

Company Profile: Fish4Dogs (United Kingdom)

Sea food experts in the

In just five years Fish4Dogs has grown from the founders baking fish off-cuts into dog treats in their own home kitchen, to an international business covering over 35 countries worldwide. This remarkable growth has come from a unique product proposition perfectly matching key market trends and a relentless international drive.



A unique concept...

Fish4Dogs describe their uniqueness as being the only "seafood experts in the pet food industry". Jill Angell – Marketing Director and co-founder, says: "At Fish4Dogs we produce a range of healthy and natural food and treats for dogs with the important difference that we only use fish as the main ingredient. Just as we believe fish is good for human health so it is good for the health of our pets."

Founders Robert and Jill Angell started making a few treats for their elderly Great Dane by baking fish skins in their own kitchen. Seeing that these treats helped with their own dogs' coat condition and mobility, and having expert knowledge of fish production processes, they put their combined, forty years experience in the sea food industry to good use and started to manufacture and sell these treats commercially under the Fish4Dogs brand.

Global market trends

They were then perfectly placed to match their proposition to key market trends. One development has been the growing humanisation of pet food. As owners are becoming increasingly aware of the importance of diet in maintaining human

health so they are applying this understanding to the feeding of their pets. A second development has been the growing demand for natural foods, pet and human. With no preservatives or colourings, gluten free, hypo allergenic and naturally occurring Omega 3 Fish4Dogs is benefitting strongly from the demand for all natural products.

From treats to complete food

Fish4Dogs started out with Sea Jerky treats for dogs made from baked fish skins. Not only are the skins the best part of the fish, having the highest concentration of Omega 3, but the crunchy texture of these 'Sea Jerky' treats helps remove plaque from the dogs teeth. In 2008 Fish4Dogs expanded their range to include Salmon Oil, giving a high dose of Omega 3 for dogs requiring that bit of extra attention. Innovation has always been key, and in 2009 they launched a range of Salmon Mousse in a pouch, which is made from 99% salmon, has a light frothy texture and is added to food as a treat; to encourage fussy eaters or to encourage dogs to eat during convalescence.

However the most important development for Fish4Dogs was their move into complete

food early in 2009. Jill Angell: "The health benefits of fish are even more significant when given to a dog as their main diet rather than just for treats. Sales of our complete fish and potato foods have rapidly developed to the point where today we sell more complete food worldwide than any of our other products."

Explosive sales growth

The commercial development of the Fish4Dogs brand has been rapid, with a 220% increase in sales in 2009 despite the appalling economic conditions. With such clear health benefits from fish it is no surprise that the brand has quickly developed a loyal following in the breeder and show world. According to Jill Angell: "Breeders and dog show people have a sophisticated understanding of the importance of nutrition, and a very clear desire to give their dogs the best." In 2009 Fish4Dogs launched their first Breeder Club in the UK to further develop this important sector of their business.

The meteoric rise of Fish4Dogs has also been characterised by rapid international expansion driven by the restless and impatient globetrotting sales drive of Robert Angell. With over 82% of sales

pet food industry



outside the UK, the international business is key to both current and future success. Today Fish4Dogs is available in over 35 countries with a strong presence in both Asia and Europe. Robert Angell: "We are forecasting a 500% growth in our international business over the next three years. This will be driven by a combination of working closely with our existing distributor network; opening up new territories and our latest project, a full launch into the biggest pet food market in the world, the USA."

Fish4Dogs' unique business model of producing food at source from the highest quality fish available, means that the new range of complete dry food is made in America, from Alaskan Salmon. Their Salmon Oil range for USA is also produced from 100% pure Alaskan Salmon.

Fish4...?

Are there any animals left for which 'Fish4' has not designed a product? The innovative team at Fish4Dogs UK have now come up with Fish4Tigers; a Salmon Oil product which was given to a rescued tiger in very poor health. "Her coat, skin and paws were in a dreadful condition – and as we knew Fish4Dogs – we asked them what to do.

Their advice was "feed our Special Salmon Oil" and in just four weeks, her coat was glossy and her cracked paws had healed miraculously". Tiger Zoos in Thailand will be first to benefit from this idea later this year when Fish4Dogs launches its products in Bangkok.

International Website Franchise

Innovation has been key to the success of Fish4Dogs and this imaginative thinking is also applied to the commercial sphere. During 2010 their latest idea of an International Website Franchise will be launched. Fish4Dogs has always been a multi-channel business in the UK where a very successful e-commerce site has been developed. "We believe we can replicate this success in every country and will be looking for franchisees with the necessary skills and experience to operate an exclusive web franchise business, selling Fish4Dogs products to breeders and home-delivery to consumers world-wide," says Jill Angell.

Continued product innovation will drive further growth. Following the addition of a sardine variety to their cod and salmon complete foods they are looking at extending the range of complete foods

further in 2010 to include canned and pouches in multi-pack varieties.

Fish4Dogs will be showing at Interzoo in Germany, and at Global Pet Expo in Orlando and are keen to meet both current and new distributors who want to be part of this remarkable growth story. ■

For further information:
www.fishfordogs.com

