



MISTERPET



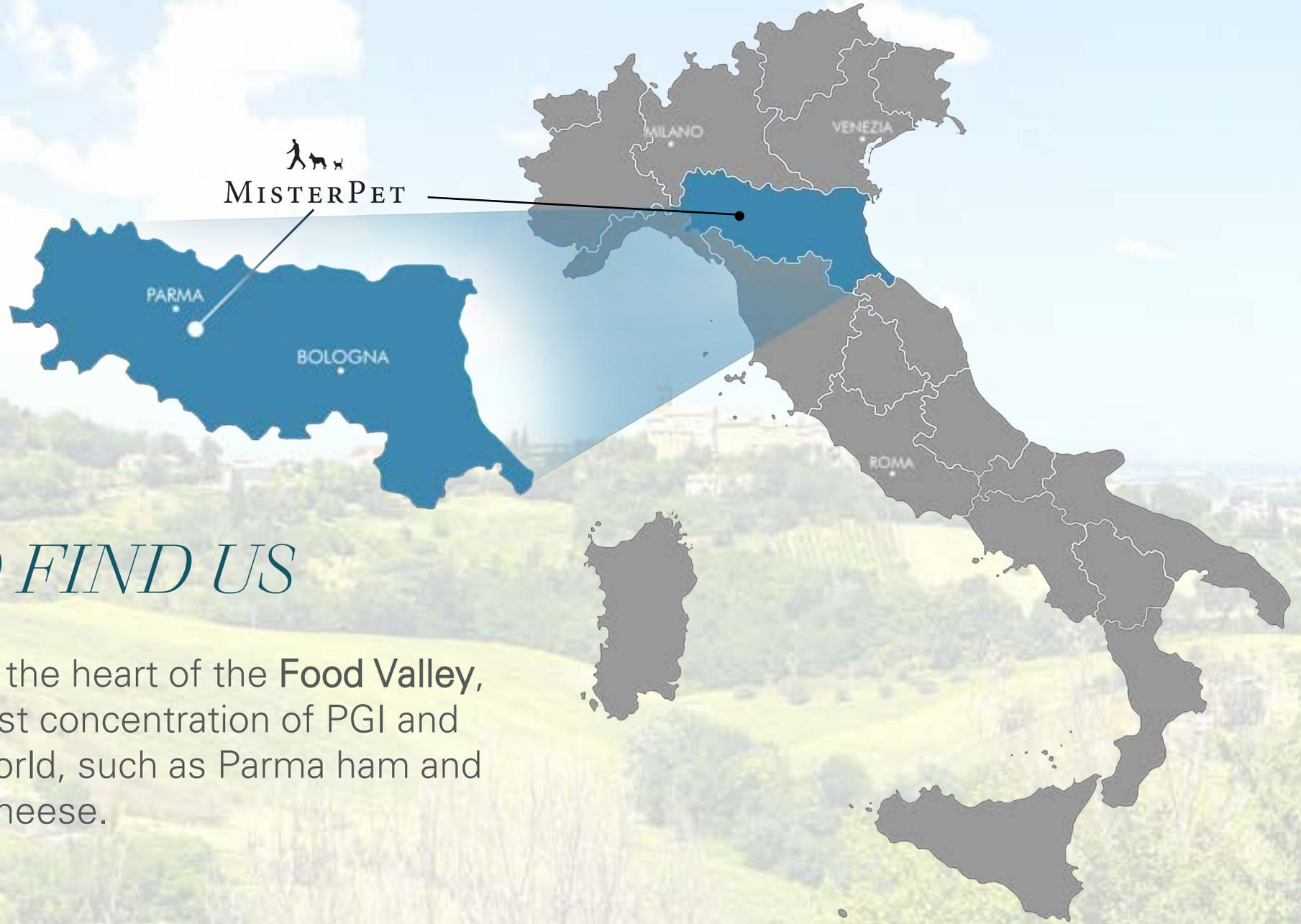
WWW.MISTERPETSRL.COM

WHO WE ARE

A family that has been guided for three generations by **strong tradition**,
a **great passion** for animals and a **connection to its territory**.

