



# SUZIRIA

brands

**PET PRODUCTS FOR  
ULTIMATE INDULGENCE**



**half  
&  
half**



# OUR VISION

«recipe of success»

To love the pets to the tip of their tail.

We are happiness dealers, delighting in feeding, dressing, caring for, and playing with our beloved pets.

We provide complete range of pet products for their ultimate indulgence.

# FULL-PORTFOLIO **SUPPLIER**

- Food and non-food brands
- Production under YOUR private label
- Trendy novelties
- Balanced assortment

We understand clients' needs and **fulfill them on each step.**



Family business with 30 years of experience.

Leading Ukrainian pet products distributor, which incorporates Suziria Production, Suziria Distribution, and the MasterZoo omnichannel chain of pet shops.

Suziria Group successfully operates all over Ukraine and abroad.

We export products under the brands – **Savory, Half&Half, BaddyBoo, SoftVET, Priroda.**

# OUR STRATEGIC GOALS

1.



MARKET  
LEADERSHIP

2.



INTERNATIONALIZATION



Thanks to the team of more **2100**  
talents

# SUZIRIA DISTRIBUTION



- 1** An expert in pets products wholesale and the largest distribution company in Ukraine
- 2** Balanced assortment: food and non-food, veterinary and goods of more than 6,500 SKU
- 3** 26 supplier partners and 28 brands under exclusive 3 conditions
- 4** More than 4000 B2B clients
- 5** National sales team including 90 sales reps
- 6** B2B Academy





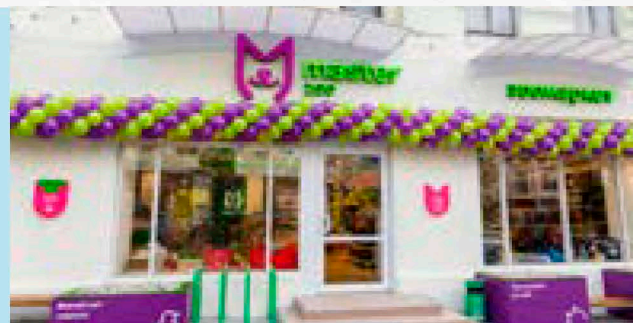
**NATIONAL** premium retail chain

More than **15 years** of impeccable work

**200 pet shops** in 36 cities

**13 MasterZoo Grooming salons** part of European Grooming Association

Rapidly growing online store with **professional staff**





**5 own brands:**



**savory**  
to excite



**SOFTVET**

**BUDDY  
BOO**



**More than 10 000 m<sup>2</sup> of own production facilities** of food and non-food, veterinary products, cereal mixtures and pet accessories

**Active export to 15 customers in 9 countries** and it's rising every year

**Private label manufacturing**



# OUR TOP-SELLERS



## HOLISTIC FOOD FOR CATS AND DOGS

Tastes to excite:

Savory.  
Served!



savory.pet

HOLISTIC foods for cats and dogs

### SAVORY - TASTES TO EXCITE:

- **Excellent taste:** our food and treats are very attractive to pets
- **Healthy nutrition** – fresh meat and superfoods form the basis of proper nutrition with Savory
- **Triple protection of pets' immunity** - a complex of probiotics, prebiotics and minerals
- **Large assortment** of food and snacks for gourmand cats and dogs

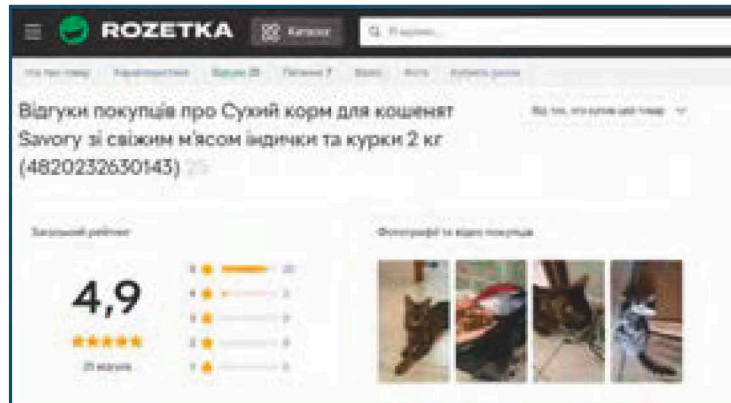
# SUCCESSFUL LAUNCH IN UA



## We achieved first great results:

- Expected market share of Savory 2023 from the total food market– 1,3% and 3,5% of premium food segment. What means being in TOP 5 brands in the market of premium foods since just 2 years!

