



Green Petfood at Interzoo 2026: New Momentum in Pet Nutrition and Kate Kitchenham as Brand Ambassador

Kleinheubach, May 6, 2026 – Green Petfood will be showcasing its latest innovations at Interzoo 2026 in Nuremberg, with a clear focus on future-oriented nutrition concepts for dogs and cats. The spotlight will be on new products, a refreshed brand design, and a collaboration with TV presenter, zoologist, and science journalist Kate Kitchenham, who joins the brand as an ambassador.

Focus on Urban Pet Owners and Alternative Proteins

Green Petfood primarily targets pet owners in urban environments. Its portfolio combines palatable, functional, and nutritionally balanced products, with a strong emphasis on alternative protein sources such as insects, as well as vegetarian and vegan recipes. The aim is to offer a broad range of dietary approaches within the pet food segment.

Product Highlights at a Glance

At Interzoo 2026, Green Petfood is expanding its range across both core categories:

- **Cat food:** Relaunch of the entire cat portfolio with a new design, along with the introduction of additional flavors in the pouch segment
- **Dog food:** Launch of two new snack varieties – Loopies with insect protein and Loopies Veggie

These innovations reflect Green Petfood's core approach: alternative protein sources, functional nutrition, and enjoyment at feeding time.

Brand Ambassador Kate Kitchenham On Site

As brand ambassador, Kate Kitchenham will support Green Petfood's communication around its vegetarian, vegan, and insect-based product lines through social media content, public appearances, and hands-on product use and presentation. She will also contribute her expertise to product development.

On the first day of the trade fair, May 12, at 1:00 PM, Kate Kitchenham will be present in person at the Green Petfood booth (Hall 1, Stand 1-338). She will be available for questions and will sign books for the company's partners.

"I've been looking for a brand I can truly identify with for a long time," says Kate Kitchenham. "For me, it was important that product quality, brand values, and community all align. I've found that with Green Petfood."

“Working with Kate Kitchenham is a real win for us,” says Rafael Rybandt, Head of Brand Marketing at Green Petfood. “She stands for conscious nutrition in a credible way and brings exactly the curiosity and openness that we also see in our products – especially when it comes to plant-based nutrition and alternative protein sources.”

Rybandt adds: “We are rethinking pet nutrition – making it more diverse and closer to people’s everyday lives. Interzoo is the perfect platform for us to show how future-ready nutrition for dogs and cats can already be today.”

About Green Petfood

Green Petfood is a brand of ERBACHER the food family and has specialized in the development and production of complete pet food for dogs and cats since 2013. Its products stand for high-quality, future-oriented nutrition and are currently exported to more than 40 countries. The company’s goal is to provide balanced nutrition that reflects current scientific insights and meets the needs of animals. Green Petfood uses alternative proteins and ensures its products are particularly suitable for sensitive pets and those with allergies.

Green Petfood has received multiple awards for its commitment to environmental protection and resource conservation, including the GREEN BRANDS Award and the German Sustainability Award 2024 in the pet food category.

More information: www.green-petfood.de

About ERBACHER the food family

Based in Kleinheubach, this family-owned company has been developing and producing high-quality nutrition for people and animals for over 80 years. Now in its third generation, ERBACHER the food family combines strong brands such as Josera, Green Petfood, JOSI, Bavaro, and Erbacher Food Intelligence with innovative approaches to food and feed production. With over 1,000 employees across four locations worldwide, its products are available in nearly 90 markets.

More information: www.food.family.