shelf ready packing, featuring Beef with Raspberries & Spinach, Rabbit with Apple & Kale, and Duck with Apricot & Algae to name a few.

SET UP A TRADE ACCOUNT

To register for a trade account simply visit su-bridge.co.uk and click to register for an account to start your application or email sales@su-bridge.co.uk to speak to your local sales manager.



SIMPLY2 PET PRODUCTS

Caring for pets, protecting the planet

At Simply2 Pet Products, we are a small, independent business dedicated to providing top-quality, eco-friendly pet care products throughout the UK. Based in North Yorkshire, our family-owned company was founded in 2018 by sisters Michelle and Bethany. With a lifelong love for animals, we understand the importance of offering affordable, sustainable, and innovative solutions for pets and their owners.

We proudly support both small and large businesses and offer a range of products that prioritise practicality and sustainability. From bedding made from recycled materials to thoughtfully designed recovery products, we are committed to helping pet owners and their furry companions thrive while making environmentally conscious choices.

Chester the Dog on the ProFleece



ProFleece: Eco-Friendly Pet & Vet Bedding from Yorkshire

ProFleece, our signature brand, is designed and manufactured right here in Yorkshire, using recycled materials to minimise environmental impact while maximising comfort and durability. Trusted by pet owners and veterinary professionals alike, ProFleece is the perfect bedding solution for pets of all ages and needs.

Why ProFleece Stands Out

- **Eco-Conscious Materials:** ProFleece fibres are crafted using 120–200 recycled plastic bottles per square metre. By repurposing plastic, we reduce waste and offer an environmentally friendly product without compromising on quality.
- **Exceptional Comfort:**
Available in two ranges:
 - **Standard Range:** Features 1200g of fleece per square metre for cosy support.
 - **Ultimate Range:** Provides luxurious comfort with 1600g of fleece per square metre.

- **Versatility:** ProFleece can be used on sofas, hard floors, crates, kennels, or in car boots, providing a mess-free, cosy spot wherever your pet goes.
- **Hygienic and Durable Design:**
- **Green Backing:** A durable polyester backing that allows liquids to drain through, keeping pets dry and comfortable.
- **Non-Slip Backing:** Ribbed rubber backing prevents sliding, enhancing stability and safety.
- **Stain-Resistant & Quick-Drying:** Designed to withstand everyday wear and tear, ProFleece is machine washable at 40°C and tumble-dry friendly.
- **Health Benefits for Pets:** Non-allergenic, non-toxic, and non-irritant, ProFleece helps prevent joint pain and pressure sores, making it ideal for elderly, disabled, or recovering pets.

Available in a variety of colours and patterns, ProFleece bedding is perfect for everything from whelping and kitting to post-surgery recovery.



Suitical Suits for Dogs and Cats

Suitical Recovery Suits: A Sustainable Alternative to Cones

For pets recovering from medical procedures or managing skin conditions, the Suitical Recovery Suit is a professional and eco-conscious alternative to traditional cones or bandages.

Features of the Suitical Recovery Suit

- **Sustainable Materials:** Made from 94% organic cotton and 6% Lycra, these suits are gentle on your pet's skin and the environment.
- **Comfortable and Flexible Fit:** Designed to protect without restricting movement, ensuring your pet's comfort throughout their recovery.
- **Versatile Use:** Suitable for post-surgery care, heat cycles, light incontinence, and skin conditions. These handcrafted suits are a practical and eco-friendly way to support your pet's recovery, while reducing reliance on single-use plastic cones.



the retailers' guide to pet products



Bowls: Durable and Stylish

Add a touch of sophistication to feeding time with our Wheat PP cat and dog bowls, available in a range of patterns and sizes. Designed for durability and convenience, they are perfect for everyday use.

Benefits of Wheat PP Bowls

- **Eco-Conscious Construction:** Made from BPA-free materials for safety and sustainability.
- **Durability:** Resistant to breaks, scratches, and chips, ensuring long-lasting use.
- **Non-Slip Base:** Keeps bowls stable during mealtime, preventing spills.
- **Dishwasher Safe:** Easy to clean and maintain.
- **Versatile:** Suitable for indoor and outdoor use, making them perfect for pets on the go.

