



PRESS RELEASE

Experience-oriented and animal-friendly pet keeping Fressnapf opens XXL store in Leipzig, Germany

Retail chain Fressnapf is opening its 7th German XXL store in Leipzig on August 28th. More than 12,000 products, including around 500 exclusive brands and a variety of animal species over 1,400m² are set to lure customers to the Handelsstrasse 10 store to not just shop, but also to look and enjoy.

First priority at Fressnapf XXL is to communicate a passion for pet keeping and to offer a comprehensive range of services for animal owners. The focus at Fressnapf XXL is on decorative and informative elements that provide guidance on caring for individual animal species. The aquarium, terrarium, bird and rodent departments are designed to be both experience-oriented and animal-friendly.

The aquarium and terrarium departments provide customers with a fascinating insight into the world of water dwellers with around 250 different types of fish, crustaceans and shrimps in more than 80 aquariums. In the cold water section, an enclosure with a four metre high waterfall with Japanese kois is a real eye catcher. The rock-bordered plant tanks and the turtle display tank are also worth a look. A variety of different budgerigars, canaries and finches are housed in three aviaries. Fressnapf consciously avoids keeping large parrots for animal welfare and housing reasons.

Alongside animals, customers and visitors can also expect comprehensive information about animal care in the new XXL store in the form of DVD infoterminals, reference book islands and of course in-store personnel, who are on hand to answer customers' questions about pet care. They also ensure all animals are well-cared-for, with the support of Fressnapf's own vets.

Fressnapf's employees have created a varied programme for all visitors, young and old, for the opening of the new store from August 28th-30th. Of course, dogs are also welcome to come and taste test dog food, while their owners can find out which food is best for their four-legged friends. Children can let off steam on the bouncy castle at the Fri-Fra-Fressnapf play bus, have their face painted as their favourite animal or win great prizes from the Fressnapf lucky wheel. Those who want to show off their pet can take advantage of "Fressnapf beauty days" and have their pet groomed and beautified by a team of experts. With a glossy coat, manicured claws and clean teeth, animals can then enjoy a free photo shoot. Hill's animal health experts will also be on hand to give expert dietary advice or carry out a quick health check.

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