

Which FreshFrozen day is it today?



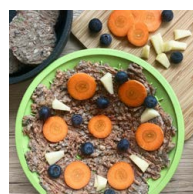
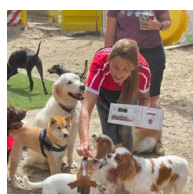
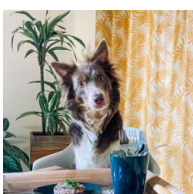
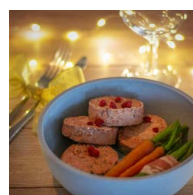
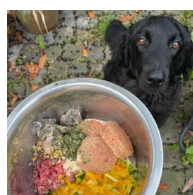
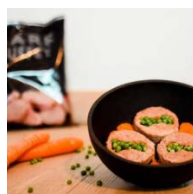
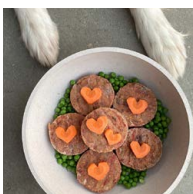
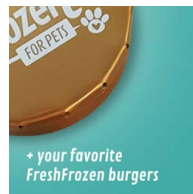
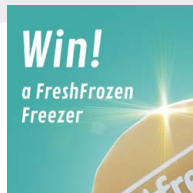
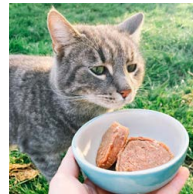
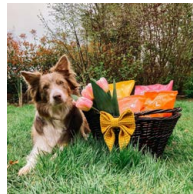
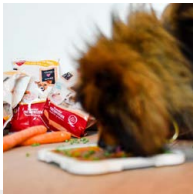
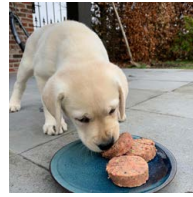
Probably the finest
food for your pet



**WOLF'S
menu**

**Unleash the wolf
in your dog**





Freshfrozen food for pets

From hype to mainstream

You may have noticed it by now in a pet shop near you: **freshfrozen food for pets** is on the rise. An increasing number of pet owners is finding their way to the freezer in their pet shop. And where the freezer used to be a lonely, white box at the back of the shop, pimped freezer islands or freezer walls are competing for the attention of pet owners.

The reasons why specialty retail is investing in freshfrozen food for pets is clear. **No other food category has grown so fast in the last five years** as the freshfrozen category. Furthermore, freshfrozen food for pets has the ability to significantly increase the frequency of visits from once every 1-2 months to once every 2-4 weeks. Finally, freshfrozen offers superior protection against online sales, as it is much trickier to offer freshfrozen food for pets online, at lower prices than specialty retail.

In the North of Europe, the share of freshfrozen food in pet specialty stores is **10 to 15% of pet-food sold**. In Belgium, pet specialty retail chains report a 5% market share for freshfrozen food. In France, major retail specialty chains are massively investing in freezers. And recently, a leading European specialty retail chain took over a freshfrozen production plant, to make sure there will be enough meat to feed its growth plans.

In the meantime, **millennial pet owners** are making freshfrozen food part of their dog's diet, some in combination with kibble, others solely with freshfrozen food. These owners are no longer "brand-exclusive", they try out different recipes and post the craziest creations on Instagram or TikTok.



Freshfrozen is good for you!

That freshfrozen food is healthy is no longer a well-kept secret for today's fans. An increasing number of academic studies indicate that freshfrozen food is better for your dog's health.

Italian academic research¹ indicates that the bacteria in freshfrozen food stimulate the intestinal flora. This creates a so-called **"Yakult-effect"** which makes the dog feel better in his coat. On the other hand, Finnish academic² research shows that 91% of the people who give their dog freshfrozen food say that their dog's **coat** is more beautiful as a result. In addition, Swiss academic research³ has shown that dogs fed freshfrozen food have healthier **teeth** than dogs fed pellets. Finally, research by the University of Ghent shows that Jolipet diets have an exceptionally high **digestibility** (90 - 94% on dry matter).

Research is now being conducted into the impact of overheating proteins on the production of so-called Advanced Glycation End Products. **AGEs** is a collective name for proteins that are irreparably damaged. It has been proven that heating increases the production of AGEs. AGEs have been linked to a range of health problems, including cancer, obesity, diabetes and kidney failure. An analysis of various cat and dog foods showed that AGEs were 38 to 122 times higher than in human food. Feeding fresh frozen food reduces the consumption of AGEs. Further research into this is recommended⁴.

And we haven't even mentioned the impact of the **sugars** in many of the prepared foods on the (excess) weight of our dogs and cats, with all the consequences that entails...

