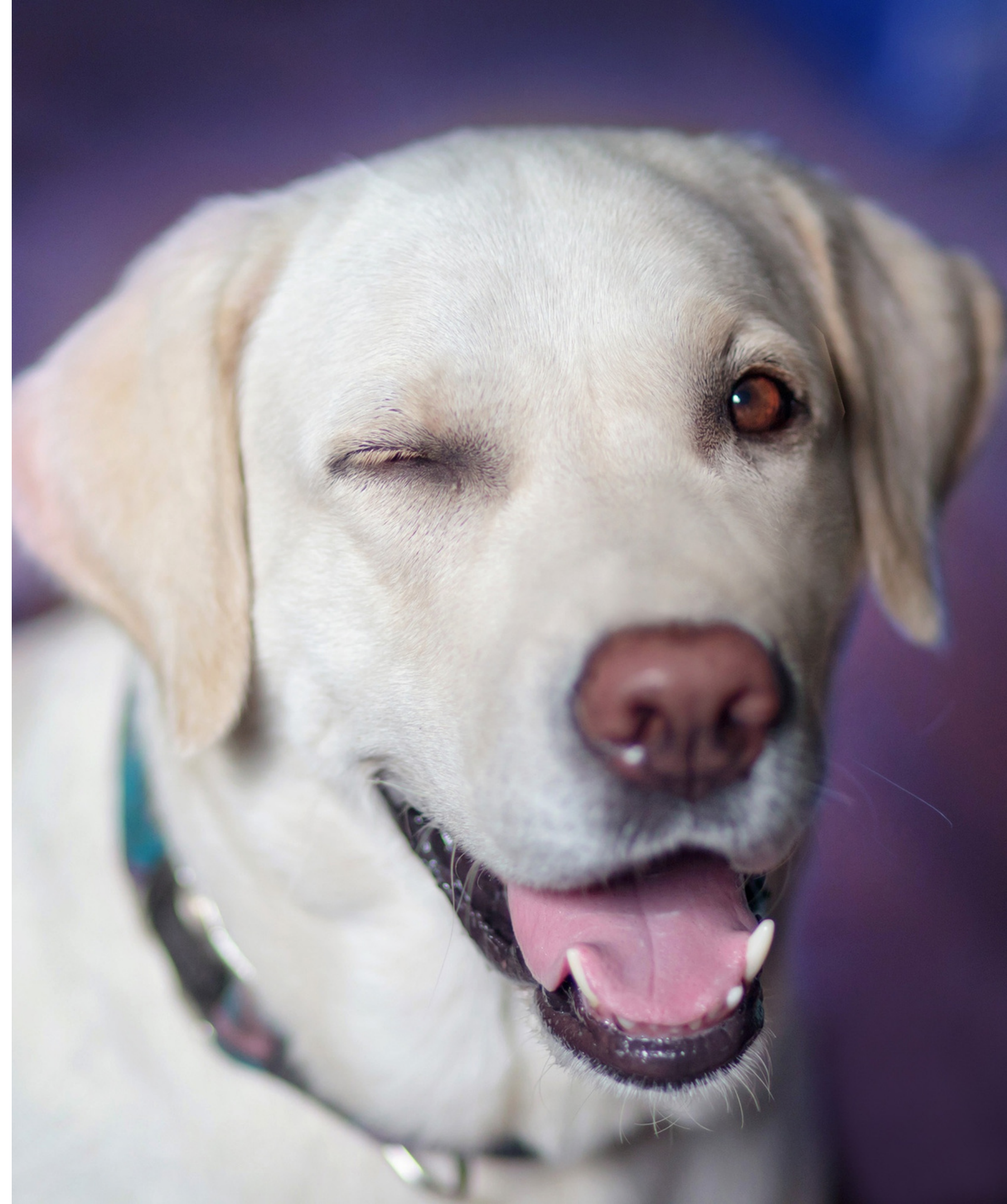




GROWING WET FOOD SALES

Plans to grow wet food
sales this quarter



WHAT TO EXPECT



01

Bestsellers

02

Our Clients (Pets)

