

PATS 2026

RISING STARS

Meet the emerging brands in the New Starter Zone

PAGE 18 >

TALKING TRADE

FEED THE BIRDS, GROW THE CATEGORY

Sue Taylor on British sourcing and year-round sales

PAGE 32 >

FIREWORKS

SPARK SALES

Build the perfect calming range for your customers

PAGE 30 >

RETAIL ADVICE

AUTUMN ESSENTIALS

Help owners of small pets prepare for colder weather

PAGE 38 >

PATS 2026

THE BIG SHOW PREVIEW

Everything you need to make the most from your visit

TURN TO PAGE 12 >



WIN STOCK FOR YOUR SHOP!

WINSTOCK 2026

Enter for your chance to win £2,000 of stock

TURN TO PAGE 21 >

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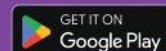
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The excitement continues to build for PATS, and this issue is packed with useful information to help you prepare for the show, including an exhibitor list, floorplan and preview of some of the highlights visitors can expect.

Pet Product Marketing is once again delighted to be the official media partner of the PATS New Starter Zone. It is always one of the most enjoyable parts of the

show, filled with ambitious young businesses, fresh ideas and products that retailers may not have encountered before. Turn to page 18 to meet this year's rising stars and start planning which stands you would like to visit.

We're also delighted to say that our annual competition, WinStock, is back! It offers independent retailers the chance to win more than £2,000 worth of stock for their stores. We have some fantastic prizes lined up, so make sure you get your entries in, either online or at our PATS stand, G51.

Elsewhere, we are looking ahead to the important autumn and winter trading period,

with features on fireworks, Christmas, wild bird and small animal care. It may feel strange thinking about colder weather while everything outside is baked dry, but we all know how quickly time flies, especially in retail.

I hope you enjoy the issue, and I look forward to seeing many of you at the show.

James Buzzel

Editor, Pet Product Marketing

P.S. Join me on LinkedIn at [linkedin.com/in/jamesbuzzel](https://www.linkedin.com/in/jamesbuzzel) for trade updates and the occasional bit of random trivia.

Contents

4 | News

The latest acquisitions, partnerships, campaigns and developments

8 | New products

Fresh launches across pet food, treats, healthcare and accessories

12 | Get PATS ready!

A preview of the show, its key attractions and everything visitors need to know

14 | Exhibitor list

Find the companies and brands exhibiting at PATS, to help you organise your visit

16 | PATS floorplan

Map out your route around the halls and make the most of every minute!

18 | Rising stars!

Meet the ambitious emerging brands bringing entrepreneurial energy to the PATS New Starter Zone

21 | WinStock

Find out how your business could win valuable stock

30 | Fireworks ready

A coordinated calming range, reassuring advice and a strong seasonal display

32 | Talking trade

Sue Taylor, of Bartholomews Agri Food, explains how knowledgeable retailing can build repeat sales and customer loyalty

34 | Make Christmas work harder

Discover products that can add excitement and value to your Christmas range

38 | Autumn essentials

Help owners prepare rabbits and other small pets for colder weather

40 | Bird business takes flight

Help customers support garden birds while building a valuable seasonal category

44 | Coffee break

Explore the world of truffle hunting!

46 | PPM puzzles

Take a well-earned break with our crossword challenge



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For independent pet retailers

www.petproductmarketing.co.uk

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Printed by **Stephens & George Limited**

Subscriptions and back issues

Pet Product Marketing is available free to people who qualify for our controlled terms of circulation. If you'd like to register for a free subscription, please visit petproductmarketing.co.uk

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Central Garden & Pet becomes strategic partner to TRIXIE



TRIXIE Heimtierbedarf GmbH & Co. KG, one of Europe's leading suppliers of pet accessories and pet treats, announced that Central Garden & Pet will acquire a majority stake in TRIXIE. The transaction marks a significant milestone in TRIXIE's more than 50-year history and opens new opportunities for sustainable growth, innovation and international development. TRIXIE will continue to be managed independently and will pursue its successful course with its existing management team, close customer relationships and strong corporate culture.

Through the partnership, TRIXIE will gain access to additional resources, international expertise and expanded opportunities in the areas of sourcing, product development, logistics and market development. At the same time, the successful corporate culture that has shaped TRIXIE for decades will remain intact.

"Joining forces with Central Garden & Pet marks a significant milestone in the 50-year history of TRIXIE," said Bonnik Hansen, founder of TRIXIE. "I am incredibly proud of what our employees, customers and business partners have built together. When looking for a partner, it was important to us to find a company that shares our values, our corporate culture and our long-term thinking. We are convinced that Central is exactly the right partner to build on our strong foundation and successfully drive our next phase of growth."

"TRIXIE is an exceptional company with a strong culture, a high level of innovation and an impressive success story. What convinced us in particular are the people who have built this company over more than 50 years. We are very much looking forward to welcoming the TRIXIE team to the Central family and shaping the future of the European pet market together," said Niko Lahanas, CEO of Central Garden & Pet.

Following completion of the transaction, TRIXIE's proven leadership will remain in place. The company will continue to be managed by Dirk Jessen, Burkhard Friedrichsen and Danny Bollerey. In addition, Dirk Jessen and Volker Haak will remain minority shareholders in TRIXIE Heimtierbedarf GmbH & Co. KG.

Volker Haak will also continue to support TRIXIE as a consultant and contribute his many years of experience to the continued development of the company and its European market activities. This continuity creates stability for employees, customers and business partners and ensures the successful continuation of TRIXIE's course.

"Our mission goes beyond selling products – we support people and their pets throughout their lives together. The idea of Friends for Life shapes our actions and describes not only the relationship between pets and their owners, but also the trusted collaboration with our customers, retail partners and suppliers. That is exactly why this partnership is such a good fit for us.

"With Central, we are gaining a strong partner that shares our values while opening new opportunities for the future. Together, we will build on what has made TRIXIE Heimtierbedarf GmbH & Co. KG successful and shape the next chapters of our company history," said Burkhard Friedrichsen, CSO of TRIXIE.

Assisi Pet Care acquires Forthglade

Assisi Pet Care, a leading UK producer of premium natural pet food and treats, has acquired natural pet food manufacturer, Forthglade.

Founded in 1971 and headquartered in Okehampton, Devon, Forthglade is one of the UK's leading premium natural pet food brands. Its state-of-the-art manufacturing facility specialises in high-quality, minimally processed wet and dry dog food and natural treats.

The acquisition marks a significant strategic milestone for Assisi as it continues to build a leading European premium natural pet care business. Forthglade joins a brand portfolio that includes Burns, Hollings, HiLife, Maced, Pet Munchies, Yakers and NAW.

Chris Melander, CEO of Assisi Pet Care, said, "We have long admired Forthglade and the business David and his team have built. To create such a strong brand, trusted by pet owners, is a real achievement, underpinned by a passionate commitment to natural, high-quality nutrition."

"Forthglade is an excellent fit for Assisi, and we are excited to invest in the brand and business to unlock its next phase of growth."

David Cox, CEO of Forthglade, added, "Joining the Assisi family marks an exciting new chapter for Forthglade and is testament to the incredible journey we have been on over the past few years."

"I am immensely proud of how we have developed the business, establishing Forthglade as a trusted leader in premium, minimally processed pet food. None of this would have been possible without the dedication, passion and hard work of our exceptional team."

"Partnering with Assisi provides the strategic support to accelerate our growth, and we are all excited about the next stage for the business."



Burgess Yorkshire Takeover returns to support rescue dogs

Burgess Pet Care has relaunched its Yorkshire Takeover campaign following the success of last summer's initiative supporting rescue centres across the UK.

Launched on 1 August, the week-long Supadog Yorkshire Takeover invited consumers to nominate a rescue centre to receive a share of the company's dog food donation fund.

The campaign is funded through sales of Burgess Supadog Rich in Salmon, with 20p from every bag sold throughout the year contributing to food donations for rescue dogs.

Last year's campaign generated £3,500 worth of food, helping rescue centres care for, rehabilitate and rehome dogs.

Suzanne Moyes, Deputy Managing Director and in-house vet at Burgess Pet Care, said, "We were delighted with the response to last year's Yorkshire Takeover and the difference it made to rescue centres and the dogs in their care."

"We believe all animals deserve the best care and nutrition, and this campaign aims to provide exactly that."

Linda Griffiths of Evesham Greyhound & Lurcher Rescue, which previously received donations from Burgess, said: "Burgess Pet Care have saved so many dogs here by donating food and helping us feed them during a particularly difficult year. The reallocation of funds meant we could provide more veterinary care to the dogs depending on us."

Launching on Yorkshire Day, the campaign also celebrates Burgess Pet Care's heritage as a family-owned Yorkshire business.

To nominate a rescue centre, visit www.burgesspetcare.com/events/yorkshire-takeover



H.I.G. Capital becomes majority owner of Outward Hound

The investment will support the pet product company's plans to accelerate innovation, strengthen customer partnerships and explore new category opportunities.

Outward Hound has announced that funds affiliated with global investment firm H.I.G. Capital have assumed majority ownership of the company.

The acquisition will provide additional support for Outward Hound as it builds on its family of dog and cat brands, accelerates product innovation, strengthens customer partnerships and pursues opportunities in new categories.

"This is an exciting moment for the company," said Jared Mosher, CEO of Outward Hound. "H.I.G.'s support gives us greater flexibility to invest behind our brands, accelerate product innovation and pursue



growth opportunities.

"We remain focused on building on what makes Outward Hound valuable to pet parents and retail partners: distinctive brands, strong product development and trusted customer relationships."

Vivek Jain, managing director at H.I.G. Capital, added: "We are pleased to partner with Outward Hound and its leadership team

to expand the business and capitalise on the opportunities ahead."

About Outward Hound

Outward Hound is an award-winning creator, manufacturer and distributor of toys, games, gear, feeders, beds and treats for dogs and cats.

Its portfolio includes Outward Hound, Best Friends by Sheri, Catstages, Wholesome Pride Pet Treats, Nina Ottosson, Planet Dog and Pupstages.

The company is headquartered in Centennial, Colorado.

About H.I.G. Capital

H.I.G. Capital is a global alternative investment firm with \$75 billion of capital under management.

Founded in 1993, the firm specialises in providing debt and equity capital to middle-market companies. It has invested in and managed more than 400 companies worldwide, with its current portfolio comprising more than 100 businesses.

Piggy Fest attracts more than 2,700 guinea pig enthusiasts

The UK's first dedicated guinea pig festival welcomed more than 2,700 visitors to Jimmy's Farm & Wildlife Park in Suffolk, comfortably exceeding its original ticket-sales target of 500.

Piggy Fest attracted guinea pig enthusiasts from across the UK and the Netherlands, while official event T-shirts were also ordered by fans in the USA.

Organised by HayPigs! in partnership with Jimmy's Farm & Wildlife Park, the festival was supported by headline sponsor, Supreme Petfoods, alongside *Guinea Pig Magazine*, Little

One, Burgess Excel, Natural Nibbles, Piggie Parcels and Rosewood Pet.

Visitors enjoyed educational talks from guinea pig experts, appearances by popular content creators, family entertainment and opportunities to meet other owners and enthusiasts.

The event also promoted responsible ownership, welfare and enrichment, while showcasing the wildlife park's Guinea Pig Village, which is home to 15 guinea pigs and includes its own church and nail bar.

A Piggy Wish Tree gave visitors the opportunity to remember pets that had died, while the festival raised more than £2,000 for guinea pig rescue organisations across the UK.

According to UK Pet Food figures cited by the organisers, there are an estimated 700,000

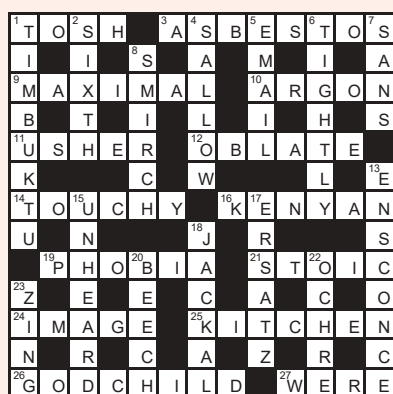
pet guinea pigs in the UK, with around 1.2% of households owning at least one.

Following the success of the inaugural event, organisers are already planning Piggy Fest 2027, promising an even bigger celebration of guinea pigs and the community surrounding them.



PUZZLE ANSWERS

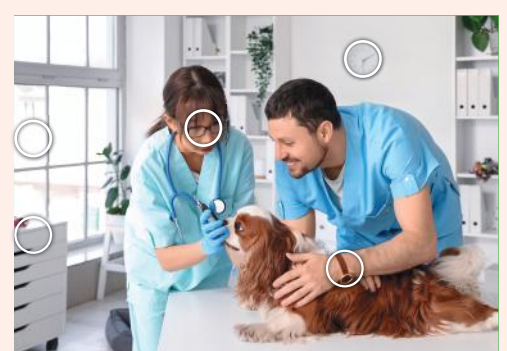
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Rosewood NATURALS

For 20 years, Naturals has been creating healthier treats made with 100% natural ingredients and toys crafted from natural materials.