A Trusted Distributor of Leading Pet Brands

In addition to our own ProFleece bedding, Simply2 Pet Products is proud to distribute a wide range of premium brands, including:

- **Suitical Recovery Suits**
- **Tick Twisters**
- **Leucillin**
- **ANIGENE**
- **Bugalugs**
- **Pet Teezer**
- **Pow Air**

Why Choose Simply2 Pet Products

1 Sustainability at Our Core:

We are committed to reducing our environmental footprint. From ProFleece bedding made with recycled plastic bottles to Wheat PP bowls.

2 Quality You Can Trust:

Products we offer are carefully selected for its quality, durability, and practicality. Whether you're looking for bedding, recovery suits, or grooming essentials, you can trust us to deliver the best.

3 Supporting UK Manufacturing:

As a Yorkshire-based company, we proudly manufacture our ProFleece range locally, supporting

the UK economy while reducing the carbon footprint associated with transportation.

4 Contributing to Wildlife Conservation:

Our partnership with Jakarta Animal Aid Network (JAAN) reflects our commitment to protecting the environment. Your purchase of ProFleece helps support essential conservation work, including saving endangered turtles.

5 Exceptional Customer Service:

Our knowledgeable and friendly team is always here to offer advice and ensure you find the right products.

At Simply2 Pet Products, we believe in creating a better world for pets and their owners. By combining high-quality products with eco-friendly practices, we're helping pet owners across the UK care for their furry companions while protecting the planet.

We are deeply committed to sustainability and the wellbeing of both pets and the environment. While not every product in our current range is fully sustainable, we are actively reviewing and updating our inventory. Our goal is to replace products with more eco-friendly alternatives wherever possible, ensuring we meet the needs of our customers while reducing environmental impact. Sustainability is a journey, and we are dedicated to making meaningful, consistent improvements as we move forward.



Our partnership with Jakarta Animal Aid Network in action

Simply2
PET PRODUCTS

- No minimum order value
- Drop ship available
- Free Delivery over £60.00 in the UK
- Species covered: Cats, Dogs & Small Animals
- Over 2000 SKUs

For every piece of ProFleece sold in the UK, we donate 10p to the Jakarta Animal Aid Network (JAAN) to support their vital work in turtle conservation. By choosing ProFleece, you're helping to protect our planet's wildlife as well as caring for your pets.

CONTACT

Setting up a trade account is easy visit simply2pets.com/pages/register





WHAT TO STOCK

Su-Bridge Pet Supplies

SU-BRIDGE
PET SUPPLIES

An award-winning wholesaler with own brand labels including: Extra Select, Lovejoys, Call of Nature, Pure and Natural, and Second Nature, as well as an extensive range of popular pet brands.

Visit su-bridge.co.uk

Pedigree Wholesale

Pedigree Wholesale is one of the UK's largest pet and aquatics wholesalers, supplying over 10,000 products to specialist independent pet retailers.

Visit petproducts.co.uk

Vital Pet Products

For over 40 years, Vital Pet Products has ensured that independent pet retailers are supplied with every-day staples, new innovations, and exclusive pet products

from within the UK and beyond.

Visit vitalpetproducts.co.uk

Simply2

Simply2
PET PRODUCTS

Simply2 Pet Products is a family-owned and managed business based in North Yorkshire, that supplies leading pet care brands to trade partners all over the world. Everyone at Simply2 Pet Products prides themselves on delivering excellent customer service.

Visit simply2pets.com

Bestpets

With over 8,000 products listed, Bestpets has everything you need to run a successful pet business.

Visit best-pets.co.uk

AR Wholesale

One of the UK's largest family run pet and equine wholesalers, AR Wholesale has been supplying the independent pet trade for over 25 years. Fast deliveries of over 8,500 great value products.

Visit arwholesale.co.uk

REPTILE SPECIALISTS

Peregrine Livefoods

Peregrine Livefoods offers a range of over 3,000 products; supporting reptile shops across the UK. Its dedicated team of reptile industry experts delivers 6 day a week service and next day shipping solutions.

