



# PRESS PACK

**At Interzoo 2024, Supreme will be showcasing its popular Science Selective and Tiny Friends Farm ranges, two of the strongest performing brands in the small pet food category.**

The company will be also showcasing its new range of Selective Naturals rabbit and guinea pig foods, which launch exclusively at Interzoo for the first time. Designed to enrich small pets' lives, the products aim to set even higher standards in small pet nutrition. Unlock exclusive pre-launch access, available only to visitors of our Interzoo exhibition stand, and ensure you see the latest trending category concepts. Visit us in **hall 4, at stand 610**, and share our passion for all things small pet.



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# SUPREME PETFOODS HALL 4, STAND 610

INTERZOO – MAY 2024

Based in the UK, Supreme Petfoods has specialised in the care and nutrition of small pets for over 30 years. Using veterinary and nutrition expertise, it was the first company to make species-specific small animal diets that reflected the unique nutritional requirements of each type of small pet. The product range has continued to evolve, and Supreme now has the widest range of veterinary recommended species-specific food for small pets.



Supreme is passionate about small pets and dedicated to achieving high standards in small pet nutrition. Only ingredients of the highest quality are used in the Supreme range of foods and the recipes are developed to be palatable without added sugar. Wherever possible, production methods operate to the same standards as for the preparation of human food and each production line is dedicated, meaning that Supreme manufactures all of its herbivore diets in vegetarian facilities.

Supreme has two of the strongest performing small pet food brands. Science Selective single-component nuggets are made with science-based nutritional expertise to meet the unique dietary needs of small pets at all life stages, with Selective Naturals complementing this quality range. Supreme's original Tiny Friends Farm is an award-winning range of nutritionally balanced, great value diets, treats and bedding for small pets.

Building on exceptional growth in recent years, Supreme is launching new products in both the Selective Naturals (SN) and Tiny Friends Farm (TFF) ranges. SN Botanicals Rabbit Food and SN Botanicals Guinea Pig Food contain a delicious blend of herbs and forage including mint, thyme and parsley, to ensure maximum palatability, while the extruded nuggets come in assorted

shapes to encourage natural foraging behaviour. The guinea pig food contains stabilised vitamin C to meet the species-specific requirement for this essential nutrient.

TFF Russel Rabbit Tasty Forage Mix adds to the great value, wholesome TFF range. Suitable for all rabbits, it contains a delicious combination of natural ingredients including Timothy hay, oats and peas to provide a range of chewing experiences and the opportunity to forage.

Expanding the TFF treat range, are TFF Russel Rabbit Loopies with carrot and mint, TFF Russel Rabbit Hoppies with carrot and parsley, and TFF Russel Rabbit Twiggies with apple and blackberry. With tasty natural ingredients, the new treats are perfect for hand feeding and are suitable for rabbits and other small pets. The latest additions to the TFF lineup of food and treats are crafted to cater to the growing preference among shoppers for natural products, free from artificial flavours or colours.

Innovative new marketing campaigns are boosting brand awareness of both Science Selective and Tiny Friends Farm across a worldwide market. The SS Food For Life campaign features a commercial targeted at YouTube, Instagram and Facebook, while the TFF Feed Them Happiness campaign focuses on fun

characters to build emotional connection with great value, quality products.

Although targeting a global market, Supreme's success is in no small part down to its ethos of supporting retailers. Retailers can benefit from a raft of material to promote their products and foster customer loyalty, from traditional POS material such as barkers and wobblers to care guides, free samples, and loyalty cards. Since the diets are highly palatable, free sample trials often prove a great success, with owners keen to try before they buy and Supreme now offers free samples of all life stage diets, starting owners on a lifelong journey of optimum nutrition for their pet.

As well as helping to provide the science behind Supreme, the experts at the company are happy to contribute articles for publications.

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Find out  
more  
about  
Supreme

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SCIENCE  
Selective™

# Food for life.



We all want our pets to live long and happy lives, so choose Selective, tailored nutrition to help support your pet's digestive health and vitality for all life stages and lifestyles.