03

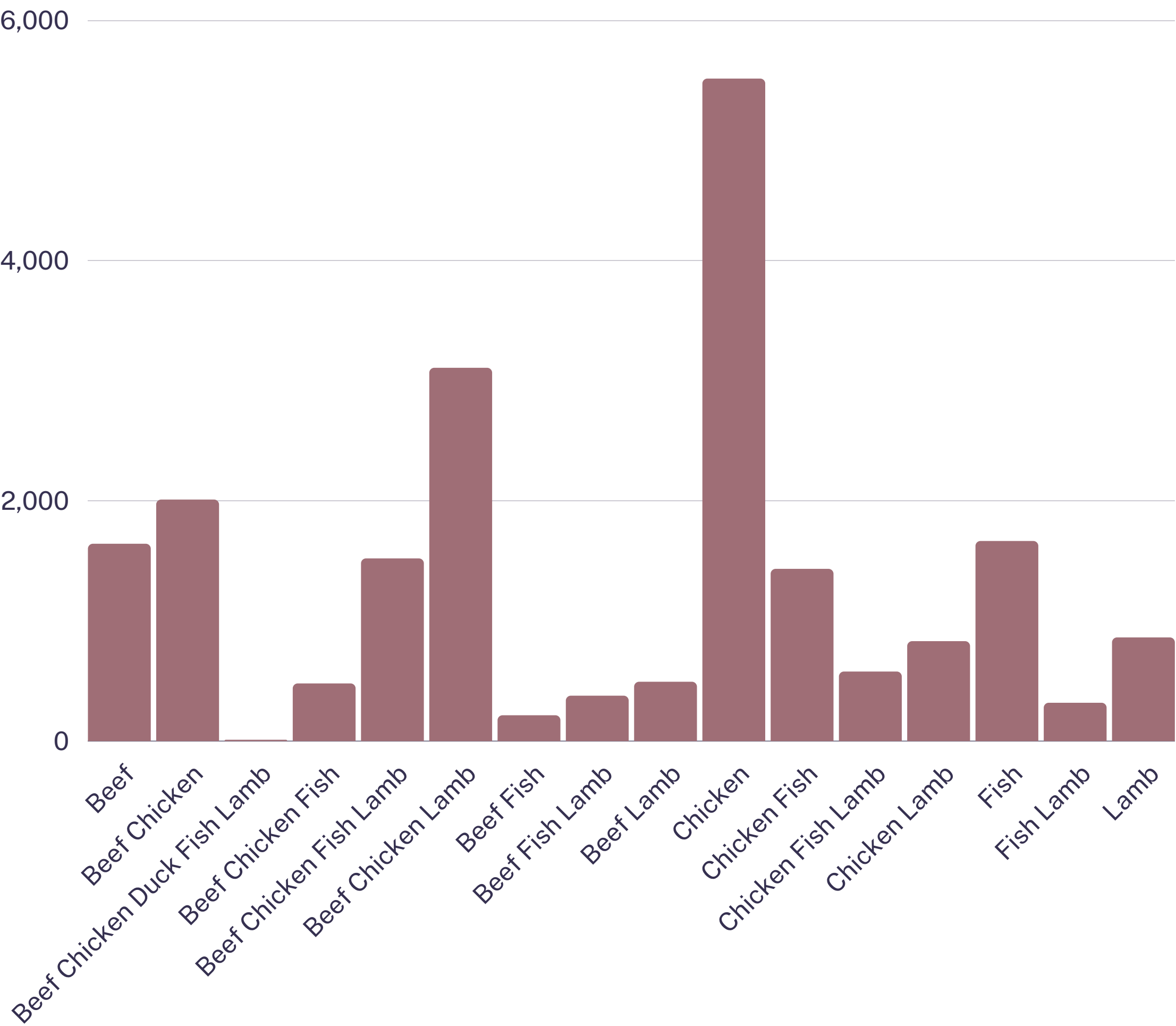
Our Customers (Owners)