This summer, we're celebrating with 27 new toys for small animals and pet birds.

Many are for both categories, maximising their sales potential and making your retail space work harder.

Made from natural, glue-free materials, the range encourages chewing, gnawing, exploring and foraging, keeping pets active and your customers happy!

So why not reinvigorate your toy range, today?



*To place an order, existing customers contact your sales representative or log into your online trade account. If you do not know your representative email us with your account number. New customers must apply for a trade account. All account applications are subject to credit checks. Minimum order value of £250 nett plus £10 delivery charge. Free delivery on orders of £400 nett and above. Minimum annual trade amount of £3,000.

enquiries@rosewoodpet.com

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The Innocent Hound refreshes air-dried range

Air-dried pet food brand, The Innocent Hound, has refreshed the packaging of its bestselling 70% Original Complete Food range, creating a brighter and more impactful display for retailers.

The colourful new design brings the brand's recognisable identity across its food and award-winning treats, helping shoppers discover air-dried food and identify individual recipes more easily.

The range includes six complete dog food recipes, such as Lamb Casserole, Beef Stew and Salmon Fishcakes, alongside two dual-protein cat recipes: Salmon & Tuna and Duck & Venison.

Each recipe is now supplied in a recyclable, resealable 1.5kg pouch, replacing the previous boxed format. The pouches are easier for customers to store while giving retailers a stronger, more consistent display in store.

Recipes are available in cases of four, either as individual flavours

or in a mixed case containing four of the most popular options, providing an accessible introduction for retailers new to air-dried food.

Chloe Heaton, Founder and MD of The Innocent Hound, says, "Having all our food and treat packaging aligned creates a really impactful display and helps shoppers discover and understand air-dried food more easily.

"It's an exciting time for us, and we can't wait to showcase the new look at upcoming trade shows, including PATS."

Made with high-quality British meats, the gently air-dried recipes offer many of the benefits associated with raw feeding, combined with the convenience of dry food. They require no refrigeration, freezer storage or preparation, making them suitable for everyday feeding, mixed diets and travel.



To view the range or open a trade account, visit www.innocentpetcare.co.uk

Nutravet's rehydration support drink

Nutravive is a highly palatable liquid nutritional supplement designed to support hydration, nutrition and wellbeing in dogs and cats during illness, post-operative recovery or periods of reduced appetite.

Suitable for both the early and progressive stages of recuperation, it provides targeted nutritional support when pets are eating or drinking less than usual.

Key benefits include:

- Rehydration support
- Essential nutrition
- Appetite support
- Prebiotic fibre complex
- Support during recovery and recuperation

Nutravive can also be used as part of geriatric care and to support puppies during growth and development. Its convenient liquid format can be administered directly or alongside food.

Commenting on the launch, Emma Purnell, RVN and Clinical Lead at Nutravet, said, "Nutravive has been developed to provide practical nutritional support for pets when they need it most. Whether recovering from surgery, struggling with appetite or requiring additional hydration and nutrition, it offers a highly palatable, easy-to-administer solution that supports recuperation and overall wellbeing."



Nutravive is available from Nutravet. Visit www.nutravet.co.uk for more information



PARK LiFE's Dog Friendly Crisps

UK pet treat brand and PIF member, PARK LiFE Pet has expanded its range with Dog Friendly Crisps, a roast chicken-flavoured snack created for dogs.

Founded by *Dragons' Den* entrepreneur, Richard Marles, and his wife, Libby, PARK LiFE says the grain-free crisps are made from sliced potatoes and hand-cooked in small batches. They contain no added salt, sugar, lactose or artificial additives.

The idea was inspired by the couple's Labrador, Penny, who would watch them sharing crisps at home.

Richard said, "People love sharing food with their dogs. It's part of the bond. Dog Friendly Crisps let owners enjoy that moment without worrying about what's in the bag."

The product taps into growing demand for pet treats inspired by familiar human foods, while still being specially formulated for dogs.

Richard added, "The idea came from real life with Penny, and we wanted to turn a moment many dog owners will recognise into something special for pets."

For more information, visit parklife.pet

Purr & Meow unveils major rebrand

Purr & Meow, the sister brand of Pooch & Mutt, has unveiled a refreshed identity, upgraded recipes and a simplified range structure.

The move follows Pooch & Mutt's rebrand in January, which repositioned the company as being "for all breeds & needs". Purr & Meow will now bring the same health-led approach to cats.

Recipes feature functional ingredients designed to support digestion and overall wellbeing, including prebiotics, postbiotics, psyllium husk, apple and Mojave yucca.

Paul Dennison, CEO of Pooch & Mutt, said "This rebrand gives Purr & Meow the foundations to follow the same path as Pooch & Mutt, with clearly defined ranges, high-quality recipes and expert-backed products.

"Our ambition is for Purr & Meow to become a much bigger part of the business, with the same level of innovation, expertise and range development shoppers and retailers associate with Pooch & Mutt."

The portfolio comprises two ranges: Primal and Superfoods.

Primal includes complete wet and dry foods made with natural animal proteins and superfoods, alongside the brand's first jerky treat. Products include:

- Salmon or Duck Complete Dry Food, with 80% of protein from animal sources
- Salmon or Turkey Complete Wet Food, with 94% from animal sources
- Salmon, Sprat & Trout High-Protein Jerky, made with 85% fish

The more affordable Superfoods range covers kitten, adult, senior and indoor cats, with recipes supporting digestion, skin and coat, joints, cognitive development and everyday vitality.

Products include Turkey, Sweet Potato & Pumpkin Complete Dry Food and Complete Wet Food with Turkey Fillets in Gravy.

The new identity and packaging will launch across both ranges.



Visit poochandmutt.co.uk/collections/cat-food

The Buffalo Co. launches Poppy Collection in Jollyes

The Buffalo Co. has launched its Poppy Collection of designer dog bowls nationwide across Jollyes stores.

Designed to combine style and practicality, the collection features hand-finished designs, non-slip bases and complimentary wrought-iron stands.

The rollout has been supported by DECCO, The Buffalo Co.'s exclusive UK wholesale distributor, which has helped bring the collection to market through its nationwide distribution network.

Jonathon Moyce, Managing Director of The Buffalo Co., said:

"Seeing the Poppy Collection launch nationwide with Jollyes is another proud moment for our team. It is fantastic to see the quality of our products being recognised by major retail buyers and pet owners."

The Poppy Collection joins the company's range of feeding accessories and natural dog treats.

The Buffalo Co. will also exhibit at SuperZoo in Las Vegas in August, followed by PATS and Glee in September.



Play9 launches compact Roolo Mini enrichment toy

Play9 has expanded its canine enrichment range with the Roolo® Mini, a smaller version of its award-winning original toy.

The Brighton-based company developed the product in response to demand for a Roolo suited to smaller breeds. Measuring four-fifths of the original's size, the Mini is designed primarily for small and medium-sized dogs.

Its redesigned opening accommodates smaller treats and mouths, while offering larger dogs a different challenge. The compact format also makes it suitable for training, travel and everyday play.

According to Play9, the Mini retains the original toy's durability and unpredictable movement, encouraging dogs to remain mentally and physically active while working to release treats.

"We didn't change the formula; we just shrank the frame," said the Play9 team. "It's the same Roolo DNA, tailored for small to medium-sized dogs."

The Mini will be available in sunshine yellow, contrasting with the original Roolo's signature blue. Play9 selected the colour because blue and yellow are among those dogs can distinguish most clearly.

Founded in 2023, Play9 is known for its design-led approach to canine enrichment, nutrition and wellbeing. The launch follows the introduction of Tuki's Treats in 2025.



Wiggle & Woof's Eley Kishimoto collaboration



British pet lifestyle brand, Wiggle & Woof, has partnered with design studio, Eley Kishimoto, to launch a dog accessories collection featuring its iconic Flash print.

The officially licensed capsule range includes an adjustable harness, lead, collar, bow tie and poo bag holder. Each product features the graphic print, orange detailing and co-branded hardware, allowing the accessories to be purchased individually or as a coordinated set.

The adjustable harness includes three clips, a lockable neck fastening, front and rear D-rings and a fully adjustable fit. Coordinating products feature practical details including neoprene padding, secure fastenings and accessory attachments.

Eley Kishimoto designers, Mark Eley and Wakako Kishimoto, said, "Seeing Flash become part of everyday life with our four-legged companions feels both unexpected and completely natural."

Wiggle & Woof founder, Amy, added, "We wanted to respect Eley Kishimoto's design heritage while creating products dog owners would genuinely enjoy using every day."

The collection will launch through Wiggle & Woof's online store and selected independent retailers [wiggleandwoof.co.uk](https://www.wiggleandwoof.co.uk)

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Shaping the future
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Virbac

Following a record-breaking first year at the NEC, the UK's leading pet and aquatics trade exhibition is preparing for its most ambitious event yet. PATS 2025 welcomed 6,021 visitors, a 70% increase on the previous year, alongside a record 445 exhibitors representing 15 countries. This year, the show has expanded into Halls 3 and 3a, with more than 140 brands exhibiting for the first time and companies expected from over 30 countries.

Thousands of products will be brought together under one roof, covering dogs, cats, small animals, birds, aquatics, water gardening, reptiles, exotics and invertebrates. Visitors can meet established suppliers, discover emerging brands, compare products in person and identify the ranges likely to shape pet retail during the year ahead.

"Demand for stand space at PATS 2026 has been phenomenal," says Event Director Ian Reynolds, who adds that new attractions have been introduced alongside the show's established features to give visitors even more to experience.

As well as the New Product Showcase, New Starter Zone, Aquatics & Reptile Zone and live grooming demonstrations, the 2026 event will introduce an International Pavilion, a Pet Industry Federation Drop-In Clinic, an expanded Grooming Zone and a Hosted Buyer Programme.

Whether you are looking for a particular product, reviewing an existing category or simply searching for something different, PATS offers three days of buying, learning and valuable face-to-face conversations.

Get PATS ready!

Plan your time, find the latest products and make the most of three busy days at the NEC Birmingham



Make the most of the show

PATS is introducing a free show app to help visitors organise their time more effectively. The app will bring together the event programme, exhibitor information and product listings, alongside networking tools that can be used to arrange meetings with suppliers and buyers.



When and where

Pet & Aquatics Trade Exhibition 2026

Location: Halls 3 and 3a, NEC Birmingham, B40 1NT

When: Sunday, 27 September to Tuesday, 29 September 2026

Opening hours:

Sunday, 27 September: 09:30–17:00

Monday, 28 September: 09:30–17:00

Tuesday, 29 September: 09:30–16:00

Cost: Registration and entry are free for qualifying trade visitors. Visitors can register at the show, but advance registration is the quickest way to gain entry.

To register for free entry to PATS 2026, visit patshow.co.uk

Why visit PATS?

For those working in the pet and aquatics trade, PATS offers opportunities to:

- Discover genuinely new products
- Meet existing and prospective suppliers
- Compare ranges side by side
- Take advantage of exclusive show offers
- Find new and emerging brands
- Attend demonstrations and retailer sessions
- Discuss business challenges with industry experts
- Build contacts across the pet trade



New Product Showcase

The New Product Showcase should be one of the first stops for any retailer searching for the products likely to generate interest over the coming season.

Every entry must have been launched to the trade since 1 October 2025, making the showcase a concentrated source of genuinely new ideas rather than an exhibition of established lines.

Entries will be assessed by a panel of retailers, with awards recognising the strongest innovations across 12 categories.

New Starter Zone

Some of the most interesting discoveries at PATS come from businesses appearing at the exhibition for the first time.

The New Starter Zone, supported by the Pet Industry Federation with Pet Product Marketing as media partner, is reserved for businesses that are three years old or less, or brands that are new to PATS. Its dedicated branding and layout make it easy for visitors to find a collection of young companies in one area. See page 18 for further details.

International Pavilion

New for 2026, the International Pavilion will bring brands and manufacturers from around the world together in one dedicated area.

The pavilion has been designed to help visitors explore international developments more easily, discover products that may not yet be widely available in the UK and connect directly with overseas suppliers. With exhibitors expected from more than 30 countries across PATS, the international area reflects the show's growing global reach.

Aquatics & Reptile Zone

The Aquatics & Reptile Zone returns as a dedicated destination for businesses working across aquatics, water gardening and reptile care.

