

## WSTO - TASTY PET @Interzoo 2024!

### TASTY PET

Our range of Tasty Pet products for dogs and cats has been completely renewed and expanded. We present at the fair, among others:

- **New Monoprotein Patés:** Perfect to meet the nutritional needs of your pet with a single protein source.
- **Special Meatballs in Various Formats:** Prepared without additives or preservatives, these meatballs are ideal for a balanced and tasty diet.
- **A preview of the new Tasty Pet Kibbles,** the result of very careful development.

Here 7 reasons to choose Tasty Pet products

1. **Italian Artisanal Quality:** Tasty Pet commits to producing all its products directly in Italy, ensuring the use of excellent raw materials. This guarantees a high level of quality and the artisanal care of the recipes.
2. **Natural and Healthy Ingredients:** The Tasty Pet product range is formulated with fresh ingredients such as selected meats, fish, vegetables, and fruit, contributing to a balanced and healthy diet for dogs and cats.
3. **Commitment to Animal Health:** Tasty Pet was founded with the purpose of promoting the health and quality of life of pets, offering complete and balanced foods such as kibble and wet food.
4. **Respect for the Environment:** The company focuses on environmental sustainability, avoiding chemical additives and working to preserve biodiversity, making its products responsible choices for pet owners.
5. **Wide Range of Products:** The line includes biscuits, snacks, dental products, and toppings, as well as complete foods, providing a variety of options to healthily feed animals every day.
6. **Academic Quality Control:** The analysis of Tasty Pet products is conducted at the Veterinary University, ensuring rigorous quality control and the safety of the food provided to your animals.
7. **Passion and Dedication:** The company is driven by a strong passion for animal welfare, as demonstrated by the commitment to creating products that the founders themselves are proud to use for their own pets, ensuring that each product is loved just as much by their own dogs and cats.

These reasons reflect Tasty Pet's strong commitment to quality and animal welfare, making their products an excellent choice for business partners and pet owners

## New WSTO line

We are excited to introduce the WSTO Wet Food Line for Dogs and Cats: a brand-new offering that includes original recipes and special formats, all designed to delight the palates of your dogs and cats.

Here are seven solid reasons to choose the WSTO pet product line, designed to offer a quality solution in the mid-market segment:

1. **Competitive Pricing:** WSTO offers products that meet the company's high quality standards at a more accessible price, making them ideal for budget-conscious consumers without compromising quality.
2. **Custom Recipes:** Each WSTO product is the result of specially designed recipes, crafted with particular care to balance quality and costs, ensuring excellent nutrition for pets.
3. **Focus on Customer Service:** WSTO is designed to provide excellent service to both mass distributors and specialized retailers, thus facilitating the distribution and accessibility of the products.
4. **Quality Italian Production:** All wet products in the WSTO line are completely made in Italy, ensuring high production standards and rigorous quality control.
5. **Alternative to Imports:** The WSTO line positions itself as a competitive response to products imported from the Far East, offering a preferable choice for European consumers looking for trusted local products.
6. **Imminent Launch:** With availability for commercialization starting in September 2024, WSTO is poised to enter the market with a fresh and current offering, ready to meet the needs of the modern consumer.
7. **Commitment to the Environment and Local Community:** By choosing WSTO, distributors and consumers support local production, contributing to the support of the European economy and reducing the environmental impact of transporting products from distant countries.

These points emphasize how WSTO is designed not only to meet the economic needs of consumers but also to maintain a high standard of quality and social responsibility, making it a prudent choice in the mass market.

## COOR: The WSTO Solution for Private Brands

We present our proposal for private brand products, offering customized solutions that reflect our dedication to high quality and innovation.

Here are seven reasons to choose WSTO and its COOR line as the ideal partner for private label wet pet food in cans and glass jars:

1. **Industry Experience:** WSTO has a solid background in pet food production, ensuring an expert and reliable partner for creating private labels.
2. **Direct High-Quality Production:** The COOR line is entirely produced in WSTO's Italian facilities, guaranteeing high-quality production under strict quality controls and compliance with European standards.
3. **Custom Recipes:** WSTO offers the ability to develop customized recipes based on client specifications. This allows partners to differentiate in the market with unique products that reflect their and their consumers' needs.
4. **Versatility in Packaging Formats:** The COOR line is available in a variety of packaging options to meet different market preferences and product preservation needs.
5. **Focus on Customer Service:** WSTO is committed to providing excellent customer service, supporting partners throughout the production process, from product development to delivery, always ensuring maximum satisfaction.
6. **Commitment to the Environment and Local Community:** By choosing WSTO's COOR line, partners support local and sustainable production, contributing to the economic well-being of the local community and reducing environmental impact.
7. **Economic Competitiveness:** Thanks to efficient production and the ability to quickly adapt to market demands, WSTO offers economically advantageous conditions, making the COOR line a cost-effective option for private label partners.

These points make WSTO and its COOR line the ideal choice for companies looking for a reliable and innovative partner in the wet pet food sector to develop their private labels, with a focus on customization and the quality of the final product.