
REFINE[®]

PET FOOD PREMIUM EXPERIENCE

Our brand





PREMIUM CATS AND DOGS FOOD FOR THE PET MARKET

Who we are. A premium pet food brand focused on quality, innovation, well-being and happiness.

Why choose Refine. We develop and produce recipes formulated with carefully selected ingredients, backed by scientific research, and meeting the highest certified quality standards.



A RELIABLE PARTNER FOR YOUR BUSINESS GROWTH



Tailored solutions for specialized retail and the veterinary channel.



A diversified product range to meet specific consumer needs.



Marketing support and training to maximize sell-out.

KEY STRENGTHS FOR TRADE

Why Retailers Choose Refine

Differentiated range

- daily nutrition,
- veterinary diets,
- gourmet recipes,
- functional snacks

Customer loyalty

Customer loyalty driven by innovative, natural, high-quality products.

Rewarding conditions

Competitive margins and customized incentive programs for partners.

Sell-out support

Training and support for customers.

REFINE PET FOOD PREMIUM EXPERIENCE NOW IN EUROPE

A new range of natural products developed specifically for the European market.

Formulations meeting the highest EU quality standards and regulations.

Carefully selected ingredients with certified traceability.

Sustainable multilingual packaging optimized for international distribution.

**An exclusive opportunity for the EU trade:
stay ahead of the *pet food premium experience* trend with a range formulated for EU market.**



FROM R&D TO PRODUCTION TOTAL QUALITY CONTROL

As brand of **PCG**, a global leader in pet food production and brand development, REFINE ensures:

- **In-house production.** We develop and produce our products, ensuring full process control.
- **Advanced R&D.** Formulations by expert nutritionists and veterinarians, backed by science and market trends.
- **Certified quality.** Production processes meeting top international standards (BRCGS, GMP, HACCP).
- **Sustainability.** Responsible resource management and eco-friendly packaging.
- **Trade Advantages.** Flexible logistics. Tailored recipes for EU trends. Reliable in-house supply.

PREMIUM PET FOOD ON A CONTINUOUS GROWTH PATH

- The **premium pet food market** has been **growing** over the last 5 years and is projected to grow in the following years (source IBISWorld Apr 2024)
- Consumers are increasingly focused on **quality and ingredients selection.**
- Increased sales in specialized channels due to **rising demand for varied natural and wellness pet food.**



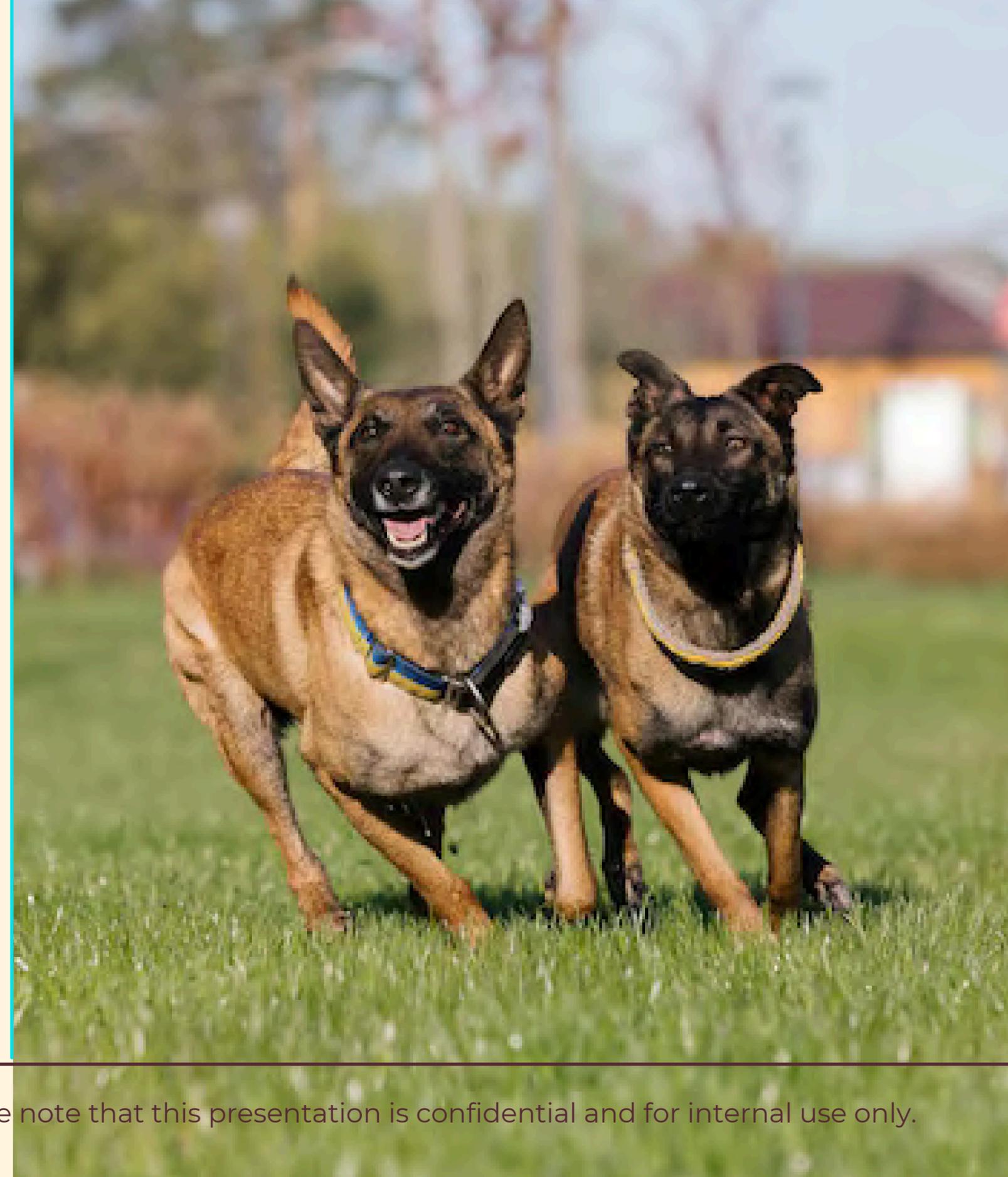
TOOLS TO SUPPORT SELL-OUT

- **In-store promotional materials** (displays, leaflets, testers, samples).
- **Staff training** to enhance consumer consultation.
- **Tailor-made activities** designed in collaboration with trade partners.



GROW WITH US

- **Personalized marketing** for each partner.
- Targeted **digital and social campaigns** to increase brand awareness.
- **Sales data analysis** to optimize assortment and stock rotation.



A COMPREHENSIVE OFFERING FOR HIGH DEMANDING CONSUMERS

COMPLEMENTARY
cans/pouches
CAT & DOGS

**FUNCTIONAL CREAMY
SNACKS**
sachets
CATS

VET DIET
cans/pouches
CATS & DOGS

BALANCE
pouches
CATS & DOGS

We look forward to shaping the future of pet food together.

Contact us to get more info



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www.refinepetfoods.com