Complete respect for the natural diet of dogs and cats is what motivates us to research and innovate in order to produce foods that are increasingly in line with their needs.






MISTERPET

PARMA

BOLOGNA

MILANO

VENEZIA

ROMA

WHERE TO FIND US

Mister Pet is located in the heart of the **Food Valley**, the area with the highest concentration of PGI and PDO products in the world, such as Parma ham and Parmigiano Reggiano cheese.

SELECTED INGREDIENTS

Only ingredients that meet the **highest quality standards**, tracked throughout the supply chain by certified suppliers.

FRESH FISH AND MEAT

Sourced from farms that comply with **ethical standards** regarding the non-mistreatment of animals.

DEHYDRATED MEATS

Animal proteins and fish meal, produced by highly specialized suppliers so as not to deteriorate their nutritional characteristics.

CEREALS and VEGETABLES

Selected from **strictly GMO-free** crops.

FRUIT and MEDICINAL HERBS

Carefully selected for their beneficial properties.



NON-CONVENTIONAL PROTEINS

A wide selection of non-conventional proteins and novel proteins to reduce the risk of intolerances or allergies:

Buffalo, Wild Boar, Goose, Deer, Reindeer, Quail, Duck, Rabbit, Sardines, Trout, Mackerel, White fish, North Sea Herring

FUNCTIONAL INGREDIENTS AND SUPERFOODS

Fruit and medicinal herbs with specific functions that promote the well-being of specific systems in animals:

Pomegranate, Pineapple, Rosehip, Red fruits, Berries, Milk thistle, Dandelion, Hibiscus, Chicory, Yucca.





RESEARCH and INNOVATION

We develop the best recipes in collaboration with veterinarians, nutritionists and universities to improve the well-being of our four-legged friends.

SIMPLICITY THE 1ST STEP OF QUALITY

Production plant designed to make every check and verification simple and very quick. For Mister Pet, quality means frequent and efficient checks at all stages of production.





THE FRESH MEAT PROFESSIONALS

A family tradition spanning over 40 years.

RACOF a division of the corporate group that processes fresh meat and fish for pet food.

Located within the same industrial complex, supplying Mister Pet's kitchens every day.



THE BEST SELECTIONS

*FRESH FISH AND MEAT
HYDROLYSED PROTEINS*

Up to 80% fresh meat and fish used in cooking our foods.
Hydrolysed proteins in veterinary lines to **reduce allergenic risk and improve digestibility.**

A unique production process, a **vertical supply chain** from raw material to finished product.



IN HARMONY WITH THE ENVIRONMENT

Reducing our environmental impact is one of our main objectives, which is why we invest in achieving **maximum production efficiency with the least possible waste of natural resources.**





CO₂ REDUCTION

We have planted 300 new trees since 2021 to do our part to prevent climate change from worsening.

GREEN ENERGY

Solar energy with an efficient, cutting-edge photovoltaic system to reduce the use of energy produced from fossil fuels.

ZERO IMPACT EMISSIONS

The air and water used in production processes are purified so that they can be returned to nature unaltered.



Where Technology meets Tradition

New technologically advanced production site inaugurated in 2024



OUR PRODUCTION SET-UP:

4 EXTRUSION LINES:

Production capacity of 120.000 Tonne / Year of dry petfood.

- 3 lines with a production capacity of 40% fresh meat.
- 1 line with a production capacity of 80% fresh meat.

8 PACKAGING LINES

Production capacity of 60.000 packs / day.

We produce packaging from 40g up to 20kg.

We work with **sustainable materials** (recycled or recyclable plastics).

AUTOMATED WAREHOUSE

A 9,000 pallet spaces capacity and robotic shuttles and software-based logistics.

COMPUTERISED IN-LINE ANALYSIS

We monitor every production parameter **in real time** using infrared systems that analyse the kibble during all stages of processing.



