

The Dude Food Company GmbH, based in Hamburg, is the company behind the premium pet food brand Dogs'n Tiger. Since its founding in 2021, the brand has stood for high-quality dog and cat food without compromise. As a dynamic start-up, the company is run by a small, dedicated team that works with great passion and a love for pets to bring about lasting change in the pet food market.

With a clear focus on natural ingredients, transparent recipes and genuine food quality, Dogs'n Tiger aims to feed pets in a way that meets their needs. The biggest driver of growth to date has been e-commerce, through which the brand is directly connected to its community and can respond quickly to customer needs. Expansion into brick-and-mortar retail represents the next important step in its development.

Dogs'n Tiger combines innovative product development with a strong brand presence and is continuously expanding its range – from snacks and wet and dry food to new product categories for dogs and cats.

Since 2025, designer and TV personality Guido Maria Kretschmer has been strengthening the brand as its official brand ambassador. Guido's guiding principle for the collaboration – “Only the best for those who give us love every day” – reflects not only the quality of the food but also the values of Dogs'n Tiger and Guido Maria Kretschmer. For Guido, his pets are family: an attitude that is authentically reflected in his commitment and lends Dogs'n Tiger an emotional, approachable voice.

At Interzoo, Dogs'n Tiger is presenting numerous new products, including new tin sizes, practical 85g pouches for cats and innovative cat treats. The brand is thus consistently expanding its portfolio and offering the right nutritional solution for every life stage and every need.

With a clear commitment to quality, design and brand management, The Dude Food Company is positioning Dogs'n Tiger as a modern, fast-growing brand in the international pet food market.

# PURE! REAL! JUST LOVE!



„Nur das Beste für  
die, die uns jeden Tag  
Liebe schenken.“

Guido  
♡