**SELECTIVE. FOR EVERY STAGE IN LIFE**

- A delicious blend of natural ingredients
- Rich in fibre for digestive health
- Natural prebiotics to support gut flora
- No added sugars for essential wellbeing
- Omega 3 & 6 for healthy skin and coat



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**HAPPINESS!**



Crafted with love, our affordable pet food and treats blend delicious flavours with essential nutrition to promote good health. We create delightful moments for pet parents to feed their fur babies happiness.



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# NEW PRODUCT SHOWCASE TINY FRIENDS FARM

## RUSSEL RABBIT TASTY FORAGE MIX

**Tiny Friends Farm Russel Rabbit Tasty Forage Mix adds an exciting new choice to the award-winning Tiny Friends Farm range.**

Tiny Friends Farm Russel Rabbit Tasty Forage Mix adds an exciting new choice to the award-winning Tiny Friends Farm range. Combining Timothy hay, maize, oats and peas, the new diet supports natural behaviour with a range of chewing experiences and the opportunity to forage. Added vitamins and no added sugar or artificial colours, ensure Tasty Forage Mix supports natural wellbeing and vitality and with crunchy extruded nuggets, the diet is pellet-free ensuring all parts of the mix are equally tasty for wholesome, balanced nutrition.

Eye-catching packaging features the playful Russel Rabbit Tiny Friends Farm character for maximum emotional engagement with the product while also helping to ensure the new product aligns with the rest of the range and is specifically designed to shorten the shopper journey, simplify brand choice and stand out on retailers' shelves.



## RUSSEL RABBIT LOOPIES, TWIGGIES & HOPPIES

**Tiny Friends Farm Russel Rabbit Loopies, Twiggies and Hoppies are three new tasty baked treats, suitable for rabbits and other small pets.**

Rich in high quality natural ingredients for excellent palatability, Russel Rabbit Loopies feature a delicious combination of carrot and mint, while Russel Rabbit Twiggies combine tasty apple and blackberry, and Hoppies include a yummy blend of carrot and parsley. Whether hand fed to encourage bonding or hidden amongst a rabbit's daily serving of hay to support natural foraging behaviour, Russel Rabbit Loopies, Twiggies and Hoppies are designed to help provide enrichment and enhance small pet wellbeing. The new treats are rich in natural ingredients, with no artificial colours and the packaging is fully recyclable.

The treats are designed to complement the main diet and one or two can be fed per day depending on the size of the pet.



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# NEW PRODUCT SHOWCASE SELECTIVE NATURALS

## BOTANICALS RABBIT FOOD AND GUINEA PIG FOOD

**Feed their natural instincts with Selective Naturals  
Botanicals Rabbit Food and Selective Naturals Botanicals  
Guinea Pig Food, packed with a rich blend of herbs and  
forage, including mint, thyme, basil, parsley and dandelion.**

The delicious array of flavours ensures maximum palatability, while the extruded nuggets come in assorted shapes to promote natural wild foraging behaviour and provide environmental enrichment.

Selective Naturals Botanicals Guinea Pig Food contains stabilised vitamin C to meet the species-specific requirement for this essential nutrient and with antioxidants plus a high fibre content, no added sugar and no artificial colours or flavours, both diets naturally support dental and digestive health for optimal wellbeing.