Visitors will be able to meet specialist suppliers, investigate new equipment and consumables, and explore developments across indoor aquatics, ponds, livefood, plants, nutrition and reptile keeping. The area will also have its own Aquatics New Product Showcase & Awards.

The Grooming Zone

The Grooming Zone returns with an expanded programme delivered in partnership with the British Isles Grooming Association.

Professional groomers will demonstrate practical techniques and finishing skills throughout the show, giving visitors the chance to see products and equipment being used rather than simply displayed.

New retailer-focused sessions will also help pet shop teams sell grooming products with greater confidence. Topics will include coat types, product selection, welfare-focused practices and the conversations retailers can have with customers when recommending brushes, shampoos, conditioners and other grooming essentials.

Pet Industry Federation Drop-In Clinic

Running a pet business can raise questions that are difficult to resolve during an ordinary working day. A new Drop-In Clinic from the Pet Industry Federation will give visitors access to practical, business-focused support while they are at the show.

Experts will be available to discuss areas including business management, legal and regulatory compliance, animal welfare standards and customer service.

The informal format means conversations can be shaped around the individual business, whether the visitor runs a single independent shop, provides pet services or is responsible for a growing group of stores.

BETA International equestrian trade show

PATS will once again be staged alongside BETA International, the UK's leading equestrian and country trade exhibition. BETA International takes place on Sunday, 27 and Monday, 28 September, giving retailers and buyers two major sourcing opportunities during the same visit to the NEC.

Only one registration is required. A PATS visitor badge will provide access to BETA International during its opening days, while BETA International visitors will also be able to enter PATS. This will be particularly useful for businesses selling products across the pet, equestrian, outdoor and country sectors.



Pet Product Marketing

www.petproductmarketing.co.uk

Come and see PPM

Pet Product Marketing will be at PATS. Visit us on stand G51 to enter our WinStock competition, and have a chat with the PPM team.

List of Exhibitors (please check www.patshow.co.uk for updates before travelling)

AB7 Santé	K58	Cobbydog	D19	Hand and Paws	E75
Abbey England	P70	Cococat & Pidan	Q58	Hangzhou Beiqu Technology	Q68
Ace Antlers	F46	Cold & Dog	S71	Hangzhou Cute Pet Technology	N40
Adios Plastics	F26	Cold Room Rentals	N56	Happy Pet Products	D50
Adoreadane Collection	G71	CONCH	N60	Harley & Marley	C20
Albion Pet Foods	L30	Concord Straw Pellets	P25	Harvest Loyal Intelligent	
Alex Sharp	D42	Connolly's Red Mills	F20	Household Co	N62
ALF	T35	Conpet Innovation	O35	Harvest Wildlife Products	I25
All for Paws	K10	Cookhouse	F40	HayDay	A38
AM Labels	Q42	Cooper	K10	Healthy Option Pet Food	A21
Ancol Pet Products	M20	Copdock Mill Wholesale	L45	Healthy Paws	C55
Anglo Aquatic Plant	R3	Cotswold Raw	K22	Hebei Kexing Pharmaceutical Co	Q50
Animal Instincts	K10	Countrywide Bird Food	I1	Hello Fresh	T52
Animate	TBC	Coveris	A35	Hem and Boo	H30
Animology	D72	Covetrus UK	S56	Henan Jiandi Pet Nutrition Technology	
Antler Chew Wholesale	D2	Cranswick Pet Products	P20	and Development	O50
Ants HQ	R29	Cube Cre8	D64	Henley Dog Food	F42
Aqua One / Dymax	S26	Danish Design - Laura Ashley / FatFace	L20	Henry Wag	K16
Aquagarden	TBC	Darin Europe	R60	Herbal Dog Company	L67
Aqualogy	S22	Daxilai	O48	Hertford Shelving	Q2
Aquatantis SA	T20	DeoGroup Corp	Q48	Hikari	K10
AR Wholesale	D10	DGS Pet Products	E55	Hilton Farm	E20
Arvesta	M60	Dickybag	B4	Hipaws	C20
ASL	R70	Different Dog	A5	History & Heraldry	L28
Assisi Pet Care	R20	Doctor Pet	E1	Hownd	TBC
Axels Elixir	E35	Dofu Cat	NS24	HugglePets	F30
Back 2 Nature	Q45	Dog & Bond	L53	Hunan Xin Yuan Expo Co Ltd	Q18
Bamfords	K52	DOG Copenhagen Ltd	H16	Hunter Pet	F66
Barkin & Meowson	H62	Doghhouse	L26	Hurtta	K10
Barkin Bistro	J58	Dogs & Horses	O70	Hygger	S18
Barkley and Fetch	K72	Donald Cooke	C40	I Love My Pet Brand Seasonal	D70
Barney & Paws	NS20	Dongguan Xiangsheng	N46	Iams	S60
Bartex Polska	H55	Doodlebone	H20	IGSM - DOOG & Coccojo	K20
Baumutt	NS36	Doodles Deli	K10	Imaginelles	J78
Beco	O10	Dorwest Herbs	J50	In Vogue Pets	G58
Bedmax	F68	Dougie's Pets	F42	Innovate Pet Care	F40
Beibeifu	P42	Dr Zoo	P2	Inspired Pet Nutrition Ltd	M30
Bella & Duke	I20	Drool Pet Products	G64	Instant Gifts / Pet Parade	A12
Bella's Apothecary	Q73	DryDogs	M70	Intermedium Publishers BV	TBC
BellaCana	NS18	Dug Pog	F50	Interpet	TBC
Bene Meat Technologies a.s.	N71	Durham Animal Feeds	E20	Ivy Farm	NS58
Bentley's Dog Food & Treats	G61	Eclipse Labels	P16	James & Steel	R10
Benyfit Natural	N35	Eden Pet Foods	J20	Jebao Co	T40
Bermuda/Certiklin	S20	Edition Dog Professionals	H12	Jiangsu Laoshu Pet Products Co	P60
Best Pets	G40	Elements of Fragrance	NS30	JR Pet Products	G10
Better Natural Treats	H30	Enterpack	G60	K9 Competition AB	T57
Bewilderbeest	I75	Eukanuba	S60	K9 Instinct	NS10
Big Licks	E20	Eurofins Food Testing UK	F56	Karakaya Bentonit	C16
BJS Imports	TBC	Everest Food	O40	Karnlea	B18
Blagdon	TBC	Every Dog Knows/Ollmonde	C70	Kelly and Co's	Q25
Blue Cross	O52	Ezydog	H18	Kent Worldwide	Q45
BM Petfood Group	T71	Farmina Pet Foods	Q16	Kippy	R28
Bob Martin	TBC	Fawema HDG Wolf	Q40	Kitted Essentials	NS18
Bodens	R62	Feedwell	R56	Kittilit Cat Litter	K73
Boss Pets	Q56	Felight	TBC	KONG	G20
Botanica	S46	Fell Dog	A60	Krcpack	S40
Bowes & Bowes	M45	Ferplast (UK)	B74	Kudo Cold Pressed	I76
Brambles	D40	Fiboo	H50	Landguth Heimtiernahrung	K26
Brave Pet Care	D60	Finnessiam Health	A7	Laughing Dog	D40
Breeder's Choice	Q45	First Choice Machinery	L50	Law Print & Packaging Management	TBC
Bright Moon Anxin	O60A	Fish4Pets	C60	Leopard Co	A70
Brightkins	F70	Fizz Creations Ltd	C12	Leucillin Antiseptic Skincare	F60
British Isles Grooming Association	M72	FleaSolve	R50	LickiMat UK	J25
Bucktons and Peckish	D16	Flexi	J40	Lika Paws	G68
Buddycare	O20	Fold Hill Pet	D40	Litter Genie and Pet Genie	K71
Bugalugs Pet Care	M10	Fonz Leather Styles	K74	Little Ginger	NS60
Buitelaar Group	I25	Forthglade Foods	P33	Little One	J2
BullyBillows	O12	Foshan Leilong	O60B	Longside	J2
Burgess Pet Care	B20	Foshan Phoenix	O51	Lords and Labradors	E10
Butternut Box	J71	Freeze Dry UK	T46	Lou and co.	NS54
Cambridge Commodities	Q70	Frozzys	J12	Lovepet	Q18
Can9	NS44	Fur Baby Nutrition	L52	Lumiies	NS38
Canagan	I30	Furmily	L42	M-Pets	R30
Canine Creations Barkery	NS56	FURminator	S60	Macahl Animal Health Ltd/	
CAZO Design for Pets	S50	Gambol Pet Group	G66	Oralade Advanced	B13
Charlie the Vet	B10	Ghost Dog Pets	H40	Mackie Petfoods - Naturo Natural	
Cheese Chompers	E20	GioiaShrimp	T20	Pet Foods, Norsh Pet Food, Cat Club,	
Chess Marketing	J76	Global Pet's Food	Q30	and Brandy Dog Food	L2
ChickenGuard	P54	Glowcroft	P32	Magic Pet UK	D63
Chiltern Natural Foods	S55	Going Kolombo BV	Q10	McAdams	I30
Chuckit!	K10	Good Boy	S60	Mealberry	J2
CJ's Cat Litter	A10	GWF Nutrition	D30	Milla Cosmetics d.o.o.	R68
Clipit Grooming	M71	H von Gimborn GmbH	M66	Minimal Brand	SI76
Cloud7	E31	Haisen Huachong	P46	Miro & Makauri / Maks'Patch	K62
Cloverleaf	T10	Ham-Stake	S50	Monge & C. Spa	T73

