

PLANT-BASED DOG TREATS

"Never dull, brown or bone-shaped."



5 must-haves for our new dog treat*

Be healthy

Dog owners put health first

Be sustainable

Plant-based, zero plastic

Be memorable

Too many brown and bone-shaped biscuits already out there

Have a great name

W'ZIS (what's this), we thought it was fun, our customers call it 'genius.'

Be beautiful

Can we be the first dog brand dog owners (and their dogs) fall in love with?



* Tasty not on the list? Taste is a given, and we already know that dogs love our treats.

W'ZIS [what's this?]

The rise in dog ownership represents a significant revenue opportunity for gifting in non-pet retail environments.



W'ZIS has created a brand new revenue stream targeted at your four-legged customers.

- › **Premium brand**
Designed to be sold in non-pet outlets
- › **First to market**
Grab&Go is probably the first FMCG range explicitly developed for non-pet retail

The UK's fastest growing plant-based dog treat.

"After nine months of sales, we are stocked in 100's independent shops, of which over 60% are non-pet retailers. With dog ownership at an all-time high, dogs are an untapped, underserved customer base."



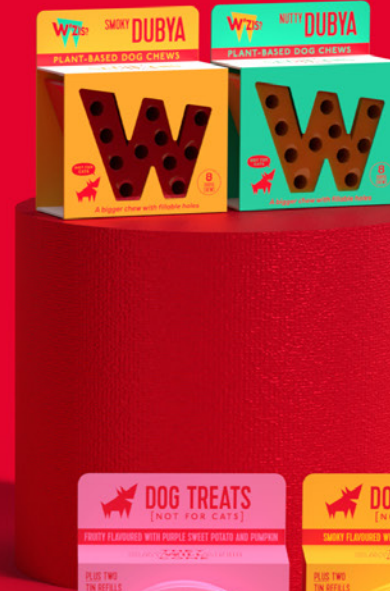
Treats and Gifting range

- Designed for non-pet retail
- Perfect Grab&Go, impulse purchase
- Strong self merchandising
- Smaller shelf footprint



Grab+Go Treat Box

Shelf-ready packaging, small footprint with strong product messaging. Contains 20 Grab&Go boxes. RRP: £2.50 per treat box



The Dubya

Box of 8 Dubyas in two flavours, smoky and nutty. RRP: £9.95



Dental Fang

Box of 12 Fangs for scraping teeth and tickling gums in smoky or fruity flavours. RRP: £9.95
Margin: up to 45%



Tin & Refills

Tin and two tin refills in all three flavours. RRP: £9.95
300 treats in total.



Value Bundle

3 tins, 3, flavours, 3 refills. 900 treats in a beautiful presentation box. RRP: £27.50



Triple Tin Pack

The cheapest way to own and sample all three tins. RRP: £17.95



12.5m dogs in the UK

33% of UK households have a dog

£1.4bn spent on dog food

£500m spent on treats



Being talked about



Anthea Turner



Becky Hill



Matt Johnsons

- ▼ Celebrity endorsement
- ▼ Stocked nationwide
- ▼ As featured in The Grocer
- ▼ Fanatical fan-base sharing 100's stories across social media

Plant-based, healthy and awesome



GRAIN AND
GLUTEN FREE



SUGAR
FREE



LOW
IN FAT



LIGHT ON
PROTEIN



1 CALORIE
PER TREAT



LOW
PURINE

We are more than just part of the plant-based revolution bandwagon. The nutritional makeup of W'ZIS means they are a suitable treat for dogs with various dietary needs, from obesity to kidney disease, diabetes and pancreatitis.

W'ZIS offers peace of mind where many dog treats are found wanting.

TREAT WITHOUT MEAT

Price list

	Description	RRP (including uk 20% vat)	Trade* (45%) (ex vat)	Trade** (48%) (ex vat)
	Treats on the go Contains 70 training treats (35g) in a self-dispensing treat box. Shipped in an SRP, each containing 20 boxes. Available in 2 flavours (smoky and nutty).	£2.50	£1.15	£1.08
	Treat tin & double refill A self merchandising box displays our halo treat tin and contains two 50g tin refill boxes inside.	£9.95	£4.56	£4.31
	Dubya Chews Available in two flavours (smoky and nutty) with each self merchandising box containing 8 Dubyas suitable for all dog sizes.	£9.95	£4.56	£4.31
	Fang Chews Also available in two flavours (smoky and fruity breath fresh) with each self merchandising box containing 12 dental chews suitable for all dogs.	£9.95	£4.56	£4.31
	Triple tin pack 3 x 50g treat tins presented in a self merchandising sleeve.	£17.95	£9.15	£8.65
	Value Bundle 3 X 50g treat tins with 3 X 100g refills all presented in a premium gift box	£27.50	£12.61	£11.92

* Prices reflective for orders over £150.

** Prices reflective for orders over £1,500.

Contacts

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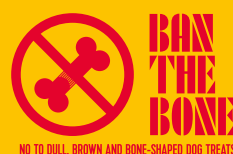
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THEY
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COME



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