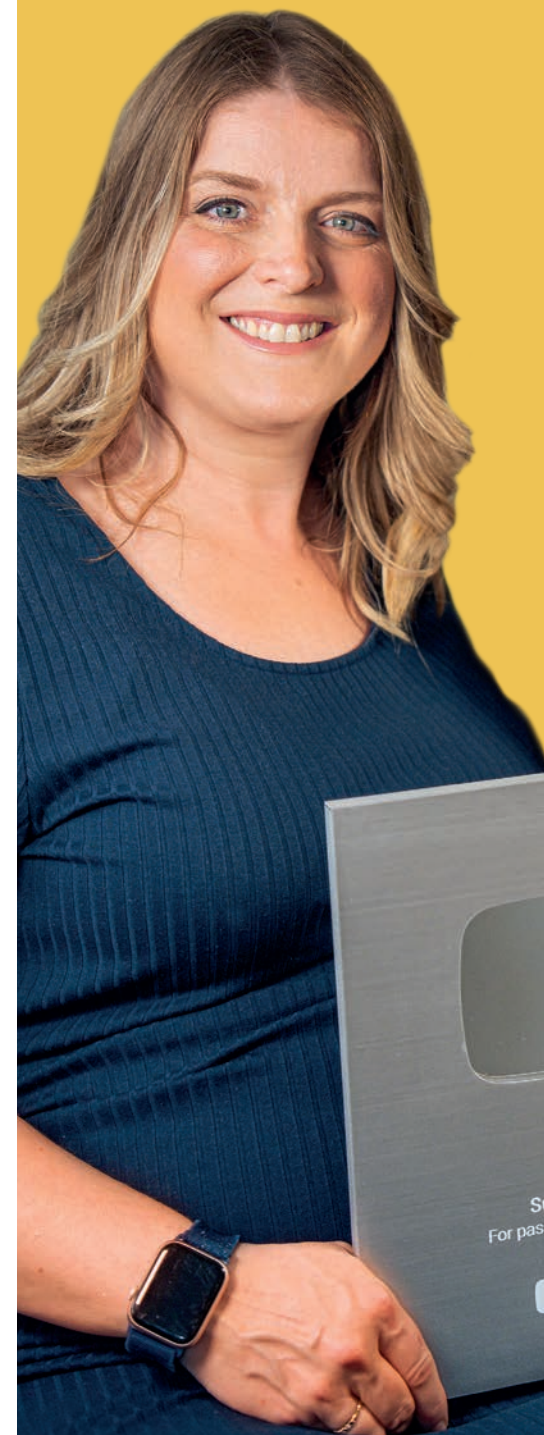


**FEED THEIR  
NATURAL  
INSTINCTS**

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## SUPREME PETFOODS CELEBRATES YOUTUBE MILESTONE REACHING 100,000 SUBSCRIBERS AND RECEIVING SILVER PLAY BUTTON AWARD

Supreme Petfoods, a leading manufacturer of small pet food and treats, is thrilled to announce a significant milestone for its YouTube channel, @SupremePetfoods. The channel has surpassed 100,000 subscribers and has been honoured with the prestigious YouTube Silver Play Button award.



This achievement underscores Supreme Petfoods' commitment to supporting its retail partners through comprehensive consumer marketing initiatives. From social media marketing across platforms such as YouTube, Facebook, Instagram, TikTok, and Pinterest to in-store point-of-sale materials, Supreme Petfoods continuously endeavours to elevate its retail partners' sales and to engage pet owners.

"We are incredibly proud to have reached this milestone on YouTube," said Claire Hamblion, Marketing Director at Supreme Petfoods. "It reflects our ongoing dedication to providing valuable resources and support to our retail partners and the small pet-owning community."

Supreme Petfoods' YouTube channel offers a wealth of content aimed

at educating pet owners on best practices for pet care, nutrition, and overall well-being. Through informative videos, tutorials, and expert insights, the channel serves as a valuable resource for pet owners looking to enhance their pets' lives.

In addition to its online presence, Supreme Petfoods remains committed to promoting pet health and wellness through various initiatives, including sampling campaigns and vet recommendations. Hundreds of thousands of free samples of Supreme's Science Selective rabbit and guinea pig food have been distributed to pet owners, so that pets can try high-quality nutrition tailored to their specific needs.

"At Supreme Petfoods, we prioritize pet care above all else," added Claire Hamblion. "Our mission is to empower small pet owners with the knowledge and resources they need to ensure their pets lead long, healthy, and happy lives."

The Silver Play Button award from YouTube serves as a testament to Supreme Petfoods' dedication to excellence and innovation in the pet industry. As the company continues to grow and evolve, it remains steadfast in its commitment to providing top-notch products and support for retailers and pet owners alike.

For more information about Supreme Petfoods and its range of small pet food and treats, please visit booth 610 in hall 4 at Interzoo, or visit [www.supremepetfoods.com](https://www.supremepetfoods.com).

*Supreme Marketing Executive, Julie Fowles, celebrates the award win*

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# MEET THE TEAM



## CHRIS CHILDS

Chris is Supreme Petfoods' Chief Executive Officer and has over 25 years' experience in the business.