To register for free entry to the show, visit patshow.co.uk

More Years	F62	Pets R Family	P08	The Animal People	
Mountain Paws	I77	Petwant	P50B	Recruitment Company	C1
Muddy Mat	D12	Pink Pups	NS52	The Barking Bakery	P11
Muddy Matat	D12	Plantpet	R52	The Buffalo Co	H10
Mutlu Pet Food	Q12	Play9	B17	The Company of Animals - Halti,	
My Dog Wash	D36	Playnation	N52	Baskerville, Pet Corrector, Pet Head,	
N Smith	R48	Podium Pet Products	E73	Coach, Woolf	I46
NakedCat	B36	Pointer	D40	The Dog Circle	NS6
NakedDog	B36	PondXpert	T16	The Dogs Business	N2
Nanjing Donghua		Pont Packaging Ltd	C48	The Good Pet Manufacturing Co	M52
Teddy Toys Co	P62A	Pooch & Pineapple	NS32	The Innocent Hound	E60
NashiDay	E62	POOZ	C38	The Little Dog Laughed	Q72
Natural Dog	B36	Portman & Pooch	NS4	The Muzzle Movement	A76
Natural VetCare	T45	Pouches.co.uk	M42	The Nutriment Company	E40
Naturaw	K50	PPM/PPM Winstock	G51	The Pawfume Shop	P71
Naturaw Pet Food	TBC	Proflax	I72	The Paws Lab	NS50
Nature's Deli	K10	Protexin Pet UK	D48	The Pet Bakery	J72
Nature's Greatest Secret	P31	PSH Pet Skin Healthcare	E69	The PetFellas	C10
Naturediet	R25	Puppington Ltd	A64	The Ruff and Tumble	
Natures Grub	N15	Qingdao Eastan	P50A	Dog Company	D32
Neerdog	H70	Qingdao Gaogal Food Co	O68	ThePetFellas	F16
Netas Cat Litter	M40	Qingdao MRC Cat litter Products Co	N42	This & That Canine Co	D1
Ningbo Qilu Household		Qingdao Yalute Foods Co	Q69	Tianjin Pureland Camping	
Products Co	P52	Quanzhou Purplebox		Equipment Co	O66
No More Smells	C42	Electronics Co	T65	Tillymint Marketing & PR	B3
Nobbly's	K10	QuickClawz	NS48	Tolsa	I51
Noble Future	S30	Racoon	XX	Tommi	P3
Non-Stop Dogwear AS	A22	Regale	F40	Tratv Vet Pet Care	G50
Normandise Petfood	R41	Regenerative Omegas	F72	Trekking Paws	NS46
Norwood Aquarium / Aquatantis /		Reiser	M65	Tribal	I30
GioiaShrimp	T20	Repta	R2	Trinkety Paws	H22
Nova Dog Chews	E52	RIO	J2	Trixie UK Pet Products	G30
NuEPOS	I78	Rong Chong	E16	TRM Pet	A24
NyQiTech Co	Q62	Rongcheng W.A.T		Tropica Aquarium Plants	S16
Oh So Precious	J18	Foodstuff Co	N66	TropiClean Pet Products	J15
Ollmonde	TBC	Rosewood Pet Products	O30	Truelove x That Dog	F58
Omni Pet	M51	Ruffingtons	D40	Trust Pet Products Ltd	C50
Optimise Connections	A4	Rydale Clothing	T68	Tug E Nuff	C62
OurPetsLife	Q44	Salt Dog Studios	R58	Twiggy Tags	D47
Outdoor Professional Products	G20	Sana Dog UK	E32	Ugoo Pets	R14
Paragon PE	A14	Scamp and Paw	A19	UK LitPet Biotech Co	J56
Pawdaw of London	B62	Scarfell	E68	Unipet	L16
Pawelier	G70	Schesir	L4	Unique Dog	NS42
Pawfect Foods	F2	Scoff Paper	F25	Urge	F40
Pawfect Pup/Hoofin Gorgeous	NS16	Scruffs	C28, O20	Verbruggen Palletizing Solutions	Q60
Pawkies UK	NS28	Sera Group	T30	Versele	C32
Pawlicious Pet Treat	L70	Shandong Hongjian Medical		Vet's Kitchen	TBC
PawPrise	E72	Technology Co	P62	VETIQ	A30
Paws & Whiskers	Q1	Shanghai Favour	P60A	Vetz Petz Antinol®	R42
Paws for Slumber	Q20	Sharples Pet	Q25	Vitakraft	TBC
Paws Wholesale	M16	Shenzhen Chongxin	P40	Vital Pet Group	F10
Pawsome Paws Boutique	L40	Shenzhen Younihao	O46	Vivid Arts	D71
PawSwingat	Q44	Sherwood Paws / Red Dingo UK	E30	ViWell Functional drinks for dogs	E50
Pawtastic Pets	P52	Silver Paw / Sharples	Q25	Waita Pets Freeze Dried	I50
Pawtential	K10	Simply Jaspers	N20	Walker & Drake	F42
PBW News	A36	Simply2 Pet Products	K70	Walter Harrisons	K10
Pedigree Wholesale	K10	Sino HK Loffe Beijing		Warf Naturals	J16
Pedro Pet Foods	M40	Pet Products Co	N68	Water Master	E70
Peregrine Livefoods	P2	Skipper's Pet Products	T50	We.pet	I40
Pero Foods	J10	Smart Choice	N30, O25	Webbox	TBC
Pet Brands	F10	Smartbones	S60	Werner Tiernahrung	K68
Pet Clean Glove	B63	Snack Pets	D62	Whimzees / Wellness Core	Q31
Pet Concept	H46	Snow Paw - MaelsonUK and ROK Pet	A28	Wild Pet Food	A26
Pet Cover	G56	Snowflake Animal Bedding	J70	Wildor Pet Foods	A16
Pet Factory SRL	R66	Some Grub	F72	Wildwash	P30
Pet Fest	D22	Soopa Pets	C30	Wilson's Pet Food	L10
Pet Impact	C36	Soothe and Settle	B60	Windsor Food Machinery	P10
Pet Industry Federation	B61	Spectrum Brands	S60	Wolf Tucker	B36
Pet Rebellion	M50	Spike's	TBC	Woof & Brew	R40
Pet Remedy	L18	Sportspet	H75 H10	Woof and Snout	A18
Pet Trade Innovations	C72	Stag Print & Packaging	A20	Woofelicious	NS12
Pet Union	N54	Storeys and Tails	D28	Woofingdales	NS34
Pet Village SRL	F52	Su-Bridge	I10	WoofPanion	Q68
Pet WizN	S26	Sunway Hardware	Q46	Woolly Wolf	P22
Pet's Up Products	H28	Supa Paws Ltd	NS22	Working for Wildlife	R72
Petasus	T72	Supreme Petfoods	B70	World's Best Cat Litter	Q45
PetDreamHouse	T56	Sustainably Yours Cat Litter	S72	Wuffable	NS14
PetEat	B36	Swag K9	H26	Wyld Club	D38
Petface	N10	SwaggerPaws	A74	Xiamen Newtop Material Company	P48
Petgo Life	A18	Symply	I30	Xtreme Aquatic Foods	S28
PetiGIO	I70	T Forrest & Sons	H40	Yora	I30
Petlife	TBC	Tails & Bloom	A61	Your Petjesty	L60
Petlife International	A1	Taste of the Wild	K10	Yumwoof	NS8
Petloc8	R15	TastyBone	TBC	Zealandia	P72
PetProtection	B64	Tetra	S60	Zijderlaan Retail Services /	
Pets Choice	K40	The aDoraBle Pooch Company	P15	Agriselect	A15
Pets Nature	S70	The Animal Health Company	C64	Zoomy / CaniFlow	O2

PAT'S PREVIEW



PATs
2026

**PET & AQUATICS
TRADE SHOW**

27-29 SEPTEMBER
NEC BIRMINGHAM

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Issue Number : 3250
Issue Date : 6 Aug 2026
Scale : N.T.S.
Last Updated by : Ian.Reynolds@Raccoonmediagroup.com

PATS | NEW STARTERS

Meet the emerging brands bringing fresh ideas, new products and entrepreneurial energy to the PATS New Starter Zone.

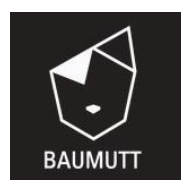
The New Starter Zone is always one of the most exciting areas of PATS, offering visitors the chance to discover young businesses and promising brands at the beginning of their journey.

As the zone's official media partner, Pet Product Marketing is delighted to shine a spotlight on this year's exhibitors. From inventive product concepts and fresh approaches to familiar pet-care

challenges, these ambitious businesses are arriving at PATS ready to make their mark on the trade.

For retailers, the zone provides an opportunity to meet the people behind the brands, see their products up close and potentially uncover the next big addition to their shelves. Some may be new to the industry, but they bring no shortage of creativity, enthusiasm and commercial ambition.

Make time to visit the New Starter Zone during the show.



Baumutt | NS36

Baumutt develops trainer-designed dog walking equipment, including its innovative IN.LINE no-pull harness and hands-free leads.



Ivy Farm | NS58

Ivy Farm is pioneering cultivated meat technology, using British food innovation to explore more sustainable ways of producing real meat.



Barney & Paws | NS20

Barney & Paws creates thoughtfully designed dog walking essentials that combine comfort, practicality and timeless style.



K9 Instinct | NS10

K9 Instinct specialises in natural dog treats, chews, supplements and positive training products. The company focuses on building lasting relationships with businesses that value customer service, flexibility, and product quality.



BellaCana | NS18

BellaCana offers creamy cat treats alongside practical pet care essentials, including plant-based biodegradable poo bags.



Little Ginger | NS60

Little Ginger brings contemporary style to dog walkwear through chic harnesses, collars, leads and accessories.



CAN9 | NS44

CAN9 is an all-in-one daily dog supplement containing 18 active ingredients to support nine areas of canine health.



Lou and co. | NS54

Lou and co. creates fashion-forward yet functional dogwear and accessories for style-conscious owners. The goal is to design accessories that match with owners' personal style, are fashion forward but are also functional.



Canine Creations Barkery | NS56

Canine Creations Barkery produces handmade dog treats and celebration bakes using carefully selected, dog-friendly ingredients.



lumiies | NS38

lumiies combines vibrant neon styling, increased visibility and comfortable fits across its premium dogwear and accessories.



Dofu Cat | NS24

Dofu Cat offers natural, food-grade tofu cat litter designed to clump quickly while being kinder to cats and the environment.



Pawfect Pup/Hoofin Gorgeous | NS16

Pawfect Pup and Hoofin Gorgeous produce handmade luxury grooming and skincare products for dogs and horses. Both craft brands enjoy steady, organic growth with exceptional customer loyalty and strong repeat sales across the UK.



Elements of Fragrance | NS30

Be among the first to discover the innovative new 'Made in UK' range of dog soap sponges, horse soap sponges and pet-friendly carpet freshener, launching at PATS.



Pawkies UK Ltd | NS28

Pawkies produces nutritious, affordable frozen raw dog food created to deliver quality without the premium price tag. Retailers only – designed to drive strong margins, and fast sell-through in store.



Pet Wiz | NS26

Pet Wiz offers grooming, wellbeing and everyday pet care products for dogs and cats.



Pink Pups | NS52

Pink Pups creates distinctive harnesses, collars, leads and lifestyle accessories featuring exclusive, fashion-led designs. Discover the signature Pink Pups Plushie Pals collection of cute, totally original plush harnesses at PATS.



Pooch & Pineapple | NS32

Pooch & Pineapple provides colourful pet photography and commercial imagery designed to help pet businesses tell their stories.



Portman & Pooch | NS4

Portman & Pooch specialises in stylish, customisable dog clothing, including hoodies, jackets and other ready-to-brand petwear. Ideal for pet retailers, online sellers, printers, embroiderers and gift businesses looking to create their own branded collections.



QuickClawz | NS48

QuickClawz is a realistic, hands-on training tool created to build confidence and skill in canine claw care. By providing a realistic training experience, QuickClawz allows users to perfect their technique before working on a real pet, reducing stress for both dogs and their handlers.



Unique Dog Ltd | NS42

Unique Dog design, and curate, stylish dog apparel, harnesses, collars, leads, toys and treats for modern pet owners. Their collections combine quality, functionality and distinctive British aesthetics.



Supa Paws Ltd | NS22

Supa Paws is a UK-based pet brand offering premium natural dog treats, chews, and wellness products. They provide wholesome, nutritious products made with carefully selected ingredients to support dogs' health and wellbeing.



The Dog Circle | NS6

The Dog Circle creates comfortable and practical collars, harnesses and leads for dogs that enjoy everyday adventures. Inspired by real experiences and active lifestyles, the brand designs practical, well-made essentials for dogs and their owners.



The Paws Lab | NS50

The Paws Lab is a pet care and hygiene brand that bridges the gap between professional grooming and at-home pet care. Powered by the patented SilverTi+ formula, the products are fragrance-free, alcohol-free, and free from harsh chemicals.



Totally Pawsome | NS2

Totally Pawsome brings personality to dog accessories, with stylish walking essentials, toys and practical products for everyday adventures.



Trekking Paws | NS46

Trekking Paws produces outdoor-ready harnesses, collars, leads and toys for dogs and their adventurous owners.



Woofelicious | NS12

Woofelicious BV is a Belgian manufacturer of premium plant-based dog ice cream, developed to offer dogs a refreshing, healthy, and delicious treat. Made with real fruit and free from dairy, artificial colours, preservatives, and added sugars.



Woofingdales | NS34

Woofingdales creates modern, mix-and-match dog accessories that combine comfort, practicality and polished style.



Wuffable | NS14

Wuffable manufactures UK-made advocacy and identification equipment for assistance, therapy, working and pet dogs.



Yumwoof | NS8

Yumwoof makes air-dried whole food nutrition that delivers the benefits of raw and fresh diets, without the freezer and without the fuss.

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WIN STOCK

Four brilliant brands. £2,000 of stock. One very lucky retailer...

WinStock is back for 2026, with another fantastic prize created especially for independent pet shops. One winner will receive

£500 worth of products from each of our four participating brands, adding up to an impressive **£2,000 stock boost**.

Discover the brands taking part, see why their products deserve a place on your shelves and enter for your chance to win.

ENTER HERE

HOW TO ENTER

Entering WinStock couldn't be easier.

Step 1: Visit [W bit.ly/winstock2026](http://Wbit.ly/winstock2026)

Step 2: Enter your shop details and complete the short entry form

Step 3: Submit your entry and keep your fingers crossed!

You can also enter in person at PATS by visiting the Pet Product Marketing stand and having your visitor badge scanned.

The competition closes at 12 noon on Friday 2 October, 2026. The winner will be contacted shortly after the closing date.



See what you could win! >>>>

WIN £500 WORTH OF CATIT CUISINE DINNER AND CATIT TOP 'N' TREAT!

One lucky retailer will win **£500 worth of Catit food and treats**, including a selection of **Catit Dinner** wet food and **Catit Top 'n' Treat** premium wet treats and food toppers. This prize offers a brilliant way to enhance your store's offering, attract new customers, and showcase a brand that's redefining feline nutrition

Why Catit?

Catit is a globally respected cat care brand dedicated to enriching the lives of cats and the people who love them. Known for combining innovation, quality and feline-focused design, Catit offers a comprehensive

range of products spanning nutrition, treats, fountains, feeding solutions, toys and accessories. The brand stands out through its commitment to understanding natural feline behaviours and creating products that support cats' health, happiness and wellbeing. Trusted by cat owners worldwide, Catit continues to develop exciting solutions that make everyday pet care more enjoyable for both cats and their families.



About the prizes

Today's cat owners are increasingly seeking premium, natural and functional nutrition that supports hydration and wellbeing. Catit Cuisine meets these demands with high-protein, grain-free recipes made from quality ingredients and presented in formats that cats genuinely enjoy. The

addition of Top 'n' Treat taps into the growing popularity of meal toppers and enrichment feeding, helping retailers offer customers solutions for fussy eating and hydration challenges.

