



half & half

modern brand of pet food
for mindful petparents





Assortment 2023



Dry cat food
4 tastes, 12 SKUs



Dry dog food
4 tastes, 8 SKUs



Cat pouches
5 SKUs



Snacks
15 SKUs





Dry food. Advantages:



Recipe without chicken. Only valuable sources of protein - beef and turkey.

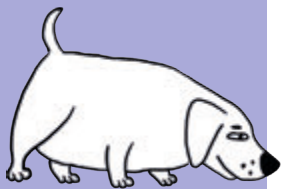
Support of joint and musculoskeletal system.

Superfoods and farm vegetables for a balanced diet



First achievements of the launch

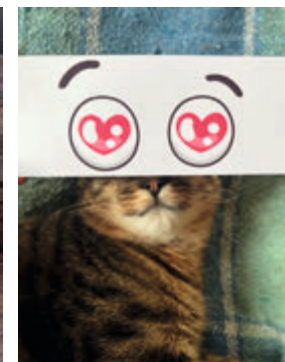
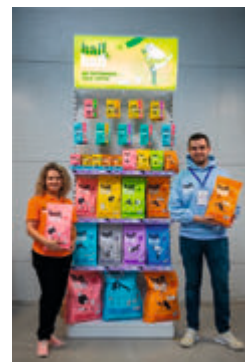
- - 77 tonnes in first 4.5 weeks
- - 1588 sales points, 200 of them with branded equipment
- - listing in 13 among 50 main modern trade chains
- - nr2 brand in porches in MasterZoo gaining 12,8% in pcs





We offer

- Marketing Support
- Trade equipment
- Education
- Community in the target country



Two halves – one life



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