During his tenure, he has overseen the company's operations in over 30 countries around the world, driving growth, productivity and profitability. Chris uses this expertise to continue to propel the business forward, with turnover more than doubling in the past five years.

By motivating Supreme Petfoods' team to stay focused on putting the needs of their customer first at all times, Chris has put his leadership skills to excellent use to continue to drive success for both Supreme and its customers.



## CLAIRE HAMBLION

Claire is Supreme Petfoods' Marketing Director and has over twenty-five years' marketing experience. During her time at Supreme, she has overseen the company's marketing in over 30 countries around the world, helping to support the growth of the company's brands in these markets.

Claire uses this expertise to continue to help gain market share, brand awareness, and to always meet the needs of customers and their pets.

By focusing on the effectiveness of marketing Supreme's strong brands and highly nutritious products, Claire has put her skills to excellent use to support success for both Supreme and its customers.



## DAVID SOANES

David heads up Supreme Petfoods' sales operation. With over 7 years' experience at the company, he oversees managing our retail customer's needs in over 30 countries around the world.

Specializing in new business development, he has helped us to win a considerable number of exciting new accounts and helps our retail partners to continue to enjoy significant category growth. David uses this expertise to continue driving exciting global sales.

By focusing on keeping Supreme Petfoods top of mind when retailers are considering their small pet category resets, David has been able to put his selling skills to excellent use to continue to drive success for both Supreme and its customers.

### For media inquiries, please contact:

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### About Supreme Petfoods

Supreme Petfoods is an award-winning manufacturer of small pet food and treats, offering a wide range of high-quality products under the Science Selective and Tiny Friends Farm brands. With a commitment to pet health and well-being, Supreme Petfoods strives to provide nutritious and delicious options for pets, including rabbits, guinea pigs, chinchillas, hamsters, and more.

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**610**

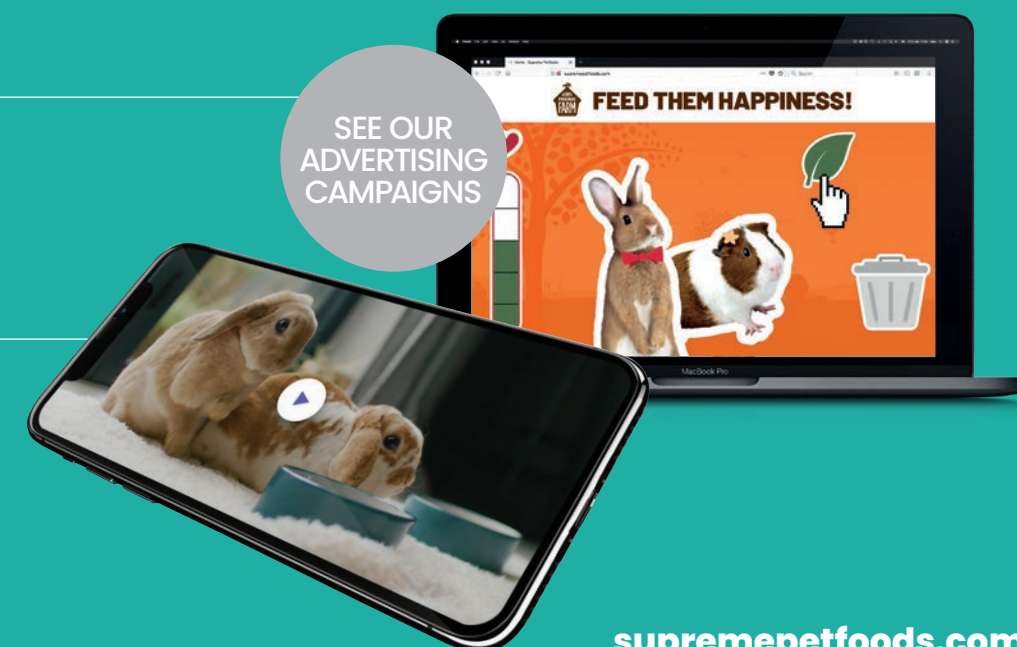
## 4 reasons why you won't want to miss out:

- 1. Exclusive sneak peeks:** Be the first to discover our latest innovations and product launches. From premium nutrition to healthy treats, we've got something special in store.
- 2. Personalised consultations:** Chat with our knowledgeable team members and receive personalised advice on the small pet category and latest trends.
- 3. Take a look at our exciting new marketing campaigns,** refined following in-depth marketing research analysis, and specifically designed to create enhanced emotional connections with pet parents.
- 4. Get ahead with key category insights** combining independent, global market research with 30 years' experience and top-level collaborations with the world's leading retailers.