Catit Dinner features a unique double-layered texture, combining tender chicken or fish with nutritious toppings such as vegetables and pumpkin for added variety and appeal. Made with natural ingredients, these protein-rich recipes are enriched with essential vitamins and minerals to help support overall health while also contributing valuable moisture to a cat's diet. The range is grain-free and free from unnecessary fillers, making it highly digestible and suitable for everyday feeding.

Complementing the range is the recently launched Catit Top 'n' Treat collection, a premium wet treat and food topper. These protein-rich recipes combine real chicken or tuna with high-quality seafood, served in a soft jelly that cats love. Designed as both a tasty snack and a meal enhancer, Top 'n' Treat helps encourage hydration and can tempt picky eaters to finish their food. The recipes are grain-free, made with natural ingredients and contain no unnecessary additives.



Why stock Catit?

Catit isn't just another pet food brand – it's a trusted name in feline care. With eye-catching packaging, clear nutritional benefits, and a reputation for quality, these products provide strong shelf appeal and excellent opportunities for repeat purchases. Retailers also benefit from strong marketing support, including POS materials, digital assets, and nationwide social media campaigns designed to drive sales and build customer loyalty.



For more information about Catit's Cuisine Dinner and Catit Top 'n' Treat, visit [W catit.com](https://www.catit.com)

DELICIOUS AND
HYDRATING

RICH IN
PROTEIN

GRAIN-FREE

NEW!



catit.
Top 'n' Treat™
CAT TREAT OR
FOOD TOPPER



**HYDRATING TREAT
OR FOOD TOPPER**

Around 95% real, high-quality chicken or tuna
with a touch of premium seafood, served in
delicious jelly for a soft texture cats adore.



For more information speak to your Hagen Sales Manager, or call us on 01977 556622

WIN MORE THAN £500 WORTH OF K9 CHEW CO MEATY SNACKS!

One lucky retailer will win **150 packs of K9 Chew Co Meaty Snacks**, featuring 10 packs of each of the brand's 15 bestselling lines. Worth **more than £500** at retail, the prize offers strong margins, accessible price points and plenty of grain-free, rawhide-free choice for customers and their dogs

Why Donald Cooke?

Founded in 1900 and still wholly owned by direct descendants of the founding family, Donald Cooke Ltd brings more than a century of business experience and a strong track record within the independent pet sector.

The company operates four pet retail stores in South Yorkshire alongside its growing distribution business, giving the team valuable first-hand insight into the products, prices and support that independent retailers need.

"We're a family business first and foremost, and I think the old saying 'small enough to care, big enough to cope' fits us perfectly," explains Andrew Cooke, Managing Director. "The products we distribute have to prove themselves in our own stores first. That gives us a real understanding of what works at retail level."

K9 Chew Co Meaty Snacks are grain-free treats made with real meat and contain no rawhide. With a recommended retail price of £3.49 and a regular trade price of £1.49 per pack, the range combines an accessible customer price point with strong potential margins for retailers.

The convenient pre-packed format makes the products easy to merchandise, while the broad selection allows stores to offer customers plenty of variety across one clearly presented range.

A growing product portfolio

Alongside its K9 Chew Co range, Donald Cooke offers an extensive selection of natural dog treats in bulk bags and pre-packs, as well as yak chews, antlers and its ready-made Treat Feast range.

The company also developed its Pick n Mix Treat Pots to give customers a more engaging in-store shopping experience. Launched in 2024, the concept went on to win Best New Dog Treat at PATS 2024.

Donald Cooke is the exclusive distributor of Garden Bites, a range of vegetable and fruit-based chews that has enjoyed strong interest from the pet trade since launching at PATS. Its portfolio also includes exclusive products from Tick Twister, Seven, Languth and No More Plaque.

Further ranges are available from independent retail-focused brands including Buddycare, Adios, Chewllagen and Goodwood. Together, these brands provide retailers with a complementary choice of treats, grooming products and pet care solutions, with a particular emphasis on the needs of independent businesses.

Why stock Donald Cooke?

Donald Cooke aims to make ordering as simple and practical as possible through its online trade portal, where retailers can browse the complete product range and view live stock levels.

The company offers more than 500 SKUs across dog food, dog treats and small animal treats, with small pack sizes, realistic retail price points and strong margins designed to help independent

retailers manage stock efficiently. The minimum order value is £125 excluding VAT, with delivery available nationwide, subject to some restrictions for islands and the Scottish Highlands.

Retailer testimonial

"Donald Cooke's product range has always been fantastic, and the team is constantly adding new lines that maintain the high quality we are used to. This is why the frequency of our orders, and the number of products we stock, continues to increase."

"They offer plenty of choice to suit different dogs and customer needs, and restocking is always reliable. The natural dog treats are excellent value for money, and we sell them loose, in bulk bags and in smaller pre-packs."

"The team is professional and easy to deal with, while online ordering is simple and hassle-free. It's great to work with a supplier that genuinely cares about natural products and delivering excellent service. We would happily recommend Donald Cooke to anyone looking for a reliable supplier of quality products at competitive prices."

Thomas, Director at Wildwood Pets Ltd



About the prize

The lucky winner will receive a bundle of Donald Cooke's bestselling K9 Chew Co Meaty Snacks Pre-Packs. The prize includes 10 packs of each of the range's 15 bestselling varieties, providing 150 retail-ready packs with a total retail value of more than £500.

Donald Cooke
A Family Business LTD

For more information about Donald Cooke Ltd and its complete product portfolio, visit [W donaldcooke.co.uk](https://www.donaldcooke.co.uk)



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WIN £500 WORTH OF ALPHA FEEDS!

One lucky retailer will win **£500 worth of Alpha Feeds stock**, offering a great opportunity to add proven favourites and exciting new products to their shelves

Alpha Feeds: Proper food, for proper dogs

For more than 60 years, Alpha Feeds has been helping owners fuel their dogs with nutritious, affordable food that delivers consistent results. Manufactured in the UK, Alpha has built a strong reputation amongst working dog owners, breeders and trainers by focusing on what matters most: balanced nutrition, dependable quality and exceptional value.

Every recipe is carefully developed to support health, condition and everyday performance, with carefully balanced ingredients tailored to the needs of active and working dogs. Whether customers are feeding a family pet, a sporting dog or a hard-working companion, Alpha offers a range of solutions to suit different needs and life stages.

The portfolio includes popular lines such as Working Maintenance, Junior & Sporting, Sensitive and Adult Grain Free, giving retailers a range of options to meet different feeding requirements



and budgets. This combination of performance and affordability has made Alpha a trusted choice for dog owners across the UK.

Looking ahead

Alpha continues to invest in innovation while staying true to the straightforward, no-nonsense approach that has made the brand a favourite with working dog owners for generations.



Building on the success of its best-selling recipes, Alpha is launching three new SKUs to strengthen its existing portfolio and give retailers even more choice. The new additions feature high-quality ingredients alongside added vitamins and minerals, broadening the range and helping retailers respond to evolving consumer preferences.

The brand is also set to enter an exciting new category with the launch of Alpha Wet, arriving in the coming weeks. Developed specifically for adult working dogs, the range contains 60% meat, is made in the UK, VAT free, and will be available in convenient mixed packs featuring Chicken with Vegetables, Beef & Chicken with Vegetables, Lamb with Vegetables and Salmon with Vegetables.

Designed to complement the existing dry food portfolio, Alpha Wet supports muscle condition and recovery, helps promote hydration and is made without grains. Suitable as a complete meal or used as a topper alongside dry food, the new range will provide retailers with an opportunity to offer customers added variety and flexibility at feeding time.

With a heritage spanning six decades and a growing portfolio of products, Alpha continues to combine proven recipes with ongoing innovation to support the needs of today's dog owners. From trusted everyday favourites to exciting new launches, the brand remains committed to delivering straightforward, dependable products that retailers and consumers can trust.





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TRAINERS AND BREEDERS.

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The PetFellas

WIN £500 WORTH OF STOCK FROM THE PETFELLAS!

One lucky retailer will win **£500 worth of stock from The PetFellas**, with products from across its exciting portfolio of pet brands



Why The PetFellas?

From food and treats to toys, accessories and pet care, the prize offers a fantastic opportunity to discover new products, refresh your shelves and introduce customers to brands with something different to offer.

The company was created with a clear focus on supporting pet shops and developing brands that retailers can genuinely get behind. Rather than building an enormous catalogue, The PetFellas concentrates on a carefully chosen portfolio, allowing its team to give individual brands the attention, support and focus they need.



At the heart of the business is a real appreciation of the independent pet sector. The PetFellas recognises the important role specialist retailers play in providing trusted advice, building relationships with customers and selecting products they are happy to recommend.

That philosophy is backed by strong foundations. The PetFellas is supported by The FoodFellas group, combining the approachable feel of a hands-on specialist team with the infrastructure and supply chain of an established importer and distributor. The company also offers a next-day delivery service, helping retailers keep their shelves stocked and respond quickly to customer demand.



Its growing portfolio currently includes Adios, Be:Loved, BOOST, Earth Animal, GF Pet, Little Ginger, Pet Republic, PLATINUM, Playology and Twiggy Tags, covering everything from food and treats to toys, accessories and pet care.

About the prize

The winning retailer will receive an impressive £500 worth of stock from The PetFellas portfolio, providing plenty of scope to add something new to their range.

With brands spanning a broad mix of categories, the prize could help a retailer create new displays, trial products with

existing customers or introduce an entirely new brand to the store.

It is also a chance to experience The PetFellas' approach first-hand and discover some of the products the team believes can earn a valuable place on independent pet shop shelves.

Why stock The PetFellas?

For The PetFellas, getting a product onto a retailer's shelf is only the beginning. Its aim is to work with brands and retailers to generate genuine consumer interest and, importantly, help products sell through, not simply sell in.

That means concentrating on a focused portfolio, investing in the stories behind the brands and helping retailers understand what makes individual products worth recommending.

For independents, that combination of distinctive products and retailer support can be particularly valuable. Customers increasingly expect their local pet shop to help them discover something beyond the obvious, and The PetFellas portfolio has been assembled with that specialist retail environment firmly in mind.

With further brands and partnerships planned, The PetFellas is continuing to develop its offering while keeping independent pet businesses at the centre of its approach.



For more information about The PetFellas and its portfolio, visit thepetfellas.co.uk

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Get set for fireworks with Beaphar StressLess



30

Spark sales with the perfect firework season kit

For many pet owners, bonfire season brings cosy evenings, trips to local displays and a time to catch up with friends. For pets, however, the sudden bangs, flashes and vibrations associated with fireworks can be frightening and stressful

Stress and anxiety are common among companion animals, with more than 70% of dogs and over half of cats showing signs of stress-related behaviours.^{1,2} Fireworks are also one of the occasions when owners are most likely to seek additional support: 44% of pet owners say they

are most likely to use a calming or anti-stress product during the Halloween and fireworks period.³ This makes the season an important opportunity for retailers to increase category visibility, encourage early preparation and help customers select appropriate products.



Why do fireworks cause stress?

The sudden and unpredictable nature of fireworks can be traumatic for pets. The loud noises, flashes and bangs can trigger a natural fear response, leaving many animals feeling anxious and overwhelmed.

Retailers are well placed to help owners recognise the signs of stress and choose suitable calming support. Pets that already struggle with loud or unfamiliar noises, such as thunder or traffic, may be more likely to find firework season challenging. By asking a few simple questions about a pet's previous responses to noise, retailers can identify those that may benefit from additional support and recommend a tailored calming routine.

A refresher on the signs of stress:

- Shaking or trembling
- Hiding or trying to escape
- Pacing, panting or salivating
- Becoming unusually vocal or quiet
- Loss of appetite
- 'Clinging' to owners or being unable to settle
- Defecation or urination in unusual places
- Changes in temperament

It's important to remember that pets do not all show signs of stress in the same way. Dogs may become more vocal, restless or clingy during firework displays, whereas cats and small animals may be more likely to hide or become unusually still and withdrawn.

Help owners prepare before the first bang

Owners don't always consider how fireworks will affect their pet until displays are already taking place. Thinking ahead by creating a safe, familiar space in the home and putting together a firework calming kit with both long-lasting and fast-acting calming solutions can be beneficial.

Practical advice is often just as valuable as product recommendations. Owners should be encouraged to:

- Close curtains
- Use background noise, including radio or TV
- Keep cats indoors and walk dogs before dark
- Create a safe den for their pet to retreat to
- Offer reassurance and reward calm behaviour

Small pets may benefit from having their housing moved to a quieter, sheltered area – indoors if this can be done without causing additional stress or disruption.

