



PRESS RELEASE

LOOKING BACK ON A GREEN AND WONDERFUL 2021 WITH GREEN PETFOOD

Kleinheubach, 22 December 2021 – Wow, what a year! 2021 is drawing to a close and the Green Petfood team is taking advantage of the reflective period before Christmas to look back on all the wonderful collaborations, events, and new products of the previous year.

When two join paws: CATLABS in the Green Petfood Onlineshop

January 2021 brought with it some news, with the arrival of CATLABS cat toys in the Green Petfood online shop. These cuddly and scented animals are handmade in two social institutions in Nepal. Each item is made from natural materials and studded with organic scented fillings. They can easily be refilled with organic catnip.

Green Petfood achieved certification as a Green Brand for the second time!

The brand was one of the first from the pet industry to receive the award back in 2019. This seal of quality is awarded to companies which demonstrably practise sustainability. This second award with such excellent results is testament to Green Petfood's pioneering role in this area. In the 2021/2022 certification cycle, Green Petfood, with its climate positive range of cat and dog food, was nominated for the second time, and



Green Petfood to go: with the Pimp Your Pawprint podcast.

Pimp Your Pawprint has been THE podcast for sustainable living with dogs and cats since mid-2021. Its mission is to show everyone with a four-legged friend how easy it can be to reduce your CO2 footprint and pawprint.



In the bowl and enjoy: the free Green Petfood food guide

Many dog lovers like to spoil their pet with additional treats in addition to their daily food rations. But how should snacks be combined with Green Petfood dry food? This question is answered concisely and digitally in the new free food guide. Visit <https://www.green-petfood.de/shop/futterguide> to find 12 seasonal topping ideas and plenty of nutritional information as a free download.

Creepy crawlies for small and young dogs: InsectDog Mini grainfree



As one of the first insect products on the market, InsectDog Mini grainfree is suitable for all breeds. Insects, sweet potato, and red lentils are the high-quality ingredients that guarantee a delicious taste and extremely high tolerance. From October 2021, the new complete grain-free food will be available for small and growing dogs from 8 weeks of age in 5 x 900g, 7.5kg, and 90g formats.

The sustainable Green Petfood pop-up store in Aschaffenburg

In September, in the first temporary Green Petfood POP UP STORE in Aschaffenburg visitors can get to know our sustainable Super Premium range, marvel at a brand new product, help themselves at the unpackaged food station, and enjoy plenty of different special offers.



Patricia Knecht from Green Petfood, Lena Becker from Herzbube & Herzdame (sustainable leads and collars) and artist Sandra Wörner (who is contributing the main prize in the raffle) in front of the POP UP STORE.



News from the Ntakata Mountains

Our Ntakata Mountains forest conservation project was also part of 2021, as it is every year: as the entire project was designed to be carried out by the residents of the 8 communities in the Ntakata Mountains. There were some great successes here despite the global restrictions imposed by COVID-19. Health services financed by the project are now available for the villagers. The fund has already been able to help 30 disabled and orphaned children, among many others. 63 inhabitants are directly employed by the project, but 38,211 profit directly from it. In autumn, the forest conservation project was also awarded the 'Pathfinder Award' in the category 'Land management' by the UN Development Programme and IUCN Protected Areas.

Roll on 2022!

While 2021 is coming to an end, our many great events, innovative products, milestones, and collaborations will - of course - continue. While our Green Petfood Advent calendars are in full swing, delighting our customers with 24 sweet, mindful, and green surprises, there are already plenty of exciting plans in the pipeline for the year ahead! So, make sure you stick with us. The Green Petfood team wishes you a relaxing Christmas period and a very Happy New Year!

www.green-petfood.com

About Green Petfood

The Green Petfood brand is part of ERBACHER the food family, a medium-sized family company based in Kleinheubach in the Bavarian Odenwald region, one of the leading manufacturers of Super Premium nutrition for pets in Europe. Fully in keeping with the company philosophy, which aims to be "Visionaries and pioneers for sustainable nutrition", Green Petfood focuses on innovative and sustainable feed for dogs and cats. Green Petfood's aim is to rethink feed, to manufacture sustainably and fully cater to the needs of your pets. Operating under the slogan 'Greenify our future', Green Petfood has set itself the mission of making the world greener through pet food. That is why all our products are designed to be climate positive. Forest conservation in Tanzania ensures Green Petfood not only offsets all its CO2 emissions, from the cultivation of raw materials to the moment the food hits the bowl, but in fact allows the absorption of 25% more carbon dioxide than is produced. Thanks to its pioneering work in the area of sustainability, the Green Petfood brand is one of the first in the pet industry to be recognised as an environmentally sustainable brand in the 2019/2020 Green Brands awards.

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