

## **On board with Pro7/Sat1: Dogs'n Tiger takes off in German retail**

Dogs'n Tiger, a brand that epitomises freshness and youthfulness and enjoys an ever-growing following among animal lovers, is celebrating its successes to date and looking forward to a promising expansion into German retail. Recently celebrated for its impressive D2C (direct-to-consumer) online distribution, the brand now boasts a nationwide listing at Spar in Austria.

Dogs'n Tiger, founded in Hamburg in 2021, initially started with a range of snacks for dogs and cats and later added wet and dry food due to its success. The name Dogs'n Tiger symbolises the connection of the most popular pets in Germany, with "Dogs" representing our best buddies and "Tiger" our little house tigers.

Dogs'n Tiger is aiming to gain a foothold in the German market with the launch of its latest product line "Schlemmermenüs". These high-quality meals for dogs and cats combine succulent meat with fresh fruit and vegetables, a combination that is sure to delight four-legged friends. Produced in Germany, the menus are characterised by a particularly high meat content and set new standards in pet food.

Manuel Lopez, Managing Director of Dogs'n Tiger, emphasises: "With our new gourmet menus, we have succeeded in launching an extremely high-quality product that meets the requirements for taste, tolerability and acceptance 100%."

Dogs'n Tiger has already achieved a considerable reach on social media. With Pro7/Sat1 joining as an investor, they are now focussing on television advertising to reach an even broader target group in the summer and convince customers of the quality and uniqueness of the brand.

To support these ambitious plans, Dogs'n Tiger has increased its staff: Udo Bilz joined the team as COO on 1 January and Timo Mann as Key Account Manager on 1 March. Both have decades of experience in the national and international pet food industry and bring valuable expertise and in-depth knowledge to the company. Udo Bilz proudly says: "After decades of experience in large companies, I am looking forward to working with a young and ambitious team with great vision and passion for the pet industry. An exciting brand with a lot of potential."

The Dogs'n Tiger team consists of marketers with over 10 years of experience in the D2C business, experienced sales staff and its own warehouse to ensure optimal logistics. In addition, the product development team consists of nutritionists and a veterinarian. The company therefore offers its customers open and transparent declarations and a great deal of knowledge on the subject of nutrition in order to provide individualised nutritional advice.

Dogs'n Tiger's mission is to provide every cat and dog with species-appropriate nutrition using the best and tastiest ingredients.

We cordially invite all interested parties to get to know Dogs'n Tiger personally at Interzoo in Hall 3, Stand 3-620. In addition to our exciting products, we also offer excellent barista coffee - an experience that no visitor should miss. For more information and details about the Dogs'n Tiger product portfolio, visit the website or contact us directly. You can also follow us on social media to make sure you don't miss any news.

Dogs'n Tiger stands for innovative and high-quality pet food.