Make plans to visit us at **Hall 4, stand 610**. We can't wait to catch up with you, showcase our latest offerings, and share our passion for all things small pet.

EXHIBITION CENTRE  
NUREMBERG  
GERMANY  
MAY 7 - 10, 2024

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CAMPAIGNS



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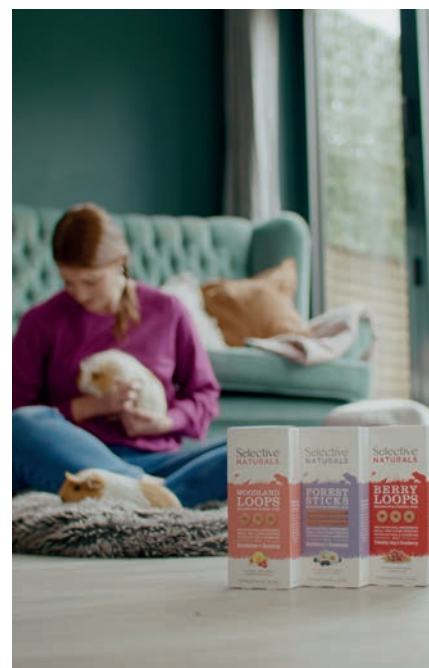
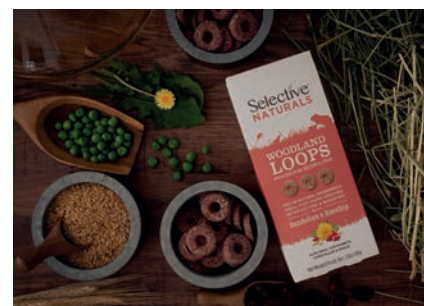
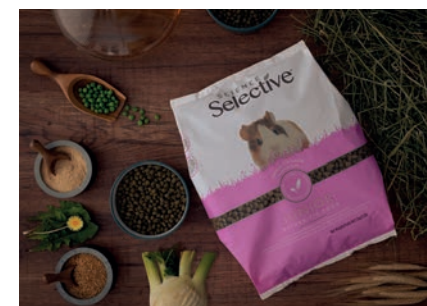


# SUPPORTING THE PET TRADE PRESS

As a small pet food manufacturer, we bring over 30 years of extensive expertise to the pet industry. We're deeply committed to understanding evolving trends and consumer needs, and our team, conducts regular, in-depth market research to stay ahead of the curve.

We believe in sharing our insights with the pet trade press to contribute to industry dialogue. Whether it's discussing emerging trends, nutritional advancements, or sharing success stories, we're dedicated to supporting informed discussions within the pet industry. Through collaboration and knowledge-sharing, we aim to help shape the future of pet nutrition and welfare.

As well as our expertise, we have an extensive library of pet and product images – contact us to find out more.



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# MARKETING SUPPORT

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## Supreme provides multi-channel marketing campaigns to support sales of its brands.

The Science Selective campaign focuses on vet recommended science-based nutrition, emphasizing the specific nutritional needs of each individual stage of a pet's life. Bold, eye-catching branding attracts customer attention and new lifestyle photography directly connects owners to their pets and the Selective brand. The Tiny Friends Farm campaign focuses on the fun TFF characters and marketing materials directly communicate the fun, high quality, value for money messaging. For both product ranges, retailers are supported with a full range of brand-specific digital advertising campaigns across Facebook, Instagram, TikTok and YouTube, and POS materials including educational leaflets, posters, free food samples and voucher schemes to encourage customer loyalty and repeat purchases.



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