



FOR IMMEDIATE RELEASE:

Dr. Pol & Mijten Partner to Launch New Pet Foods and Supplements in Europe

Dr. Pol to Introduce New Line at Interzoo May 12-15, 2026

Weidman, MI, April 10, 2026 – [Dr. Jan Pol](#), through his highly successful TV series, *The Incredible Dr. Pol*, has built worldwide recognition as a trusted veterinarian with more than 50 years of experience, and he is known for his practical, no-nonsense approach to animal care. What began on a small dairy farm in the Netherlands has grown into a global phenomenon, reaching millions of households.

Today, the story of *The Incredible Dr. Pol* and his familiar face on screen have evolved into something far more. Together with his son, Charles Pol, he is building a global brand designed to bring his decades of veterinary experience directly into people's homes with the **Dr. Pol Brand**. Through a growing range of **Dr. Pol products**, including **Dr. Pol Dog Food**, his 50-plus years of experience is now accessible in a simple, practical, and affordable way for pet owners. After strong success in the United States, the **Dr. Pol Brand** is now expanding globally in collaboration with Mijten International. **Dr. Pol Products** are available in a wide range of pet foods and supplements throughout the European Union in a meaningful return to where it all started.

Dr. Pol is confirmed to attend **Interzoo**, the leading international trade fair for pet supplies, in Nuremberg May 12-15, 2026 to introduce and support the European launch of **Dr. Pol Brand**. The branded product line includes a comprehensive selection of formulated and nutritional animal food products and supplements for the European and Global market in the following categories:

- Dog and cat supplements, natural food supplements with 99% highly digestible protein
- Dry dog food, limited ingredient recipes with fresh meat
- Dry cat food, limited ingredient recipes with fresh meat
- Wet dog food (pâté) with 90% real meat
- Dog training treats, 100% dried meat
- Chicken feed, 100% natural, supports natural foraging behavior

Dr. Pol products are being rolled out via specialized pet retailers such as Discus, Pets Place, Floralux and Avonturia De Vogelkelder, as well as distribution partners in the Netherlands and Belgium, Romania, Bulgaria, Hungary, South Korea and many other countries across the globe.

According to Ben Mijten, CEO of Mijten International, “Dr. Pol branded products of healthy companion pet food products have experienced significant growth in a variety of branded product categories throughout North America. Mijten is working closely with Dr. Pol and his team to design, develop, market and sell healthy animal foods utilizing Dr. Pol’s philosophy developed over 50 plus years of veterinary experience to support overall health for animals, at affordable prices for consumers.”

Dr. Pol Brand dog and cat food product lines are pictured below:



“I’ve spent my life working with animals and the people who care for them,” said Dr. Pol. “Over time, I’ve seen how complicated and expensive it can become to do what’s right for your animals. With Dr. Pol products, we’re bringing it back to something simple... practical nutrition and care that people can trust and afford.”





About Dr. Pol:

With more than 50 years in veterinary medicine, Dr. Jan Pol is a pioneer in treating animals. He is widely respected and trusted for his practical no-nonsense approach and his lifelong commitment to affordable, accessible animal care. He is internationally known as the star of the hit television series, *The Incredible Dr. Pol*. With nearly 250 episodes produced, the show airs in 180 countries and streams on Disney+ in Europe and worldwide. Filmed in rural Michigan, USA, the series follows Dr. Pol through his demanding 14-hour workdays as he treats pets and livestock with equal parts expertise and compassion.

Dr. Pol's passion for animals began in 1954 when, at age 12, he helped deliver a litter of piglets on his family's dairy farm in the Netherlands. After graduating as a veterinarian from Utrecht University, he immigrated to the United States in 1971. In 1981, he and his wife, Diane, founded Pol Veterinary Services in Weidman, Michigan – starting out of their garage. What began as a modest rural practice

has grown to serve more than 25,000 clients. Throughout his career, Dr. Pol has remained dedicated to the animals and communities he serves, building a legacy grounded in hard work, compassion, and common-sense veterinary care.

Follow Dr. Pol at:

Facebook: [@TheDrPolOfficial](#) & [@DrPolPets](#)

Twitter: [@DrPol](#)

Instagram: [@thedrpol](#) & [@drpolpets](#)

Website: www.thedrpol.com

YouTube: www.YouTube.com/DrPol

About Mijten:

Since 1938, Mijten has been committed to the principle of creating only nature-oriented products. In other words; quality in every product! In 1938, Louis Mijten purchased the local mill in Schoonderbuken, a small and very rural village near Scherpenheuvel.

Today, Mijten NV, is headquartered in Bekkevoort, Belgium and is a leading manufacturer and distributor of pet food and animal feed (dog food and treats, cat food and treats, cattle, horse, chicken, small pet) and a distributor of animal supplies.

His vision at the founding was singular: to produce a quality and natural feed. Moreover, he supported his customers with advice and action. He wanted to be more than just a seller and would offer his knowledge and expertise for the benefit of his customers and their animals.

This objective remains central today. Four generations of Mijtens, drawing on nearly 90 years of experience, have developed an extensive range of feeds tailored for every animal using only quality and natural products. Throughout the entire production process, there is a special focus on product care. Thus, no artificial or chemical colorings, flavoring, or preservatives are added to their feeds. Pure vegetable raw materials are at the heart of a complete diet, resulting in healthy and strong animals.

You can count on Mijten for nutritional advice today.

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About All American Licensing & Management Group, LLC:

All American Licensing & Management Group represents Dr. Pol in his branding deals. AAL is a full-service licensing agency specializing in licensing, retail development and product integration. AAL has an impressive and diverse roster of clients ranging from top consumer brands from lifestyle to pet brands. Guided by veteran licensing executives Tim Rothwell and Don Rothwell, All American Licensing provides its clients with a global network of best-in-class manufacturers; turnkey brand representation from legal and financial services to retail development to personalized road maps to success. The company is headquartered in Charleston, SC. For more information on All American Licensing, please visit www.AALMG.com.

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Dr. Pol brand North American dog and cat food product lines are pictured above.