03

What's Next

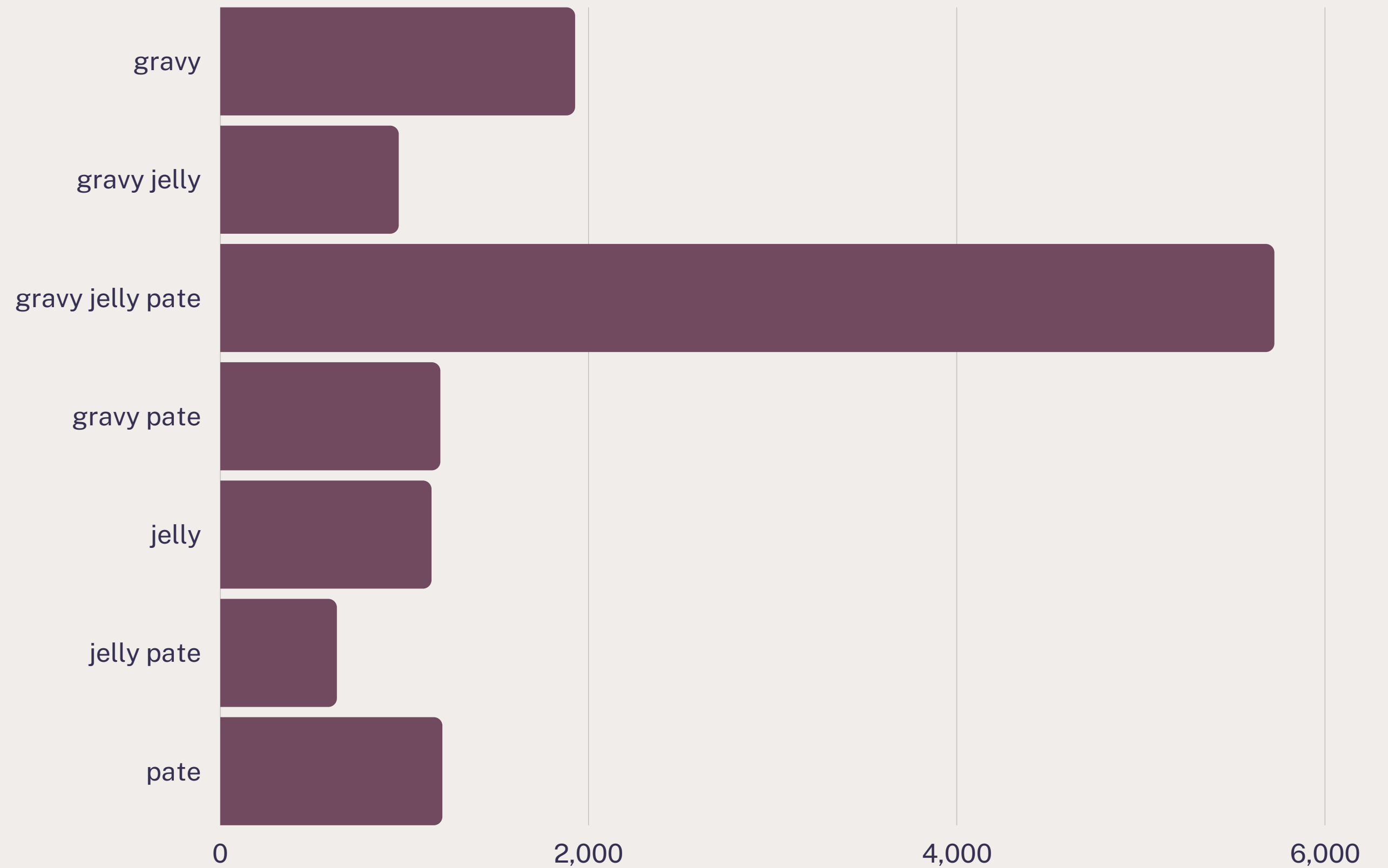
Bestsellers

