



## PRESS RELEASE

### **Fressnapf is retailer of the year**

#### **Leading European pet specialty chain Fressnapf honoured at the International Pet Conference in Amsterdam**

Krefeld/Amsterdam, 14<sup>th</sup> November 2008 – German specialist pet retailer Fressnapf is the **PET Retailer of the Year**. Proprietor and managing partner Torsten Toeller accepted the prize yesterday at the International Pet Conference in Amsterdam. The competition is hosted every two years by trade magazine **PET in Europe**, published by Dähne Verlag in Ettlingen, Germany, in recognition of the most innovative international specialty store concept.

The jury of four industry experts were impressed with Fressnapf's rate of expansion – In only 18 years, founder Torsten Toeller has succeeded in making Fressnapf Europe's leading specialty chain for pet products. The judges recognised the Fressnapf franchise concept as key for the ongoing further development of products, services and company image, making the retailer a real "innovation machine". Fressnapf has evolved into a one-stop pet provider through its ability to adapt to the latest consumer trends. Its range extends from experience shopping and travel with dogs, through to vet clinics and dog salons in stores.

Fressnapf opened its first store in Erkelenz in 1990. The network has since grown to more than 950 locations in 12 European countries. The company's turnover increased 16.7% to 935 million euros in the 2007 financial year.

Trade magazine **PET in Europe** surveyed just under 300 suppliers from the international pet industry for the **PET Retailer of the Year** accolade. A jury of well-known industry experts then determined the winner from a list of recommendations of the four most frequently mentioned retailers. Jurors were Ron Segboer from Karlie Heimtierbedarf, Eric Lambrecht from Versele Laga and Mats Danielsson from Swedish pet trade association Zoorf, as well as **PET in Europe** Editor-in-Chief Ralf Majer-Abele.

Further information:

Fressnapf Tiernahrungs GmbH

Achim Schütz

Westpreussenstr. 32-38, 47809 Krefeld, Germany

Phone: +49 (0) 2151/5191-1231, Fax: +49 (0) 2151/5191-281231

E-mail: [achim.schuetz@de.fressnapf.eu](mailto:achim.schuetz@de.fressnapf.eu)