

Interzoo 2024: Grainli® GmbH & Co. KG Launches Innovative Raw Material Concept for Pet Food

Hamburg, May 07, 2024 - Grainli® GmbH & Co. KG, a global supplier of brewing ingredients and seeds, is focusing more strongly on raw materials for the pet food industry in 2024 and will be presenting its product range at Interzoo 2024.

Manufacturers, wholesalers and service providers from around 60 countries will be represented at the world's largest exhibition for the global pet industry with their products for pets and innovations in pet supplies. Grainli® will also present an expanded product portfolio at Interzoo in Nuremberg and further expand its network in the industry (booth number 4-304).

Grainli® supplies breweries and food producers with plant-based raw materials for their production. Many raw materials are sourced from local agriculture, while others are purchased nationally and internationally. The raw materials are processed by partner companies; Grainli® does not produce them itself. Beer consumption is decreasing every year, as is the demand for raw materials for the brewing industry. For this reason, Grainli® is diversifying its product range and increasingly entering the pet food market.

"Our company has been active in the pet food sector for some time. In the near future, Grainli® would like to offer all plant-based ingredients used in the production of pet food," says Andries de Groen, Managing Director of Grainli®, explaining the new strategic direction. To this end, the company has recruited Guido Sandberg as a pet food expert specializing in purely plant-based raw materials. He complements the growing team with his knowledge and skills in international trade, quality management and logistics planning.

Grainli® offers its customers innovative and sustainable solutions, especially as the demand for high-quality plant-based pet food continues to grow. At the world's leading exhibition for the pet industry, Interzoo 2024 from May 7-10 in Nuremberg, Germany, Trade visitors will be able to see the expanded product range and get in touch with the Grainli® team.

About Grainli® GmbH & Co. KG

Grainli® is a dynamic, innovative and international active company based in Hamburg, Germany, specialized in the global trade of agricultural raw materials. Since 2009, our customers have appreciated Grainli®'s expertise in beer, pet food and seed ingredients. Formerly known as a B2B-only service provider operating as Evergrain, we have expanded our product range to offer plant proteins and other raw ingredients and we are going to continue under the new Grainli® name. Since 2016, BayWa AG has been providing tailwind for growth in new markets as a 100% shareholder.

Press Contact Grainli® GmbH & Co. KG

Jennifer Bortchen

Mail: Jennifer.Bortchen@grainli.de

Mobile: +491711968576

www.grainli.de

Grainli Website →

