

DOG TREATS

*What do you say when you offer
your dog a treat?*



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 the best name

W'ZIS (what's this). The two words that dogs understand as "treats."

Be beautiful

Can we be the first dog brand that 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?]

We say no to dull, brown and bone-shaped dog treats.

We go the opposite way to the category. Always colourful, shapely and a little in your face.

It's a brand designed to appeal to the pet parent as much as their dog. Dare we say a lifestyle brand? We are desirable, awkward and fun, whereas our competitors are obvious. We will never make a brown, bone-shaped dog treat.

We want to be *the* Dog Treat brand: *the* Nike, *the* Brewdog, *the* Dyson, *the* Lush.

We play to the senses—sight, sound, smell, touch and taste. Shake our tin and holler W'ZIS!

We have the best dog recall... Say it, shake it, and they will come.



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

› **Premium brand**

Designed to be sold both in and outside of pet outlets

› **First to market**

Grab&Go is probably the first FMCG reward treat range explicitly developed for non-pet retail

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

"After 18 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."

Healthy

up to 55% margin

Long shelf life

Perfect for impulse purchases



12.5m dogs in the UK

33% of UK households have a dog

£1.4bn spent on dog food

£500m spent on treats



The Range

- Designed for retail and hospitality
- Perfect Grab&Go, impulse purchase
- Strong self merchandising

Triple Tin Pack

The cheapest way to own and sample all three tins.

RRP: £17.95

Margin: up to 45%

Grab+Go Treat Box

SRP containing 20 Grab&Go boxes, Small footprint with strong product messaging.

RRP: £2.50 per treat box

Margin: up to 45%

Tin Refills

Tin Refill Box 48g. Each box will refill a W'ZIS treat tin

RRP: £2.95

Margin: up to 45%

Dental Fang

Box of 12 Fangs for scraping teeth and tickling gums in smoky or fruity favours.

RRP: £9.95

Margin: up to 45%



Treat Tin

Our iconic W'ZIS treat tin. Refillable, reusable, recyclable. Trademark W'ZIS Shake included.

RRP: £6.95

Margin: up to 45%



Tin & Refills

Tin and two tin refills in all three flavours. 300 treats in total.

RRP: £9.95

Margin: up to 45%



The Dubya

Box of 8 Dubyas in two flavours, smoky and nutty.

RRP: £9.95

Margin: up to 45%

Being talked about



Anthea Turner



Becky Hill



Matt Johnson

- ▼ Celebrity endorsement
- ▼ Stocked nationwide
- ▼ As featured in The Grocer
- ▼ Fanatical fan-base sharing 1,000s of 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	Trade Price (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).	£50.00 £2.50 per unit	£22.92 £1.15 per unit
	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
	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
	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
	Triple tin pack 3 x 50g treat tins presented in a self merchandising sleeve.	£17.95	£8.23
	Treat Tin 50g treat tins. Refillable tins, that are airtight and create the perfect W'ZIS rattle.	£6.95	£3.19

* Prices reflective for orders over £150. Smaller orders receive lower discounts.
 ** Free P&P for orders over £125.

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W'ZIS?

THEY
SAY IT AND
WILL
COME