1. Misa Sandri et al., Raw meat based diet influences faecal microbiome and end products of fermentation in healthy dogs, Department of AgroFood, Environmental and Animal Sciences, University of Udine, Feb 2017
2. Hielm-Bjorkman and Virtanen (2013) Exploratory study: 632 shared experiences from dog owners changing their dogs' food to a raw food (BARF) diet
3. A. Liesegang, M. Bieri, K. Gerstner, Institute of Animal Nutrition, BARF feeding: is there an effect on dental health and fur quality?, Vetsuisse-Faculty, University of Zurich, Switzerland, Sep 2016
4. Sunvold G. Do raw foods have a role in the petfood industry, Pets International, October 2020



Natural protection



Always wanted to cook for your favorite pet but you don't get around to it? At Jolipet you've come to the right place. Jolipet originated from the idea of making bite-sized and healthy hamburgers for dogs and cats, with the same quality as if you were cooking yourself. Dogs and cats like meat, not corn flakes. All Jolipet recipes have been formulated by academics. They feature only ingredients such as real muscle meat, lightly pre-cooked potatoes or rice, delicious blanched fruits and vegetables sourced locally, nutritious oils for an optimal omega 3 / omega 6 ratio and our own blend of vitamins and minerals to make it complete.

WOLF'S
menu[®]
www.wolfsmenu.com

Wolf's Menu[®] is a complete, easy to digest, freshfrozen natural food for dogs. The frozen meat of Wolf's Menu[®] offers a balanced natural diet, with 70-85% of meat (half muscle meat, half organs) just like the prey of the ancestor of the dog: the wolf. Wolf's Menu[®] is a safe type of BARF, meaning it does not feature bones yet does contain quality meat, fruits, vegetables, adapted oils, minerals and vitamins, mainly sourced through local producers. In addition, our freshfrozen recipes are grainfree and come in handy hamburgers of 50g. Our products do not contain colorants, preservatives nor flavor enhancers.



joy 
71% meat
0% grain



essential 
85% meat
0% grain



active 
85% meat 
0% grain



sensitive 
70% meat
0% grain



therapy 
80% meat
0% grain



vitality 
80% meat 
0% grain



whelp 
83% meat
0% grain

**Release
the wolf
in your dog**



BARF BUFFET®

Create your food for your pet



BARF BUFFET® is an innovative concept that enables the dog owner to create his or her own complete, freshfrozen meal for his or her adult dog in a simple, nutritionally responsible way.

Our buffet consists of unprocessed raw materials, such as muscle meat, organs and bone, and gently heated fruit and vegetables (the BARF BUFFET® Veggie burger), sourced as much as possible from local suppliers. In this way, we provide the healthiest possible food in an ecologically responsible way and indirectly support local farmers. Some owners will want to work exclusively with muscle meat, organs and bone to achieve a complete meal, and this by varying between different protein sources. Others will prefer not to use bone and add our BARF BUFFET® VitaMin to create a complete meal.

Whatever you prefer, at BARF BUFFET®, owners who enjoy cooking for their dog will be at their best.

yOUR brand

Freshfrozen food for pets, under your brand name

We can develop any product, in any shape, in various types of bags, suiting your needs to the maximum, in 4 simple steps:

1 Choose your **target audience**: Based on our market insights, we can help you identify your target audience, key starting point for any successful value proposition definition.



2 Choose your **product type**: From a premium, science-based, human-grade product to a high-quality, rock-bottom priced, BARF-type product. Through our close relationships with core meat suppliers, locally and across the globe, we can make any product in a food-safe, cost effective way. Through our collaboration with academic researchers, we can even assess new premium diets in a science-based way.



3 Pick your **product shape**: Whether you want burger patties, dog bones, or your company logo, our flexible forming machine can make it all.



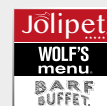
4 Select your **bag type**: Our packaging line can handle pillow bags (perfectly suited for high-throughput, budget products) and block-bottom bags (design bags for premium products) in variable dimensions and foil thickness.



Once the product is developed, production occurs at request in our **Feed Chain Alliance'-grade** in Belgium from where we can ship finished goods across Europe.

About Ecoclavis

As a family business, Ecoclavis brings together over 100 years of combined experience in the meat-business, a vital experience in the freshfrozen food for pets market. Through our quasi-vertical integration with core meat suppliers, we have guaranteed access to premium proteins under the safest conditions. Hereby we have secured access to most of our animal proteins (a comfort in today's uncertain raw materials market) and we have direct control to limit bacteria development in our prized ingredients.



YOUR brand

A new star
is born



**BARF
BUFFET.**

Compile your own
food for your dog