Building a firework kit for your shelves

Consumer research suggests that on average pet owners use a combination of three calming products together at one time.³ Combining environmental support with suitable calming products can therefore help retailers meet owner needs while creating valuable cross-merchandising opportunities.

Thoughtful product grouping and clear in-store messaging can also make the category easier to shop. This is particularly important because 23% of pet owners say they find choosing a calming or anti-stress product confusing. Grouping products by how and when they are used can help customers make more confident choices.

Create a firework calming kit

1. Comfort items: warm blankets, dens or hideaways and familiar toys can help make an environment feel comfortable and secure.

2. Long-lasting support: products such as diffusers and calming collars can provide ongoing support before and during the firework period. Encourage owners to start these products in advance and follow the instructions carefully.

3. Fast acting support: fast-acting options can provide additional support closer to the event or help owners who have had less time to prepare. Calming tablets, spot-ons, sprays and treats may all have a role, depending on the individual product and pet.

4. Expert advice and recommendations: expert advice remains one of the most valuable tools in a retailer's toolbox. Tailored product recommendations can help owners provide the very best care for their pet.



Beaphar StressLess Herbal Calming range

Beaphar's StressLess range gives retailers a practical way to meet different calming needs within one cohesive brand. The range includes fast-acting, long-lasting and additional support formats, helping retailers guide owners towards products that suit the pet and the level of support required.

■ **Long-lasting:** Beaphar StressLess Herbal Calming Collars and Beaphar StressLess Herbal Calming Diffuser, which provides continuous, at-home support

■ **Fast acting:** Beaphar StressLess Herbal Calming Tablets and Beaphar StressLess Herbal Calming Spot-Ons

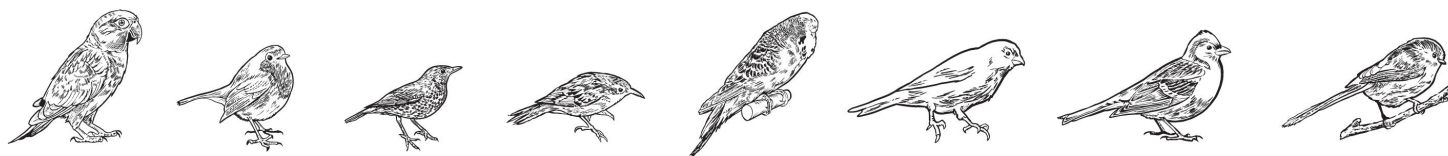
■ **Additional support:** Beaphar StressLess Herbal Calming Spray and Beaphar StressLess Herbal Calming Treats for Cats

This breadth allows retailers to recommend products that can be started in advance, used closer to the event or combined as part of a wider calming routine. The range also supports pets beyond firework season, including during travel, veterinary visits, changes in the home and other potentially stressful situations. Stocking the full range helps the calming fixture work harder throughout the year, while ensuring retailers are well prepared for the seasonal peak around Halloween and Bonfire Night.



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1. Salonen M. et al. (2020). Prevalence, comorbidity, and breed differences in canine anxiety. *Frontiers in Veterinary Science*.
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Feed the birds, grow the category

Sue Taylor, Managing Director of Bartholomews Agri Food, discusses the company's agricultural heritage, the growing demand for premium bird food and how retailers can turn the category into a year-round sales opportunity

With roots stretching back to 1883, Bartholomews Agri Food brings over 140 years of agricultural knowledge to the bird food market. Still family-owned and independent, the business uses its longstanding relationships with British farmers and grain suppliers to deliver traceable, high-quality products for wild birds, cage and aviary birds, pigeons and exotic species.

Pet Product Marketing spoke to Managing Director, Sue Taylor, about the importance of British sourcing, changing consumer preferences and how retailers can use bird food to generate repeat visits throughout the year.

The business is family-run and has over 140 years of agricultural experience behind it. What does that heritage mean to customers and stockists?

Our heritage gives customers confidence. Bartholomews has been supporting British agriculture since 1883, and that long-term perspective influences everything we do today. We are still family-owned, independent and focused on building relationships that last.

For stockists, that means dependable supply, fair pricing, knowledgeable support and a partner that understands both farming and retail. Our longevity comes from continually investing in our people, products and customers while staying true to our values.

What is the story behind the Bartholomews Bird Food range, and how has it developed over the years?

Our bird food business grew naturally from our agricultural roots. As grain merchants and farmers ourselves, we recognised the opportunity to use our sourcing expertise to create high-quality bird food products.

Over the years, we have expanded from traditional wild bird mixes into a comprehensive range covering wild birds, cage and aviary birds, pigeons and specialist feeds. The focus has always remained the same: quality ingredients, nutritional value and excellent service. Today, we combine farm-to-bag traceability with modern manufacturing and retailer support.

How important is wild bird food as a category for pet shops, garden centres and country stores at the moment?

Wild bird food remains one of the most resilient and consistent wildlife categories. Consumers increasingly value connecting with nature at home, and feeding birds provides an affordable and rewarding way to do that.



NATURALLY WHOLESOME FOR HAPPY BIRDS



The category appeals to a broad demographic, encourages repeat purchases and creates year-round sales opportunities. It is one of the few categories that can bring customers back into store multiple times throughout the year.

Your range covers wild birds, cage and aviary birds, pigeons and exotic birds. Which areas are seeing the strongest growth?

The strongest growth continues to come from premium wild bird products, particularly high-energy and no-mess blends. Consumers are becoming more conscious of feed quality and are willing to pay for products that offer better nutrition, attract a wider variety of birds and reduce waste.

We are also seeing continued demand for specialist feeds, with enthusiasts looking for tailored nutrition for particular species.

For a retailer wanting to grow their bird food sales, where should they start?

Start by getting the basics right. Ensure you have a strong core range that caters for year-round feeding, supported by clear merchandising and knowledgeable staff. Premium products often deliver the best margins and customer satisfaction.

Retailers should also think about presenting bird food as a solution rather



“Feed the birds, support British farming and build customer loyalty. It’s a winning combination.”

than simply a commodity. Explaining the benefits of different feeds, feeders and seasonal products helps customers make informed choices and can increase basket spend.

How can pet retailers use bird food to bring in repeat customers throughout the year?

Bird food is naturally a repeat-purchase category because feeding birds is an ongoing activity rather than a one-off purchase. Retailers can encourage repeat visits through loyalty schemes, seasonal promotions and educational content about feeding habits.

Customers who regularly see birds thriving in their gardens tend to become highly engaged and return time after time for replenishment.

Seasonality is a big part of wild bird feeding. How should retailers adapt their ranges between winter, the breeding season and summer?

Winter is typically focused on energy-rich feeds that help birds cope with colder conditions. During spring and the breeding season, protein-rich feeds become important to support nesting birds and growing chicks.

Summer provides an opportunity to promote cleaner, lighter feeding options while maintaining consistent nutrition. Retailers who adjust their ranges and messaging throughout the year are best positioned to maximise sales and meet customer needs.

What role do no-mess and husk-free mixes now play in the market?

They are among the fastest-growing segments of the category. Many consumers love feeding birds but want to avoid seed waste, weeds or mess around patios and gardens.

Premium husk-free blends provide a convenient solution while delivering excellent nutrition. Products such as our Premium, Garden Feast and All Season ranges are particularly popular because they combine bird appeal with convenience for the customer.

Bartholomews says more than 50% of its bird food ingredients are sourced from UK farms, with many grown locally. How important is British sourcing to the business?

British sourcing is central to our identity. As an agricultural business, we have a direct

connection to growers and understand the importance of supporting local farming communities.

Sourcing from UK farms reduces food miles, improves traceability and helps us maintain consistent standards. It also allows retailers to offer products with a compelling provenance story that resonates strongly with today’s consumers.

What support do you offer retailers in terms of advice, product selection, merchandising and point-of-sale material?

We pride ourselves on being more than just a supplier. Our team provides advice on product selection, seasonal ranging, merchandising and category development.

We work closely with retailers to help maximise sales opportunities and profitability. We also offer point-of-sale support, marketing materials and account management designed to ensure customers get the most from the category.

What are the most common questions retailers ask you about bird food?

The most common questions relate to attracting particular bird species, choosing the right mix for different seasons and understanding the benefits of premium products compared with economy options.

Retailers are also increasingly interested in provenance, sustainability and how they can drive greater customer loyalty through the category.

How can retailers encourage customers to feed birds responsibly and consistently throughout the year?

Education is key. Customers often associate bird feeding with winter, but birds benefit from supplementary feeding throughout the year.

Retailers can help by providing seasonal advice and encouraging customers to maintain a consistent feeding routine. Highlighting the benefits for nesting birds in spring, fledglings in summer and survival during winter creates a year-round engagement story.

Are there any new products, blends or developments coming from Bartholomews that retailers should know about?

Our focus continues to be on developing high-quality, sustainably sourced products that meet changing consumer needs. We

are investing in further innovation around premium nutrition, British sourcing and lower-carbon supply chains.

Retailers can expect continued improvements in product quality, packaging and category support as we continue to build on our agricultural expertise.

What is your proudest achievement as a business in the bird food sector?

I’m particularly proud of how we have connected British agriculture with wildlife nutrition. By sourcing ingredients through our own farming and grain network, we have been able to create products that support birds, farmers and retailers.

Building a trusted national bird food business while remaining family-owned and independent is something the whole team is extremely proud of.

Finally, what would your message be to retailers who want to make more of the bird food category?

Do not underestimate its potential. Bird food is not simply a seasonal line; it is a category that can drive loyalty, repeat visits and strong margins throughout the year.

Focus on quality, educate customers and offer products that deliver visible results. Consumers want trusted products from trusted suppliers, and retailers that invest in the category will continue to reap the rewards.





Get ready for Christmas!

Christmas remains one of the pet trade's busiest periods. A considered range, sensible price architecture and products for all pets can help independent retailers turn seasonal goodwill into profitable sales



Animal Instincts Snow Mates Perdita Polar Bear Large

A great toy for your dog to snuggle up to, Animal Instincts Snow Mates are made from a premium, super-soft fabric and include a squeaker for maximum entertainment.

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Ancol Bouncing Colin Junior Christmas Pudding

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W best-pets.co.uk

TRIXIE Premio Advent Calendar

Filled with assorted delicacies made of premium-quality ingredients.

W trixie.de/en



Happy Pet Jumbo Tommy Turkey Plush Dog Toy

Bring jumbo-sized festive fun to your pup's playtime with the Jumbo Tommy Turkey Plush Dog Toy. Crafted from super-soft plush materials, this oversized toy is perfect for cuddling, carrying, and interactive games. Featuring a large squeaker in the neck and a durable rope threaded through the legs, it's ideal for tugging, shaking, and chewing.

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Whimzees Seasonal Variety Value Box Medium 28pk

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KONG Holiday 2026 Cat Snuzzles Mouse Grey

KONG Holiday Snuzzles Mouse is plump-full of fun and the perfect present for cats who love batting, wrestling, and solo play.

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Rosewood Clark Candy Cane

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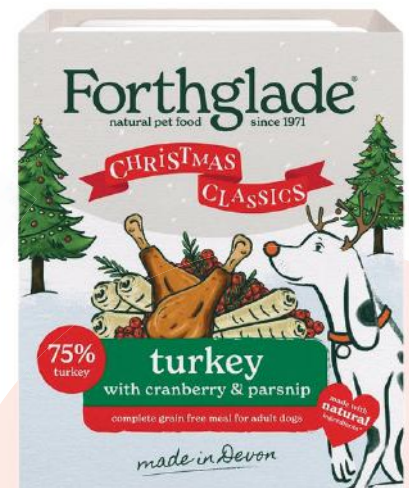
W petproducts.co.uk



Rosewood Christmas Dinner Dog & Cat Stockings

Make Christmas extra special for both dogs and cats with the Rosewood Cupid & Comet Christmas Dinner Stockings. Each includes a festive three-course treat selection, with salmon for starters, turkey for the main course and cheese biscuits for dessert, all made with real, high-quality ingredients. The dog stocking also contains a squeaky cracker and tennis ball, while the cat version includes a plush catnip candy cane toy. Gift-ready and full of seasonal fun, the stockings combine tasty treats, playful extras and festive appeal for pet owners looking to include their animals in the celebrations.

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Forthglade Adult Christmas Turkey, Cranberry & Parsnip

Seven x 395g trays of grain-free dog food suitable for adult dogs aged one to seven years, made with festive turkey, cranberry & parsnip.

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Autumn essentials

Preparing small pets for colder months

As we head into autumn, colder temperatures, wetter weather and shorter days can cause a shift in routine and lifestyle for small animals. For owners in need of advice or product recommendations, retailers are often the first point of contact, writes Claire Hamblion

This seasonal change presents a valuable opportunity for retailers to help small pet owners prepare by presenting a comprehensive range of relevant products. From recommending the right hay and bedding to highlighting grooming essentials and weatherproofing solutions, knowledgeable advice can help build trust, encourage repeat visits and ensure pets remain healthy and comfortable throughout the colder months.