TOP FLAVOUR: CHICKEN



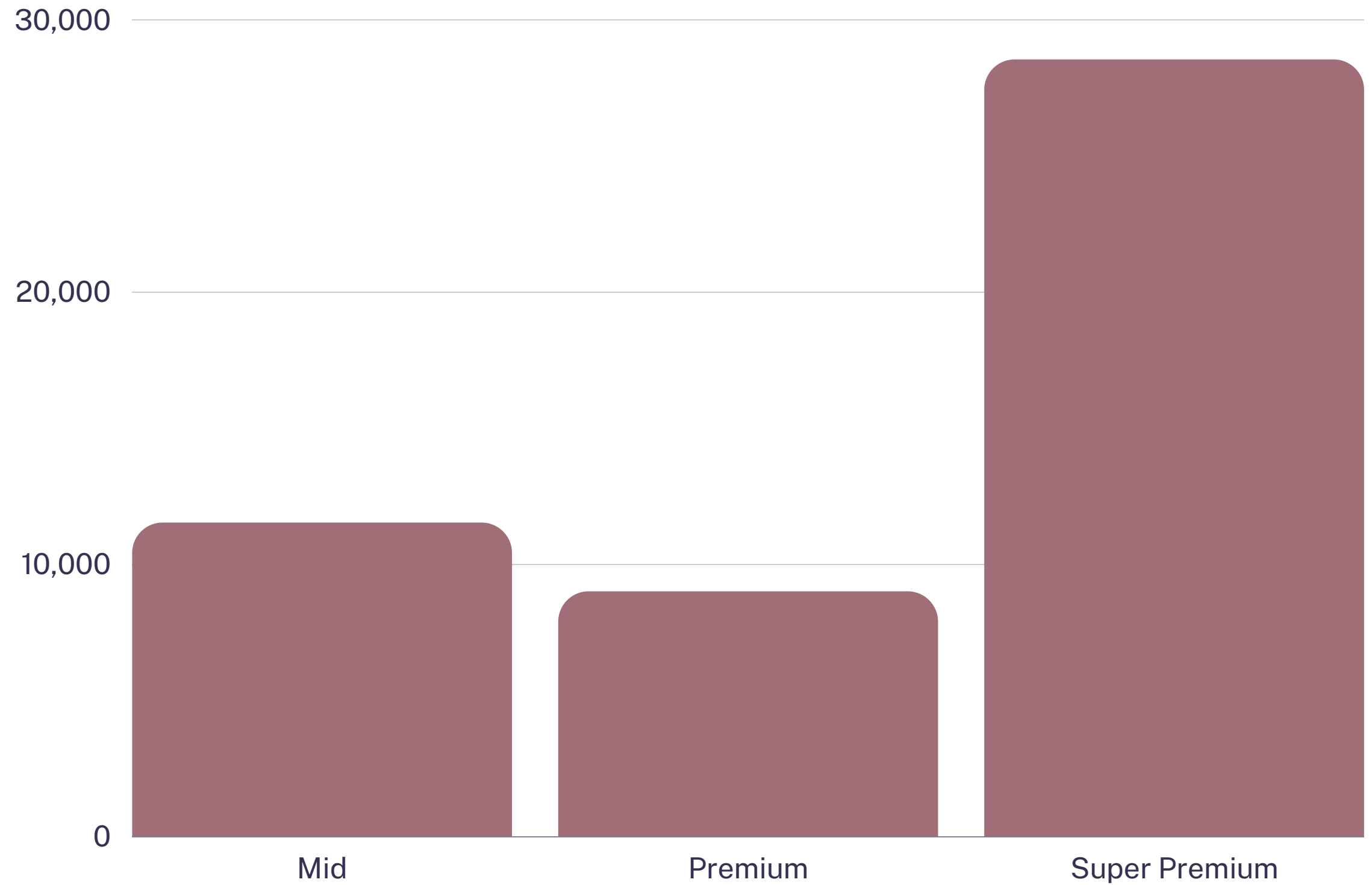
Bestsellers

TOP TEXTURE:
GRAVY JELLY PATE



Bestsellers

TOP FOOD TIER:
SUPERPREMIUM



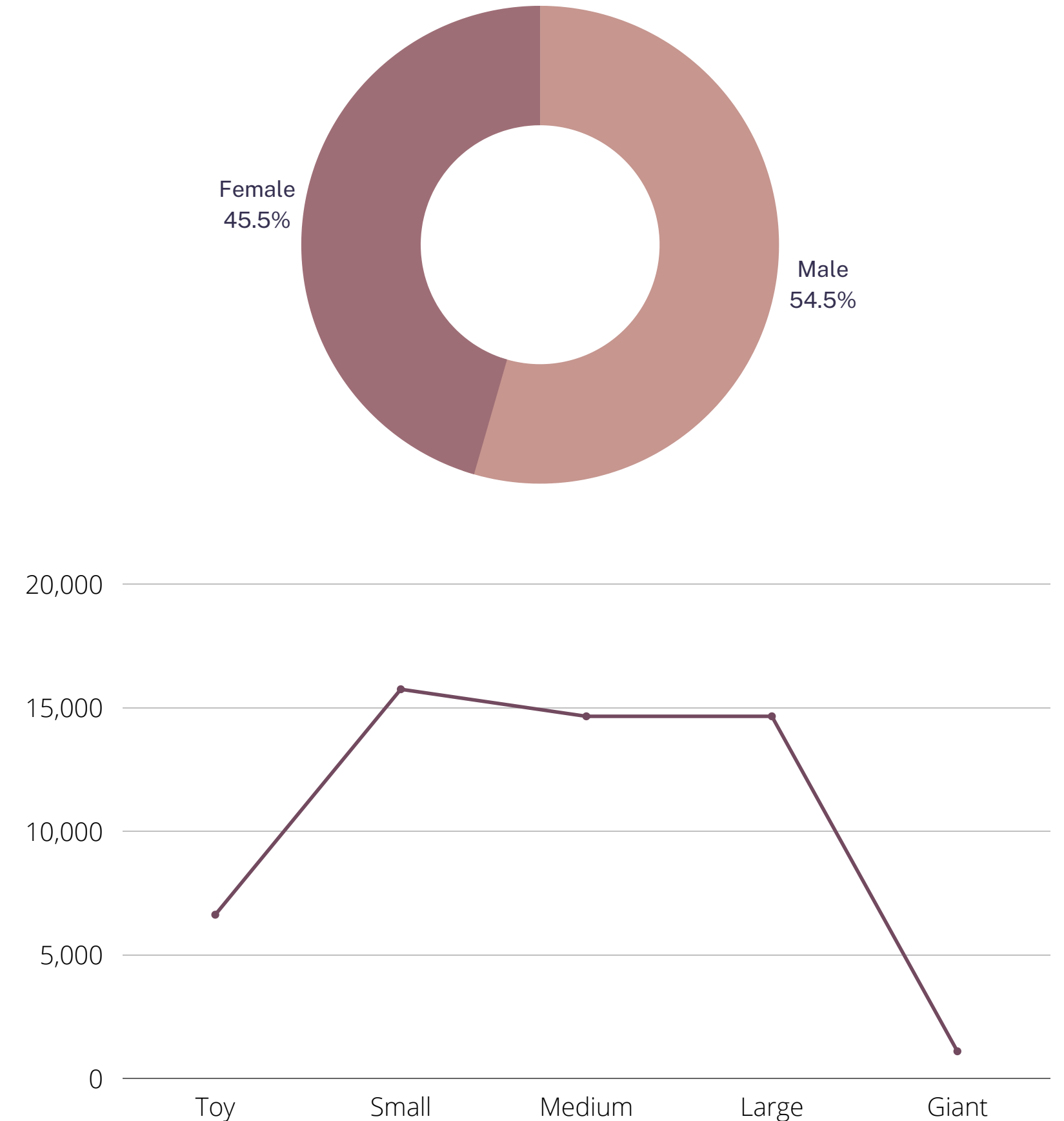
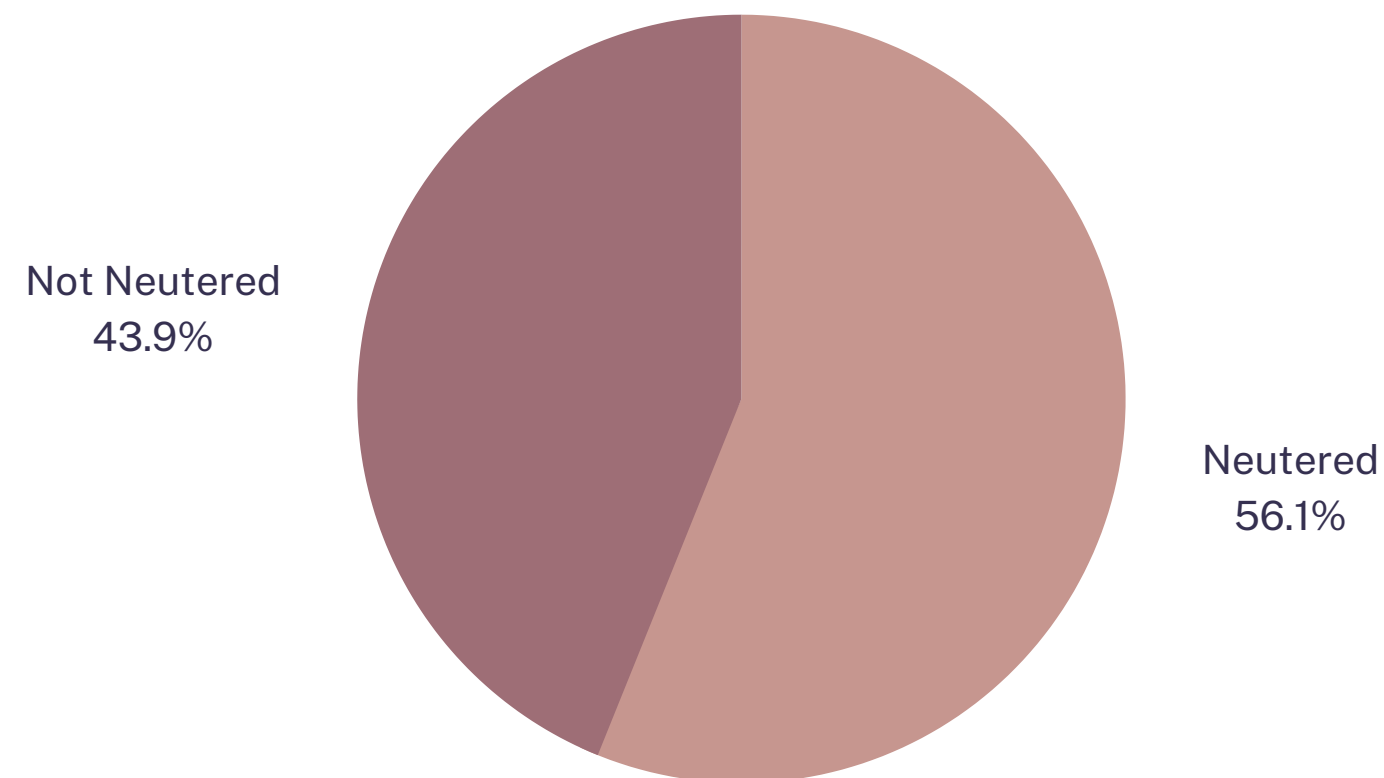
OUR CLIENTS

