

Westfleisch takes over The Petfood Company



Münster, February 2, 2024: Westfleisch is further expanding its range of pet food products: Germany's second largest meat marketer has taken over the entire business operations of The Petfood Company GmbH from Bocholt as of February 1, 2024. "With this takeover, we have taken a further step towards extending our own value chain," explains Dr. Wilhelm Uffelmann, CEO of Westfleisch. "In view of the strong demand from our retail partners, we see high growth potential for The Petfood Company's premium products. We want to exploit this together."

The Bocholt-based start-up had to file for insolvency at the end of last year, but business operations have continued since then. "The Petfood Company is a very well-positioned producer in the wet food sector and has a state-of-the-art production facility," says Johannes Steinhoff, COO of Westfleisch. "With our raw materials, our experience and our network, as well as the targeted leveraging of synergies, we will expand production in Bocholt, develop the production facility sustainably and secure around 60 jobs for the future." The Petfood Company receives its raw materials via short transport routes from the Westfleisch meat centers, including Coesfeld and Oer-Erkenschwick.

"Targeted additions to the pet food range"

Westfleisch has already been active in the field of dry chewing products for pets for many years with its subsidiary DOG'S NATURE GmbH. "With The Petfood Company, we are now expanding our product portfolio to include wet pet food and thus supplementing our range in the pet food segment, also in the interests of our customers," explains Johannes Steinhoff.

Westfleisch now operates at ten locations in north-west Germany. The company is constantly investing in its product diversity and is increasingly pushing ahead with the expansion of its own value chain. "The successful takeover is an example of what we will continue to drive forward in the coming months and years: We detect opportunities provided by the consolidation of the German meat market and seize

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them where it makes strategic and operational sense," says
Wilhelm Uffelmann.

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