Understanding the seasonal challenges facing small pets is the first step towards making informed recommendations and creating effective seasonal displays.

Looking out for hay consumption changes

During colder months, small animals typically consume more hay as grazing opportunities become limited. Although unlimited hay should always be available, retailers should remind owners that supplies may need replenishing more frequently throughout autumn and winter.

When stored appropriately, high-quality hay has the same nutritional benefits as grass. During colder months, reduced access to fresh grass makes it unrealistic to rely on this alone as a feeding solution, so owners should be encouraged to keep on top of their small pet's good-quality hay supply. Consider encouraging owners to distribute hay around their pet's enclosure and replace damp hay quickly to ensure its quality is preserved, which helps to improve palatability and encourage consumption.

Prepare for damper weather

As the weather turns damper and colder, it becomes even more important for pet owners to make sure their small pet's house is in top condition. A brief inspection may reveal general wear and tear, such as a leaky roof or inadequate ventilation. In the upcoming months, it may be useful to encourage customers to inspect hutches before temperatures drop, checking for leaks, damaged roofs and poor ventilation. This creates a natural opportunity to recommend weatherproofing products, replacement hutches or absorbent bedding where needed.

It's also important to check that sleeping areas are free from draughts or dampness. If bedding does get damp, replacing it promptly reduces the risk of the pet getting cold. This is important for rabbits and guinea pigs, who are particularly susceptible to cold, damp conditions. Stocking a high-quality, absorbent bedding option, such as Supreme's Tiny Friends Farm Eco Bedding, will give owners the best chance of keeping their small pet's hut warm and dry during the colder months.

For some owners, colder weather involves deciding whether to bring their small pet indoors. This is entirely personal preference, but for owners who decide to make the move inside, recommending calming products can help to keep small pets relaxed during the change. Additionally, stocking effective cleaning products and room fragrances can minimise odours and keep owners' homes smelling fresh and clean.

Supporting rabbits through the seasonal moult

Many rabbits undergo a noticeable seasonal moult in autumn, which can cause their fur to become thinner and shed. Because rabbits are unable to vomit, grooming during this time can cause fur to pass through the digestive tract, potentially exacerbating underlying issues that could lead to uncomfortable gastrointestinal blockages. This can cause a decrease in faecal output, bloating and pain.

During periods of moulting, owners

What's the best hay to recommend?

It's important to stock and recommend high-quality hay that is nutrient-rich. Clean, palatable hay that is readily available can have several benefits for small animals and is essential for digestive and dental health.

● Timothy hay

Timothy hay is a form of grass hay that is naturally low in calcium. Its abrasive perennial grass texture helps to support gut motility and correct dental attrition. As a hay that is low in calcium content, Timothy hay is particularly good for rabbits, who have high levels of calcium absorption.

● Meadow hay

Meadow hay is often a more general hay that is made up of other plants and flowers, as well as grass. This often makes it softer than timothy hay and can vary in nutrient content. Its varied texture and flavour profile make meadow hay appealing to many small herbivores.

should be encouraged to groom rabbits regularly to remove loose fur and provide more quality hay, which can increase fibre in the diet and help to push ingested fur through the digestive tract. If a pet owner mentions that their rabbit has been experiencing digestive issues or reduced appetite, this should be treated as a veterinary emergency, as reduced faecal output could be a sign of a full or partial blockage.

Considering portion sizes

Many pet owners assume that their pet needs more food during the colder months. While this is often generally accurate, it's important to consider factors such as size, species, age, body condition and activity level when making feeding recommendations.

For manual calculations, owners can weigh their pet in kilograms and use this figure to calculate appropriate portion sizes. For example, it is generally recommended that rabbits should be fed 25 grams of nuggets per kilogram of body weight each day. This may be a little higher in colder months due to a changed body condition score (BCS), a metric used to assess fat percentages and overall physique.

For a simpler approach, retailers can use feeding guides to help owners determine appropriate feeding amounts based on species, BCS and individual needs.



Supreme Petfoods offers a small pet feeding guide that also provides tailored product recommendations, making it a useful in-store resource.

Rather than relying on manual calculations, retailers can direct customers to the free Supreme Petfoods App, which provides practical guidance on body condition scoring, portion sizes and species-specific feeding recommendations. The app also includes information on appropriate seasonal vegetables and forage, helping owners introduce safe variety into their pet's diet while ensuring nutritional balance throughout the changing seasons. You can share this app with owners using [app.supremepetfoods.com](https://supremepetfoods.com)

Providing owners with trusted digital resources not only gives them confidence at home but also positions your store as a knowledgeable source of ongoing support.

Your top tips for merchandising during autumn and winter

Cooler months call for unique product recommendations that suit the changing needs of pet owners. Key autumn and winter product recommendations include:

- High-quality hay
- Absorbent, comfortable bedding
- High fibre treats and foraging products
- Hutch care and weatherproofing products

● Grooming products to combat moulting

● Hides, tunnels and chews for enrichment

● Small-pet dietary supplements

To enhance cross-merchandising opportunities, consider setting up autumn-focused displays featuring some of the key products pet owners might be searching for. Themed displays are particularly attractive to the eye, and keeping a variety of relevant products in one single shop location can encourage owners to stock up on multiple items at once, increasing basket spend.

It's never too early to get prepared so by making autumn needs visible long before the weather changes, retailers can be best placed to support owners in their seasonal small pet care. By helping owners to stock up on everything they need during the transition to autumn, retailers are well-placed to build trust and customer loyalty in preparation for additional colder season recommendations during winter months.



Claire Hamblion-Jennings
Marketing Director at Supreme Petfoods



Bird business takes flight

As birdwatching attracts a new and increasingly diverse audience, autumn offers pet retailers a chance to help customers prepare their gardens for the colder months, with the right food, equipment and advice

Birdwatching may once have been associated with specialist enthusiasts, but the pastime is finding a much broader audience. Research published by the RSPB suggests regular birdwatching in Britain has increased by 47% since 2018. Participation among millennials has risen by 216%, while the number of Gen Z birdwatchers has reportedly increased more than tenfold, with almost 750,000 people aged 16 to 29 now regularly watching birds.

That enthusiasm is also visible in citizen science. More than 650,000 people took part in the RSPB's Big Garden Birdwatch 2026, recording 9.4 million birds over one weekend. The house sparrow remained the most commonly recorded species, followed by the blue tit, starling, wood pigeon and blackbird.

For independent pet retailers, this growing interest creates opportunities beyond traditional bags of bird seed. New customers may need help choosing their first feeder, identifying the birds visiting their garden or understanding how to provide food safely. More experienced bird lovers may be looking to expand their feeding station, attract a wider variety of species or prepare for winter.

The September slowdown

Customers may become concerned when previously busy feeders appear quieter

during late summer and early autumn. However, fewer visitors do not necessarily mean birds have disappeared from the area. Hedgerows, gardens and green spaces are rich in berries, seeds, fruit and insects during September, meaning birds often favour natural food over garden feeders. As temperatures fall and these resources become scarcer, many familiar species are likely to return.

Retailers can encourage preparation rather than panic purchasing. Customers can clean existing feeding stations, replace damaged feeders, improve food storage and plan what they will offer once winter feeding begins in earnest.

"My birds have disappeared!"

Reassure customers that:

- Natural food is often abundant during early autumn
- Garden feeding activity can fluctuate throughout the year
- Feeders should still be inspected, cleaned and made ready for winter
- Water remains important, but containers must be refreshed every day
- Birds are likely to return as temperatures fall and natural supplies reduce

Make 'hygiene' part of the sale

A feeder should not be regarded as a one-off purchase. Brushes, disinfectants, storage containers and replacement feeding equipment can all form part of the wider conversation.

Current advice is to clean feeders and bird baths at least once a week, remove old food and droppings from beneath feeding areas, and move feeders regularly to reduce debris building up in one place.

Water should be changed daily, while food should be kept as dry and fresh as possible. Hanging feeders are generally preferable to flat feeding surfaces, where birds can gather closely and food may become contaminated more easily.

Displaying hygiene products beside feeders and food can help customers understand that cleanliness is an essential part of feeding garden birds rather than an optional extra.

Build a clean-feeding display

Bring together:

- Easy-to-dismantle hanging feeders
- Feeder cleaning brushes
- Suitable non-toxic disinfectants
- Protective cleaning gloves
- Bird food storage tubs
- Ground trays or solutions for collecting waste
- Simple printed cleaning instructions

Preparing for winter

Once November arrives, colder temperatures and shorter days increase the importance of easily accessible food. Small birds must replace the energy used maintaining their body temperature, while frost and snow can make natural food and water more difficult to find.

Retailers can simplify the category by grouping products according to customer need rather than presenting a wall of unfamiliar ingredients.

Winter energy – suet blocks, fat balls and other energy-dense foods are familiar seasonal purchases. Offering several formats allows customers to choose products suited to their garden, feeder and regular visitors.

Everyday feeding – sunflower hearts, quality seed mixes and peanuts can provide the foundations of a winter range from November onwards. Clear shelf information explaining which birds may be attracted by each food will make the fixture easier for newcomers to shop.

Specialist choices – nyjer seed, mealworms, fruit and species-targeted mixes can appeal to customers hoping to attract particular visitors. These products also provide an



Autumn feeding for wild birds

Autumn is one of the most important seasons in a bird's calendar. It's a time of preparation, when wild birds need to build up vital energy reserves, complete their annual moult and get ready for the challenges that winter will bring. It's also a busy time for migration and these travelling birds need safe spaces to rest and replenish their energy. By offering energy-rich products such as sunflower hearts, peanuts, suet and quality seed blends, you can make a real difference to the birds that depend on the food you put out. **Rewild your world®.**

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opportunity for retailers to explain that different birds have different feeding preferences.

Fresh water – Birds need water for drinking and bathing during winter, particularly when natural sources freeze. Bird baths and shallow water dishes can be merchandised beside feeders, accompanied by a prominent reminder that the water must be changed every day and the container cleaned regularly.



Welcome the new birdwatcher

The rapid rise in younger birdwatchers means retailers should avoid assuming that every wild bird customer is already an expert.

A newcomer may be interested in birds after seeing online videos, using a bird-identification app or taking part in a school or community wildlife project. At home, they may have only a balcony, window or compact garden, and might not know the difference between a seed feeder, suet feeder and peanut feeder.

Starter bundles can remove uncertainty and create an accessible entry point into the category.

A simple starter kit

- One suitable hanging feeder
- A seasonally appropriate food
- A feeder-cleaning brush
- A secure storage container
- A basic garden bird identification guide
- Clear instructions covering positioning, cleaning and responsible feeding

Retailers could also add a small card encouraging customers to record the species they see. This turns feeding into an activity rather than simply a purchase and provides a reason to return for additional food, feeders and advice.

Create theatre around the category

Wild bird displays can become visually repetitive, particularly when dominated by large bags of food. Bringing feeding equipment, identification materials and seasonal advice together can give the fixture more personality.

Consider using recognisable species to guide customers through the range. A goldfinch section might highlight suitable seed and feeders, while a robin or blackbird area could introduce mealworms and ground-feeding options. Images should be accompanied by responsible feeding and hygiene messages rather than guarantees that a particular bird will appear. Retailers can also encourage engagement through simple activities:

- Invite customers to share photographs of garden visitors
- Create a local “birds spotted this month” board
- Run a beginner’s garden bird morning with a local expert
- Publish a weekly bird-identification post on social media
- Promote the Big Garden Birdwatch ahead of January
- Offer a feeder-cleaning checklist with relevant purchases

What to stock



Bartholomews Colonels Winterfood

A range of 15 seeds designed to nourish small, medium and large birds during a period when food is short.

W bartholomewsbirdfood.co.uk/wild-bird



Bartholomews Colonels Robin & Songbird

A table food specifically formulated for robins, and most small birds.

Containing mealworms and fruit, this mixture is very nutritious and palatable.

W bartholomewsbirdfood.co.uk/wild-bird



Johnston & Jeff's Bugs, Grubs & Worms

A special blend of high-protein ingredients, essential for active birds to maintain and renew muscles

and feathers. Also contains key nutrients such as calcium and iron. Feed from a bird table or feeder.

W johnstonandjeff.co.uk



Honeyfields Simply Suet

Help customers support garden birds through autumn and winter with Honeyfields Simply Suet range. Offering convenient, energy-rich feeding options across suet pellets, fat balls, blocks and filled coconut halves, the collection gives retailers plenty of formats to suit different gardens and feeding stations.

