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Interzoo 2026: Josera Petfood focuses on innovation- and partnership-driven growth in pet nutrition

Nuremberg/Kleinheubach, May 13, 2026 – Innovation and partnership-driven growth are key success factors for the future of the pet industry. Josera Petfood demonstrates how this approach can be put into practice at Interzoo 2026 in Nuremberg. Halfway through the world's largest trade fair for pet supplies, the company draws a positive interim conclusion.

“Future-oriented growth in our industry can only be achieved if we consistently combine innovation, responsibility, and collaborative partnerships,” says **Stephan Hoose, CEO of Josera Petfood and member of the Leadership Board Sales & Markets at ERBACHER the food family.** “Interzoo impressively demonstrates how willing the industry is to shape this path together.”

With more than 2,350 exhibitors, Interzoo is the central platform for international exchange within the pet industry. The gross exhibition area has been expanded by around 10,000 square meters and now covers 15 exhibition halls. Nearly 88 percent of exhibitors come from abroad. For Josera Petfood, Interzoo provides the ideal setting to discuss strategic approaches, market trends, and product innovations directly with trade visitors.

Strategic approach to future-oriented growth

At the center of Josera Petfood's trade fair presence is an integrated approach designed to address key industry challenges: rising expectations regarding quality, transparency, and responsible business practices, as well as the need for stable partnerships throughout the value chain.

Under the guiding principle “B2P” (Business to Pets, Partners, Planet), Josera Petfood combines its activities around pet wellbeing, collaboration with retail partners, and resource-conscious production, including the gentle processing of products using steam. This approach is not viewed as an isolated initiative, but rather as an overarching framework for long-term, future-oriented growth.

Product innovations in focus: Meat Lovers and High Protein

In addition to strategic topics, Josera is also presenting current developments within its dog food portfolio at the trade fair. This includes the wet food line “Meat Lovers,” introduced with updated packaging design and an expanded variety range.

“We show 100% of the contents. That makes us completely transparent. Our end customers really appreciate this,” comments Stephan Hoose.



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The portfolio is complemented by the “High Protein” dry dog food range. It is based on a protein-rich recipe concept and responds to current market demand trends. In particular, the trend toward premium, individually tailored nutrition for dogs continues to gain importance.

In the cat food segment, Josera also offers a broad portfolio tailored to different life stages and nutritional needs. This segment continues to gain importance within the market and remains an integral part of the company’s strategic direction.

Partnership-driven dialogue as a driver of industry development

For Josera, Interzoo 2026 once again confirms the importance of international leading trade fairs as catalysts for innovation and collaboration. Direct exchange with retail partners, distributors, and other market players provides valuable insights into current requirements and future developments.

“The momentum we are experiencing here shows that the industry is ready to take responsibility and explore new paths,” says Hoose. “The key will be to translate these impulses into concrete solutions – and together with our partners, we will succeed in doing so.”

About Josera Petfood

Josera stands for passion – for our dogs, cats, and horses, as well as for the highest super premium quality. As a specialist in pet nutrition, Josera Petfood brings 85 years of experience to the table. The company uses this expertise to provide pets with tailored nutrition throughout every stage of life: from puppies and kittens to seniors, from relaxed companions to high-performance athletes – including animals with very specific nutritional needs.

No genetically modified ingredients are used in any Josera products. In addition, every recipe is free from artificial colors and flavorings. Premium recipes, high-quality ingredients, state-of-the-art production, and continuous quality controls in the company’s own laboratory ensure maximum acceptance and digestibility.

That is Josera – petfood with passion.

More information: <https://josera.com/en>

About ERBACHER the food family

Based in Kleinheubach, the family-owned company has been developing and producing high-quality nutrition for people and animals for 85 years. As a third-generation pioneer, ERBACHER the food family focuses on its strong brands Josera, Green Petfood, JOSI, Bavaro, and ERBACHER Food Intelligence, as well as on innovative approaches in food and feed production.

With more than 1,000 employees across four global locations, the company’s products are available in nearly 90 countries worldwide.

More information: www.food.family