**PRESS RELEASE**

**From a mere idea to continued success: Fressnapf’s MultiFit brand is turning 20**

**The Fressnapf brand that started it all has reason to celebrate on its anniversary – having grown to more than 500 products today.**

**Krefeld, May 14, 2018 –** 1998 was a pivotal year for the Fressnapf Group as it saw the introduction of the first exclusive Fressnapf/Maxi Zoo brand, “MultiFit.” Thought of at the time as a first step for entering the German store brand business, it has grown to Fressnapf/Maxi Zoo’s brand with the broadest footprint – with more than 500 products and yearly international sales of over 100 million Euro. MultiFit has long expanded to all eleven countries of the Fressnapf Group. Currently, it is by far the most successful of all the 16 Fressnapf/Maxi Zoo brands. For its 20-year anniversary, Fressnapf/Maxi Zoo will issue an updated, modern design for its birthday brand, and will strengthen the MultiFit brand core with the communications concept “Variety, quality and loving your pets.” Between May and September, this initiative will be supported by an anniversary rebate campaign and sweepstakes for Fressnapf/Maxi Zoo customers across Europe.

**The MultiFit product portfolio stands for variety and quality**

In the mid-price segment, MultiFit offers simple, easy to understand solutions and products for dogs, cats, rodents, cage birds and wild birds, fish tanks, terrariums and pond animals. The variety of products for dogs, cats and rodents includes not only basic supplies, such as dry foods and canned foods, but also snacks and treats for dental care and training purposes and as rewards. Cat owners will find a broad range of cat litter options, and for rodents and small animals, owners will find both main food supplies, snacks and hay as well as a range of proven litter solutions. For cage birds, fish tanks, ponds and terrariums, as well as for wild animals, MultiFit offers a broad range of animal-appropriate main food and snacks as well as sands and care products.

**Relaunch and various customer campaigns across Europe on the occasion of the 20-year anniversary**

On the occasion of the anniversary of Fressnapf/Maxi Zoo’s first exclusive brand, MultiFit will receive a brand new visual identity. Both logo and packaging will become brighter, more striking and more intuitive for customers. New imagery, and the new logo will give the brand a contemporary and fresh look, with the overall goal of positioning MultiFit as a consistently varied, animal-loving brand within the Fressnapf line of goods, but also of simplifying the purchasing decision for customers through simplified communication, quality assurance and fair pricing. The period between May and September will also see a number of anniversary campaigns that will later on continue further into the year in various ways. Moreover, this is the first synchronized campaign across Europe for any Fressnapf/Maxi Zoo brand – further proof of MultiFit’s pioneering spirit. As a special highlight, customers will be able to win in an international sweepstakes contest, a 4 day/3 night trip for the entire family to Euro-Disney in Paris. For further information about MultiFit, please visit our brand store at: [www.fressnapf.de/multifit-markenshop](https://www.fressnapf.de/multifit-markenshop)

**About Fressnapf Group:**

The Fressnapf Group is the market leader for pet supplies in Europe. Since the opening of its first store in 1990 by founder and owner Torsten Toeller, the company group has expanded to more than 1500 stores in eleven countries across Europe (mostly under the name “Maxi Zoo”). The group employs more than 11,000 people from over 50 nations, with annual sales of approximately two billion Euro. The Fressnapf group attaches great importance to a broad and varied product range and modern stores – both as brick-and-mortar and online. The customer-focused approach relies on professional advice, extended service offerings and exclusive Fressnapf brands. The Fressnapf group supports a range of charitable projects related to animals, their relationship to people, and animal welfare. The group’s mission is to “Give all it takes to make the relationship between people and animals simpler, better and happier.“

**Press Contact**:

Fressnapf Holding SE l Corporate Communication

Westpreußenstraße 32-38 l D-47809 Krefeld, Germany

Tel. +49 (0) 2151 5191 – 1231 l Email: [presse@fressnapf.com](mailto:presse@fressnapf.com)