PET PROFILES



Pet Profiles

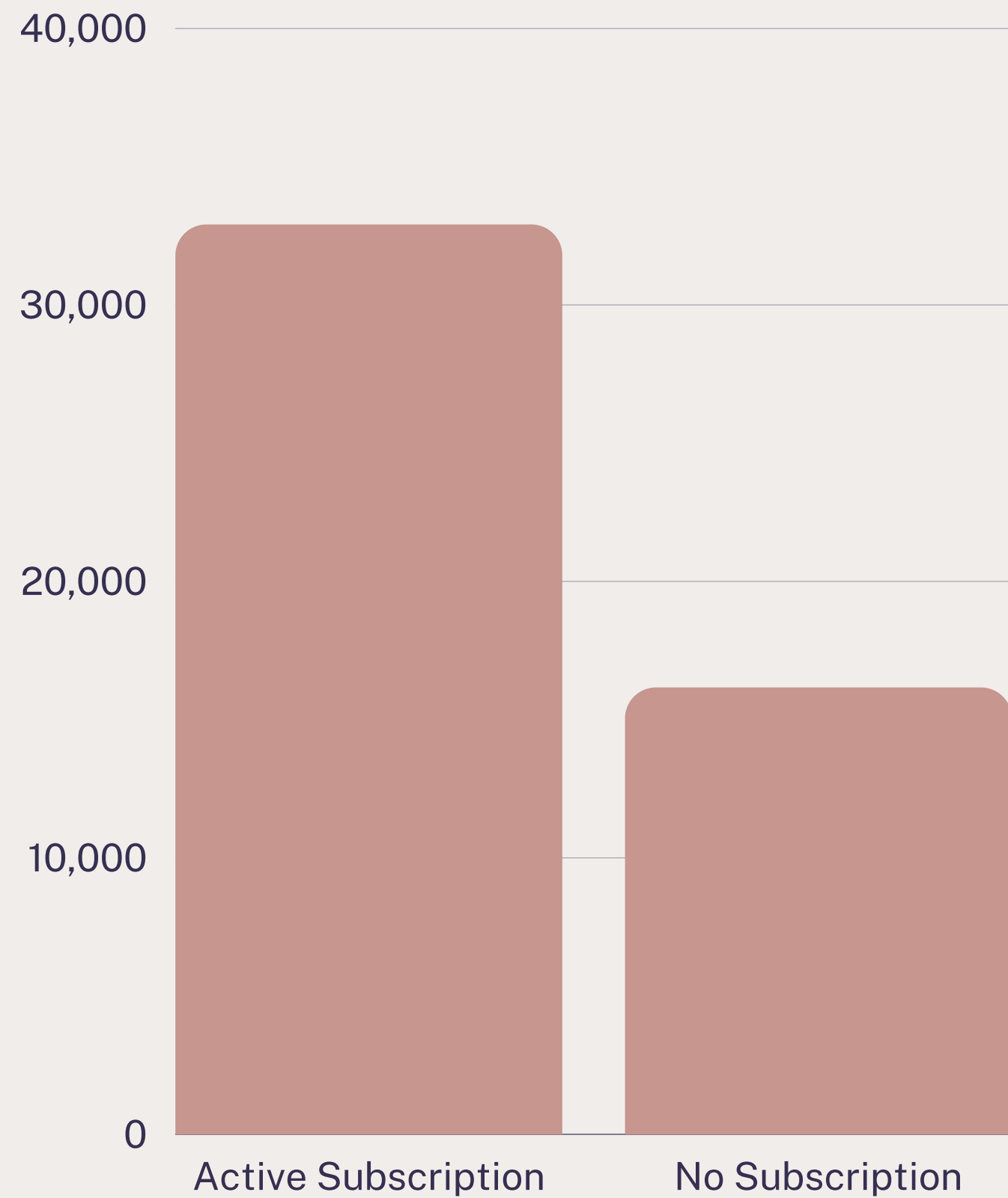
- Most pets are male (by a small percentage)
- Most pets are neutered (by a small percentage)
- Most pets are in the small/medium range, and less giant (giant dogs are less likely to eat wet food)
- Even though a lot of the pets have health issues and allergies, most pets don't seem to have that problem.



OUR CUSTOMERS

OWNER PROFILES





11,168
Total Customers

3,787
Total Customers that
Buy Wet Food



Most customers that
bought wet food have
placed between 3 -4
orders

WHAT'S
NEXT

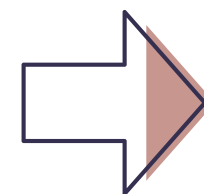


FACTS

Of the 11168 costumer entries, 3,787 customers buy wet food, that means that a little over 30% of customers buy wet food. Each customer has placed between 3-4 orders, and most have an active subscription. Their pets are mostly small, neutered, mature and male. Most of them don't have allergies or known health issues.

WHAT ARE WE MISSING?

We know that big dogs usually eat dry food, but most of our clients are smaller/medium dogs, have an active subscription, so we already have the right customer base, we just need to make them purchase our wet food.





WHAT CAN WE DO?

- Optimize procurement for wet food in store and online: for smaller dogs, no allergens, bestsellers, etc.
- Discounts for becoming an active subscriber for our wet food brands
- Discounts for our current customers to buy more wet food (buy 3 get 4)
- Send sample wet food packages with other items bought in store and online so customers can try first hand
- Partner with wet food brands on special deals



THANK YOU!

Please reach out for
any questions or
clarifications.