W honeyfieldswildbird.co.uk



Johnston & Jeff's The Hazlewood Feeding Station

Thoughtfully designed for both you and the birds. The Hazlewood wooden feeding station has four grooved

arms to hold hanging feeders, plus four secondary arms for hanging suet products, meaning you are able to put out a complete feast for your feathered friends. A special socket foot has been carefully designed for strength and stability and each component has been precision engineered. All of Johnston & Jeff's wooden products are designed and made in their own woodshop, using only FSC® certified timber.

W johnstonandjeff.co.uk



Copdock Mill Signature Collection Hi-energy Garden Feast Wild Bird Mix

Includes protein-rich mealworms, with suet pellets for energy. Ideal tabletop or forage feed. Attracts wrens, robins, blackbirds, tits, finches, sparrows, and thrushes.

W trade.copdockmill.co.uk



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Truffles require very specific growing conditions

44

On the truffle trail!

Sniffing out these elusive forest treasures can be a fun and profitable canine activity. Andrea McHugh reports

Most of us are probably longing for a warm summer, but truffle hunters make no secret of the fact they are really hoping for lots of rain. This is because rainfall is a key factor to encourage the growth of these highly prized fungi.

James Feaver, owner of The English Truffle Company, which is based in Dorset, first tried truffle hunting as a new hobby with his Labrador, Bramble, during a period of redundancy. Today it is a thriving business. James and his current Labradors, Jack and Murphy, help to train people and their dogs from all over the country in the ancient art of truffle hunting, as well as supplying local restaurants with the truffles needed to create extra-special culinary dishes. I caught up with James to find out more.

DID YOU KNOW?

Truffle shavings are delicious when sprinkled liberally over pasta or risotto

"I first started truffle hunting in 2008 following redundancy," explains James. "I'd read that a nearby pub was creating dishes using local truffles, and as I'd been picking mushrooms for 25 years, I thought I could probably get my dog to find truffles. Although, at the time, I'd never seen or eaten one!"

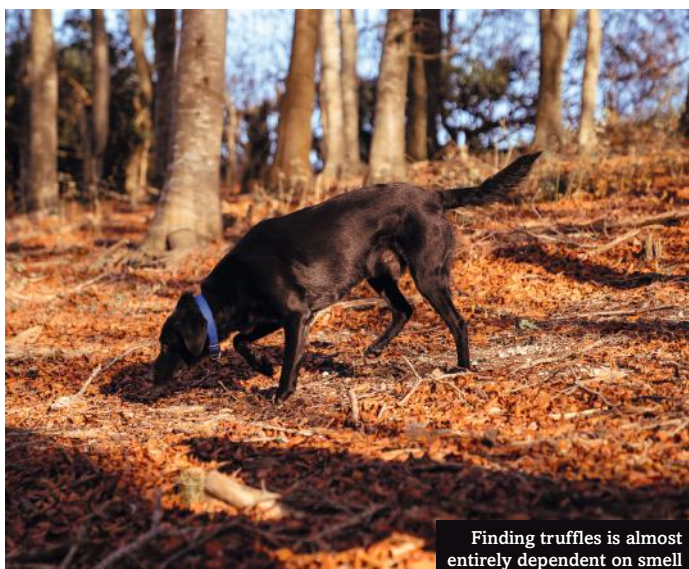
"I found a lady who did truffle hunting training and Bramble and I had a two-hour lesson. Afterwards she mentioned she was hosting the UK's first truffle hunting championships and asked if I'd like to enter. I looked at Bramble, who said yes, so we entered! We then did lots of homework using the truffle oil we'd been given. Bramble was about seven years old at the time, so you can definitely teach an old dog new tricks. When we arrived at the championships there were

three TV crews in attendance, which was a surprise, but we did really well and ended up becoming overall champions! Bramble even searched out real truffles, rather than truffle oil, and as it was the first time she'd seen them, I was very chuffed.

"We continued looking for truffles locally,



James with his truffle hunting companion



Finding truffles is almost entirely dependent on smell



Workshops begin at the basic level to show that your dog understands the scent

and her first find is so ingrained in my mind, that even now I could take you to the exact spot in the wood. I was grinning like a Cheshire cat for a week! Unfortunately, my partner, Sharon, can't stand the smell of truffles and I can't bring them in the house, and so I began selling them.

"I found work, but it was a three-year fixed contract, and I started thinking about what to do afterwards. When we moved to Dorset, I decided to ramp up the truffle hunting, setting up The English Truffle Company in 2010. We started taking paying guests out to learn how to hunt for truffles, and afterwards eating nice food, that of course included truffles. As the business expanded, we added different locations and more dates. I also started selling truffles online and basically added as many truffle-related activities as possible. By the time my contract ended it made sense to just focus on my own business.

Unique aroma

"Truffles are basically a type of underground fungi, usually found in woodland next to trees, in areas with chalky limestone soil, but if the conditions are right, they can even be found in people's gardens! In order to reproduce, truffles rely on being dug up and eaten by woodland creatures such as squirrels, deer, and badgers. This is why their aroma is so strong, as it attracts the animals, who eat the truffles and excrete the spores, which ensures the truffles spread to new areas. The smell is very unique; described as earthy and nutty.

"There are many different types of truffles, but in Britain, there's only one culinary species, which is the summer or autumn truffle. The skin is black in colour

with pronounced pyramid-shaped warts and when cut in half the colour varies from pale cream in the unripe summer version, to brown when ripe in the autumn. The truffle season is from September to January, but autumn truffles have more flavour and aroma and sell for hundreds of pounds per

kilogram. Although truffles are not a protected species, you may need permission to be on private land.

"English truffles are close cousins to the most famous and expensive truffle of all, which is the Périgord, named after a region in France. It is not found in the wild in the

UK, but a handful of people have successfully cultivated it here. The Italian white (Alba) truffle is very rare, but we do receive calls from people who think they've found one, although it's highly unlikely as they require very specific growing conditions. It's very important when foraging to be absolutely sure that you know what you're doing. Eating something that you mistakenly think is a truffle can make you very ill!

"I believe any breed of dog can hunt truffles, but we love Labradors, who fit in well with our lifestyle. At present we have Jack who is 10 years old, and Murphy who is five. Jack is a real 'people person' who likes going up to everyone on our truffle hunting experience days to see if they've got any treats in their pockets. Murphy is less of a people person and prefers going out with me to hunt for truffles to sell. They are both brilliant.

Training workshops

"In 2017 we began offering truffle dog training workshops, which are fun, informative days that combine theory

with practical sessions. They are aimed at complete beginners. The Lagotto Romagnolo breed is a common sight on our courses as people widely believe they are the best breed for truffle hunting, but we've trained many different breeds, from Dachshunds to German Shepherds.

Sighthounds can be more challenging as they can get distracted by birds and woodland animals, but our workshops are field-based and we start with very simple exercises introducing the dogs to truffle oil in a low-distraction area, with controlled hides. Initially we hide the oil where the dog can see it, and the pinnacle of the day is when I hide fresh or frozen truffles, so the owners and dogs don't know the location, and the dog has to find it by scent alone. My aim is for the majority of dogs to succeed. We then send people home with some truffle oil, and lots of homework, encouraging them to take little sealed pots of oil out on walks and drop one in the long grass when the dog isn't looking before encouraging him to find it.

"Truffle hunting is great fun and gives the dog a real purpose on walks. It also provides mental stimulation and really enhances the bond between you. When you're truffle hunting, your dog is not just your beloved pet, he's your working buddy and you're doing a job together. It's fantastic!"

For further information, visit:
englishtruffles.co.uk



About Andrea
Andrea McHugh is a freelance journalist and author of several dog-related books. She competes in agility and heelwork to music

DID YOU KNOW?

Pigs were traditionally used to hunt truffles but can sometimes be reluctant to release their finds!

PPM puzzles

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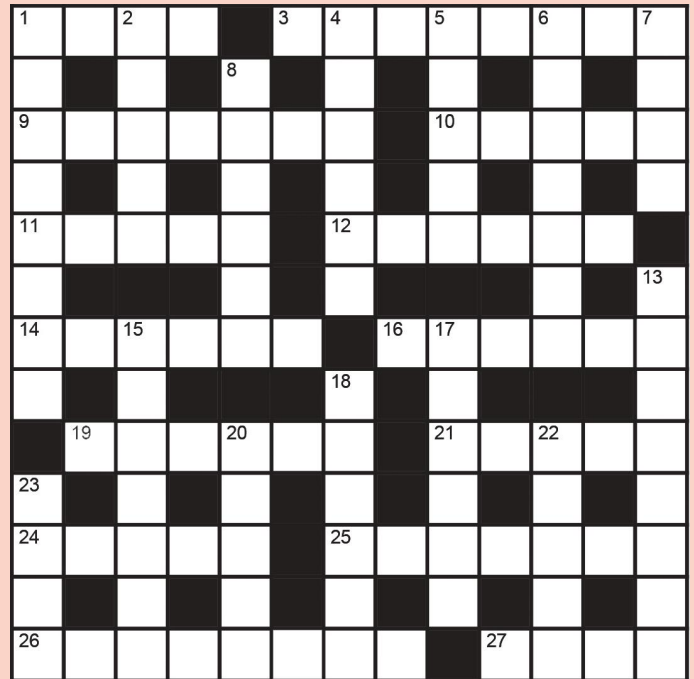
WORDSEARCH

L	A	T	V	I	A	D	N	I	E	P
M	M	C	K	A	N	E	A	N	I	A
B	O	X	T	A	D	S	I	W	T	I
E	R	D	L	E	O	A	P	L	T	F
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G	C	S	A	K	R	M	S	M	I	A
I	C	N	U	N	A	B	E	I	N	N
U	O	W	A	L	E	S	R	T	L	C
M	B	O	S	N	I	A	B	A	A	E
E	S	T	O	N	I	A	I	L	N	C
L	A	I	N	O	R	W	A	Y	D	O



Andorra	Iceland	Norway
Belgium	Italy	Serbia
Bosnia	Latvia	Spain
Estonia	Malta	Sweden
Finland	Monaco	Ukraine
France	Morocco	Wales

CROSSWORD



Across

- 1 Rubbish or nonsense (4)
- 3 Fire-resistant fibrous mineral once used in insulation (8)
- 9 Of the greatest possible degree (7)
- 10 Inert gas, atomic number 18 (5)
- 11 Cinema or theatre attendant who shows people to their seats (5)
- 12 Flattened at the poles, like the Earth (6)
- 14 Easily offended or oversensitive (6)
- 16 Of or relating to the East African nation (6)
- 19 Irrational fear or aversion (6)
- 21 Person who endures hardship without complaint (5)
- 24 Visual representation or picture (5)
- 25 Room where meals are prepared (7)
- 26 One for whom a godparent is sponsor at baptism (8)
- 27 Past tense of "be" for plural subjects (4)

Down

- 1 Remote city in Mali, proverbially far away (8)
- 2 Ordinal position after fifth (5)
- 4 Unhealthily yellowish in complexion (6)
- 5 Electronic message sent via the internet (5)
- 6 Firmly and securely (7)
- 7 Without (4)
- 8 To stain or sully a reputation (6)
- 13 To settle comfortably and snugly (8)
- 15 Not previously known or encountered (7)
- 17 Artificial substitute, typically inferior (6)
- 18 African wild dog related to the wolf (6)
- 20 Smooth-barked woodland tree bearing mast (5)
- 22 Earthy yellow-brown pigment (5)
- 23 Lively enthusiasm or sharp flavour (4)

See page 6 for solutions.

SPOT THE DIFFERENCE

Can you spot the five differences between these two pics?



It's time to look beyond biodegradable.

Not all bags are created equal. Discover the truth about plastic, compostability and why plastic-free is the future.



Which bag is the better choice?



✗ Plastic Bag

- Made from fossil fuels
- Can last hundreds of years
- Contributes to plastic pollution
- Harmful to wildlife and ecosystems

NOT IDEAL



! Biodegradable Plastic Bag

- May still contain plastic
- Breaks down in some conditions
- Can fragment into microplastics

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✓ Plastic-free Compostable Bag

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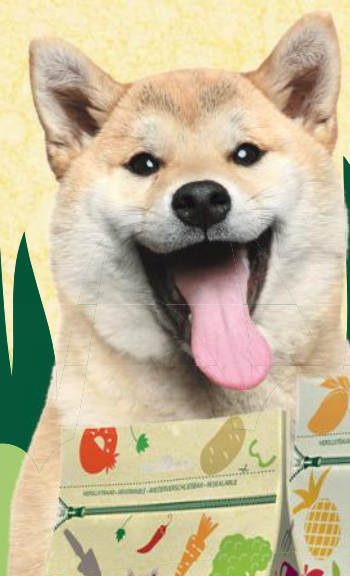
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