



Mister Pet ITALY

Highest quality, best pet nutrition

Present in over 50 countries worldwide, Mister Pet continues to grow thanks to its market position as producer of excellent quality pet food.

Investing in research

“As a family business, our strategy is closely linked with the story and identity of the Gambarelli family,” says Enzo Gambarelli, founder and owner at Mister Pet. “The family comes from what is known as the Italian Food Valley. Here we established a production facility in line with our vision: to support the well-being of pets. Over 40 years of in-depth know-how of raw ingredients, farms, slaughterhouses and production plants has enabled us to achieve this goal.”

The company continues to invest in ongoing research on how to best treat and process ingredients. Initial cooking using steam is key to maintaining the highest nutritional value. The focus is to guarantee taste and digestibility, as well as a high measure of bio-based nourishing substances.

Unique characteristics

In addition to processing raw materials in its own pet food kitchen, the company

develops its own sources of omega-3 and 6, and Natural Digest, in-house. The family also invested in the search for ingredients and blends that give recipes unique characteristics, aimed at maximising the nutritional benefits of pet food. A wide variety of meat and fish products is based on such ‘family’ recipes. From fresh, frozen, through to dehydrated and hydrolysed meat and fish: everything is homemade in Mister Pet kitchens.

Prize-winning quality

The company received the Quality Award 2021 for two of its most important brands: Primordial Grain Free and Vivere Low Grain. The awards were seen as recognition of the company’s efforts to innovate and achieve unmatched quality in pet food. Mister Pet proudly defeated the other competitors with a score of 8.4 out of 10, and a high score to buy blind (97%). In addition, Primordial received the Vet Approved logo.

International development

Agreements have recently been signed with numerous countries, including Russia, South Africa, and Israel. The company also embarked on an important partnership with a leading company in the Chinese and Hong Kong markets, which has resulted in the founding of a distribution company: Mister Pet China Ltd.

New pet food kitchen

Soon a state-of-the-art kitchen, boasting the latest Wenger technology will be opened. This will enable the company to include even more fresh ingredients in its pet food. A new and modern laboratory and a completely automated warehouse, with a capacity of over 7,000 pallets, are also set to open soon. ♦

♦ **Mister Pet srl**
info@misterpetsrl.com
misterpetsrl.com