EFFICIENT AND SUSTAINABLE PACKING FLOW

Mister Pet houses 8 packaging lines capable of producing up to 60,000 packs per day.

Updated to work with sustainable materials, such as recyclable or recycled plastics.



ADVANCED LOGISTICS

A 9,000-pallet automated warehouse.

Served by robotic shuttles, managed by artificial intelligence, in order to optimize the entire logistics phase, speed up loading and unloading times and eliminate errors.



INTERNATIONAL PRESENCE

EXPORTS TO 5 CONTINENTS

65% of our work is exported, we are present in 60 countries across the world.

IMPORTER SUPPORT

A dedicated team is responsible for preparing and obtaining all documentation and certifications required by the importing country. Product registration, health certifications, specific certifications and supplementary documents.



PRIVATE LABEL

CUSTOMER NEEDS

Definition of product characteristics according to your requirements.

MARKET RESEARCH

Market analysis to understand market demands.

RECIPE DEVELOPMENT

Selection of functional ingredients and development of tailor-made recipes.

PACK DEFINITION

Packaging design to make your product unique.

CUSTOMER LOYALTY

Guaranteed, consistent quality to meet consumer expectations.



OUR RECIPES



GRAIN FREE

Grain-free, 20% to 40% fresh fish and meat. Low glycaemic index.



LOW GRAIN

Only one cereal, 15% to 30% fresh fish and meat. Gluten free.



80% FRESH

Foods containing 80% fish and fresh meat.



VET DIET

Dietary lines to support wellbeing. Hydrolysed proteins to improve digestibility.



SEMI-MOIST

Greater palatability, daily reward, chewing needs. Gluten free.



SUSTAINABLE FOOD

Vegetarian, sustainable protein, insect flour.



MONOPROTEIN

Only one animal protein, min. 20% fresh meat, holistic philosophy.



SUPERFOOD

Functional ingredients for the well-being of the body.

OUR BRANDS



Primordial
GRAIN FREE

UltraPremium
Grain Free for cats and dogs.

- 70% animal ingredients
- 35% fresh meat
- Holistic food.



Vivere
By MisterPet

UltraPremium
Low Grain for dogs

- 60% animal ingredients
- 20% fresh meat
- Fruit and medicinal herbs
Gluten free



MEGLIUM
NATURAL MEAL

Premium line
for dogs and cats.

- 1° ingredient is meat
- Variety of meat and fish
- High digestability



MEGLIUM
Breeders

Breeder recipes line
Meglium.

- 20kg format
- 1° ingredient is meat
- High digestability
- Daily well-being



Ricette di Campagna

Glazed treats for
working dogs.

- 70% animal protein.
- High digestability
- Highly palatable



Crockex
Naturals

SuperPremium for
cats.

- 1° ingredient is meat
- 15% fresh meat
- Functional ingredients



MAMYNAT

Premium line for
dogs and cats

- High digestability
- High palatability
- Daily well-being



Breeders
Nutrition

SuperPremium
for breeders.

- 20kg format
- From 15% to 35% fresh meat
- Superfood ingredients

AWARD WINNING QUALITY

Primordial
by Mister Pet
GRAIN FREE

Vivere
by Mister Pet



From 2021 to 2026, for six consecutive years, Primordial Grain Free and Vivere Low Grain have received the **QUALITY AWARD**, demonstrating that consumers recognise and reward our quality.





Enzo Gambarelli

Founder of Mister Pet and Racof

"Our family" says Enzo Gambarelli, "It is one of the cornerstones of this extraordinary region, and we are very proud of it. With dedication and determination, we continue to pursue our mission: To ensure high palatability and digestibility, together with greater bioavailability of essential nutrients in the food we provide for our dogs and cats.



THANK YOU

 MISTERPET

Strada Pedemontana 35, Mamiano (Parma), ITALY

Tel. 0521 340323 - info@misterpetsrl.com

www.misterpetsrl.com





MISTERPET

