

About BONKERS

Terms such as “pet parent” and “fur baby” represent a significant cultural shift – we are in the midst of a transition from ownership to companionship, as modern pet owners redefine the traditional family structure to include their pets. Millennials and Gen Z represent nearly half of pet owners globally, and they are seeking new pet care brands that serve “family” over “function,” but are unable to find them within a legacy market dominated by a few key players. They have different expectations of pet brands than previous generations, expect greater transparency about what goes into the products they buy for their pets, and engage with brands very differently through digital platforms.

So BONKERS was built. A pet treat brand built first and foremost to foster the bond between pets and their people. A brand that understands pet parents use treats as a method to strengthen the bond with their pets. A brand that celebrates the individuality of our pets, and the changed dynamic across generations that now sees modern pet owners prioritising connection over control. BONKERS delivers treats that are better quality for pets, better priced for pet parents, and with a brand experience that is more relevant and connected for its Millennial and Gen Z demographics, leveraging their digital fluency and desire to engage on digital platforms.

BONKERS has a bold brand identity, with a strong, distinctive, consistent personality, designed to deliver customer delight. At an easy ‘add-to-basket’ low price point, with distinctive packaging, the product was designed to maximise every possibility of impulse purchase. BONKERS delivers superior quality products at great value for customers: Under 2 calories per treat (cats), under 5 calories per treat (dogs), soy-free, wheat-free, and no artificial colours or flavours. And it worked! From the initial ‘idea during lockdown’ to being ready to ship to 12,000 stores, the timeline was only 10 months.

BONKERS is now the fastest-growing cat treats brand in the U.S. and U.K. and the most-liked pet treats brand on the TikTok platform.

Built for the social era, BONKERS has rapidly emerged as one of the most culturally visible brands in the pet category, known for turning authentic pet moments into shareable digital storytelling. Through creator collaborations, community participation and platform-native content, the brand continues to drive discovery and conversation among Millennial and Gen Z pet parents worldwide.

For more on BONKERS, please visit: www.bonkerspets.com

About Rhodes Pet Science:

Rhodes Pet Science is reimagining the future of pet care by engineering products that completely redefine what is possible. Its mission is to build a new generation of brands to better serve modern consumers: brands loved by pets and their people.

Rhodes Pet Science is proudly part of the ZURU Group. One of the fastest-growing consumer goods companies in the world, ZURU has established brands in 120+ markets worldwide, with a team based out of 26 global offices.

For more on Rhodes Pet Science, please visit: www.rhodespetscience.com

About ZURU

From its origins in toys, ZURU Group has grown to six consumer vertical brands, operating out of 26 offices worldwide, with products sold in 120+ markets.

ZURU is on a mission to disrupt across industries, challenge the status quo and catalyze change through radical innovation and automation advances. This is evident in different pillars of the company: ZURU Toys are reimagining what it means to play; ZURU Tech is reimagining the future of housing by leading the next building revolution; ZURU Edge is reimagining new generation FMCG brands to better serve modern consumers.

For more on ZURU, please visit: <https://zuru.com/>