Share of wet food reached 8,5% out of the premium market of wet foods.



- Double volume growth in domestic market in kg sold
- Numeric distribution is rapidly increasing saving average SKU and amount sold to the point Nowadays numeric coverage makes 50% in the national specialized trade what is over 2700 sales shops.

# OUR TOP-SELLERS



Feed and snacks of European quality



**PRIRODA — ONE OF THE LARGEST PRODUCERS OF PET PRODUCTS IN UKRAINE FOR OVER 25 YEARS.**

**We produce goods for such pets as birds, rodents, dogs, cats and other ornamental animals.**

- **Constancy of high quality products.** Guaranteed quality control at all stages of production: acceptance of raw materials from suppliers, mixing of ingredients, and packaging.
- **Maximum nutrient maintenance.** During production and packaging, the feed preserves all nutrients and vitamins needed for the health of ornamental birds and rodents.
- **Compliance with European standards.** Compliance with international standards in the production of feed mixtures and treats.

# OUR NEW STARS

SOFTVET

GENTLE  
PROTECTION  
BY NATURE



SOFTVET – gentle care of the health  
and natural beauty of your pets

CHOOSE AN ATTENTIVE, HUMANE AND  
CARING ATTITUDE TO THE HEALTH OF  
YOUR PETS!

## SOFTVET: GENTLE PROTECTION BY NATURE

- **support the pet-friendly culture** as the only environment for humans and four-legged pets
- SOFTVET products are exclusively **natural components** and meet **modern trends**
- new SOFTVET repellents is a **powerful protective effect**
- **Phytocomplexes improve** the functioning of the urinary tract and digestive system, **strengthen** the musculoskeletal system, teeth, skin and coat, **boost immunity** and remove harmful substances

# OUR NEW STARS



**HALF&HALF - "REAL", MODERN,  
MAINSTREAM FOOD**

## TWO HALVES – ONE LIFE

- **Half&Half** is the **modern brand** of food and accessories **for mindful pet-parents**
- firstly, "**don't hesitate to try it**, your cat will love it" secondly, we emphasize our expertise, because **only professionals know** exactly what a cat wants
- we emphasize our **non-chicken composition** and the integrity and balance of the feed
- H&H – **crafted** recipes they will love



Two Halves – One Life



# OUR NEW STARS



My Buddy is part of my life

**MY BUDDY IS A PART OF MY LIFE**

**BUDDY BOO: FASHION, ACTIVE, HOME**

- **the largest** manufacturer of pet clothes and accessories **in Ukraine**
- was created to always **look stylish** and **feel comfortable**
- **3 main directions:** stylish clothes up to the latest trends in the world of **fashion**, comfortable clothes for **active** leisure, as well as trendy cosy accessories for pets, which become an elegant addition to your **home**
- style icons: **Ukrainian embroideries** (trendy all over the world), made of natural linen with traditional embroidery for your favorites



# LOOKING FOR **PRIVATE LABEL?**

We could offer **SPECIAL products** to satisfy your individual demand in:



PET CLOTHING



FOOD FOR BIRDS  
AND RODENTS



PLASTICS



SCRATCHERS

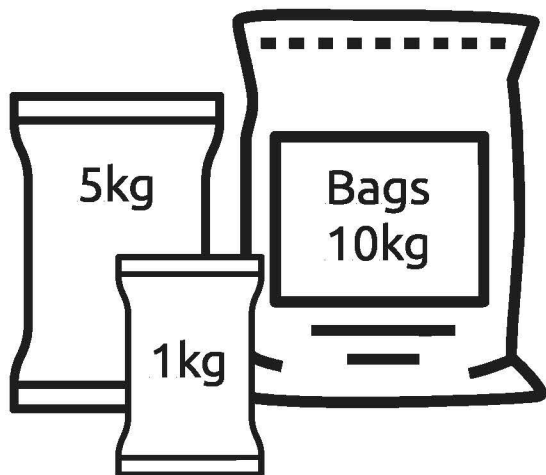


BEDS

Feel free **to discuss all details!**

# GRAIN FOOD **FOR BIRDS AND RODENTS**

## MENU



## TREATS & SNACKS

Donuts

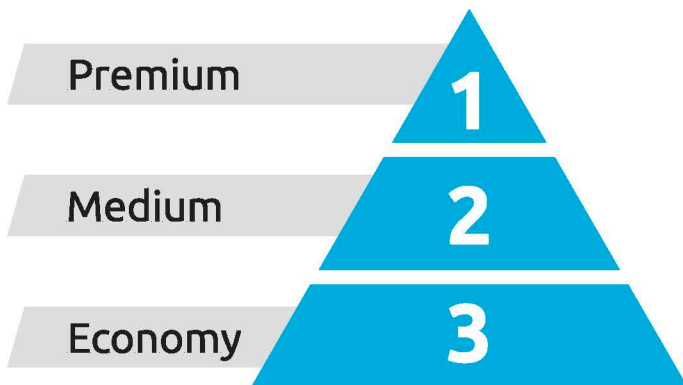


Sticks

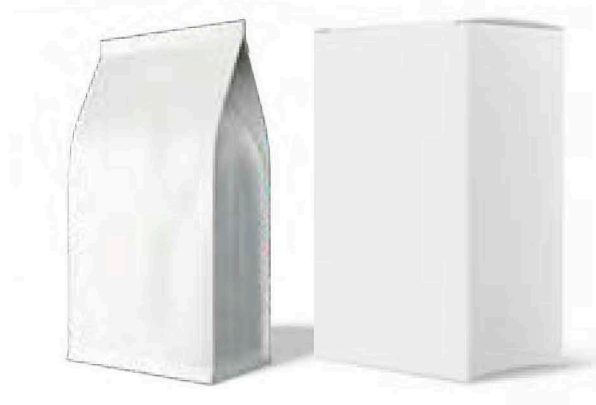


# GRAIN FOOD **FOR BIRDS AND RODENTS**

**WE SUGGEST THE PRODUCTS  
IN 3 SEGMENTS DEPENDING  
ON YOUR PREFERENCES:**



**WE SUGGEST 2 TYPES  
OF PACKAGING:**



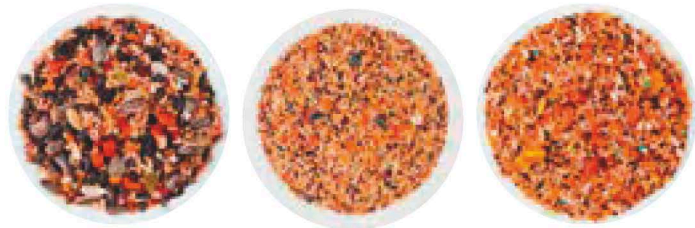
**Flexible  
Packaging**

**Carton  
Packaging**

# WILD BIRD **FOOD**

**WILD BIRD FOOD** IS A BLEND OF HIGH QUALITY GRAINS AND SEEDS THAT ATTRACT A WIDE VARIETY OF BIRDS.

**INGREDIENTS:** naked oats, wheat, sunflower seeds, barley, millet, corn, sorghum, green peas.



We Can Produce  
Any Blends Upon Request.

## SNACK PRODUCTION FACILITIES FOR CATS AND DOGS

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- This image shows three different packaging options for dried red chili. On the left, there is a pile of loose, whole dried red chilies. In the center, there is a small, white, rectangular sealed bag with a clear window showing the chilies inside. On the right, there is a larger, white, rectangular bag with a clear window and a hanging tab at the top.

### 5 g flowpack and 50-200 g doypack

We know exactly which products  
are the best to tempt the customers



[export.suziria.ua](https://export.suziria.ua)