Visit peregrine.co.uk

Monkfield Reptile

Monkfield Reptile supplies over 1,000 products to independent pet shops, specialist outlets, retail chains, and wholesalers to zoos and wildlife centres and more!

Visit monkfieldreptile.com

WHAT DO YOU THINK?

How useful have you found What to Stock? We would appreciate your feedback on the guide and any improvements we could make in the future.



CONTACT

Email editorial@petproductmarketing.co.uk with any comments

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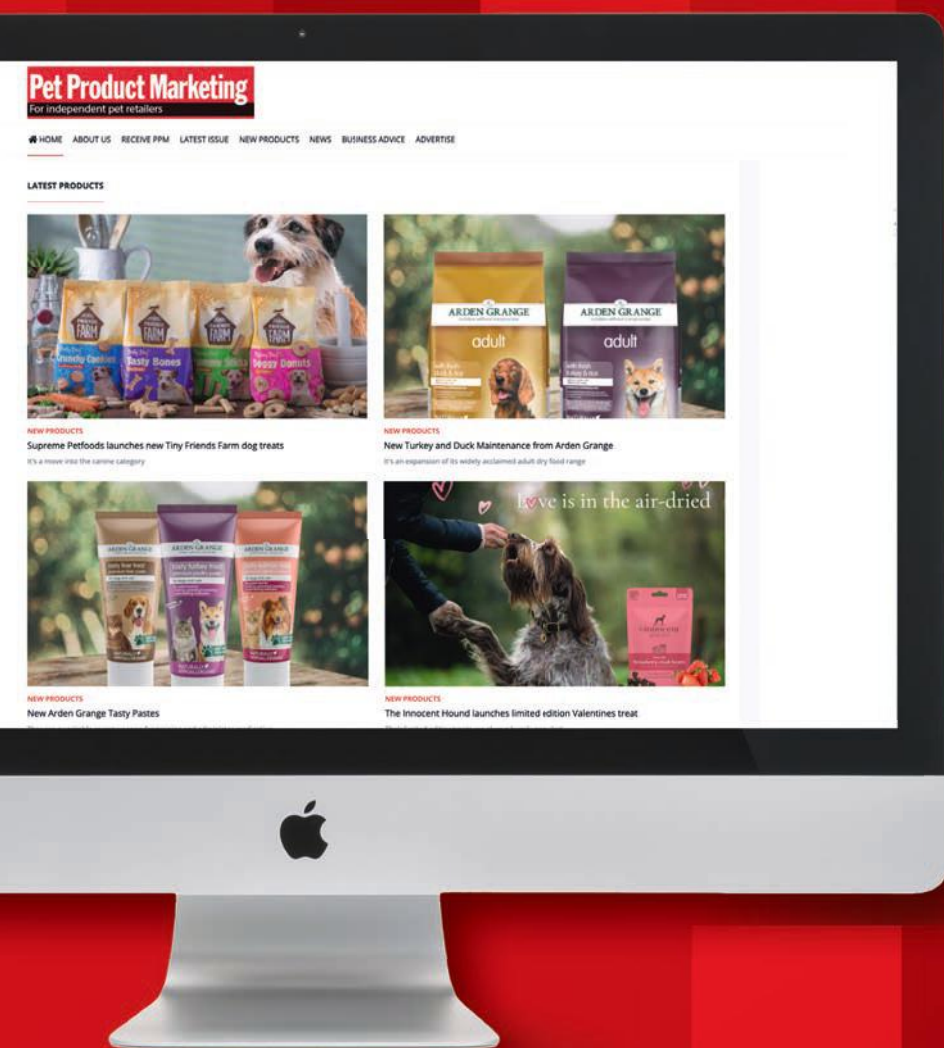
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Pet Product Marketing

For independent pet retailers

Visit: www.petproductmarketing.co.uk



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e meet a couple who set up a pet shop for particularly personal
ason

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LATEST PRODUCTS



NEW PRODUCTS
Supreme Petfoods launches new Tiny Friends Farm dog treats
It's a move into the canine category



Pedigree Wholesale have launched
People Magazine

There's a brand new style for the new year

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