



PRESS PACK

At Superzoo 2026, Supreme Petfoods is showcasing fresh innovation across its small-pet portfolio, with featured highlights from Science Selective and Tiny Friends Farm designed to help retailers drive interest and growth in the category.

A key focus is Selective Junior Rabbit Food, now available with a free Early Years Care supplement included in packs. Supreme is also showcasing Selective Care Supplements as a complete small-pet supplement category.

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SUPREME PETFOODS BOOTH #4200

SUPERZOO: 12 – 14 AUGUST 2026

Supreme Petfoods has specialised in the care and nutrition of small pets for more than 30 years. Drawing on veterinary and nutritional expertise, Supreme was the first company to create species-specific small-animal diets that reflect the unique nutritional requirements of each type of small pet. The range has continued to evolve, and Supreme now offers the widest range of veterinary-recommended, species-specific foods for small pets.

Supreme is passionate about small pets and dedicated to achieving high standards in small-pet nutrition. Only the highest-quality ingredients are used in the Supreme range, while fixed-formula recipes are developed to be highly palatable without added sugar. Unlike traditional cold-pressed pellets, Supreme foods are extruded for an extra-tasty, crunchy texture.

None of Supreme's dedicated small-pet food production lines handles meat, meaning all herbivore foods are manufactured in vegetarian facilities.

Supreme has two of the strongest-performing small-pet food brands. Science Selective foods are single-component, extruded nuggets developed using science-based nutritional expertise. Selective is recommended by leading vets to meet the unique dietary needs of small pets at every life stage and is complemented by dedicated treats and supplements ranges.

Tiny Friends Farm is an award-winning range of nutritionally balanced, affordable food and treats for small pets, created for pet parents seeking everyday quality and value.

At SuperZoo 2026, a key focus is Selective Junior Rabbit Food, now available with a free Early Years Care supplement included in packs. This added-value proposition reinforces Supreme's specialist approach to small-pet nutrition and wellbeing, while giving retailers a clear new talking point for customers.

Supreme Petfoods is also showcasing Selective Care Supplements as a complete small-pet supplement category. The range is designed to help retailers strengthen their health and wellness offerings and respond to growing consumer interest in targeted nutrition and preventive care for small pets.

Extending this commitment to pet welfare beyond the bowl, Supreme has also launched the Selective Nutrition Guide – a free digital feeding-guide app designed to support the lifelong



health and well-being of rabbits and guinea pigs. Available at app.supremepetfoods.com, the app gives pet parents access to professional feeding guides, feeding calculators, body-condition tracking, fresh-food guidance, and weekly meal planners. By helping owners make more informed day-to-day feeding decisions, the app strengthens Supreme's mission to support healthier, happier small pets throughout every life stage.

Together, the product showcases at this year's SuperZoo demonstrate how Supreme Petfoods is combining trusted nutrition, targeted supplementation, practical pet-care support and strong shelf appeal to help retailers grow the small-pet category.

Targeting a global market, Supreme's success is in no small part due to its ethos of supporting retailers. Retailers can benefit from a wide range of materials to promote products and foster customer loyalty, from traditional POS marketing materials – including FSDUs, shelf strips, barkers and wobblers – to care and nutrition guides, free samples and loyalty cards.

Free sample trials often prove highly successful, with owners keen to try before they buy. Supreme offers free samples of Selective diets, helping begin a lifelong journey towards optimum nutrition for pets.

As well as providing the science behind Supreme, the company's experts are also available to contribute articles for publications.

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**Find out more
about Supreme**

supremepetfoods.com

SCIENCE
Selective™

Food for life.



We all want small pets to live long and happy lives, so choose Selective, tailored nutrition to help support pets' health and vitality for all life stages and lifestyles.

A delicious blend of natural ingredients, and variety of flavours • Rich in fibre for digestive health • Natural prebiotics to support gut flora • No added sugars for essential wellbeing • Omega 3 & 6 for healthy skin and coat

Because every small pet deserves love, care, and expert nutrition for life.



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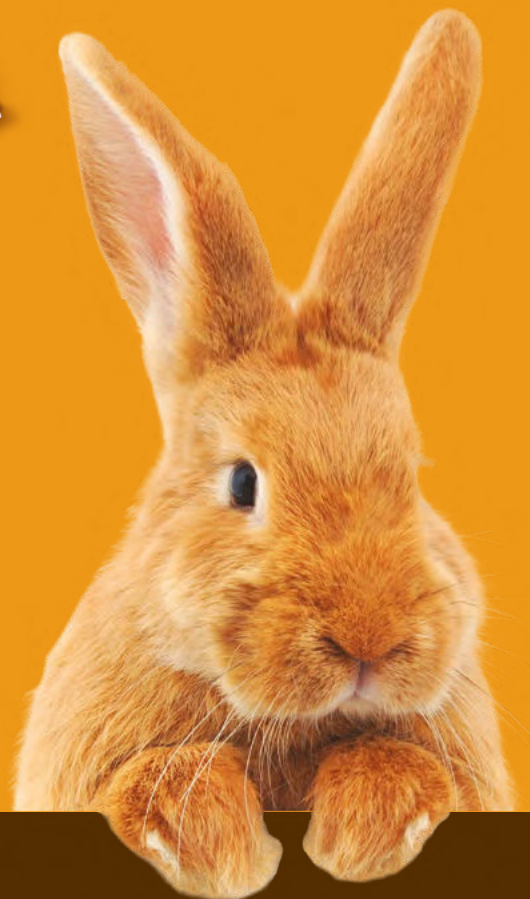
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FEED THEM HAPPINESS!



Crafted with love, our affordable pet food and treats blend delicious flavors with essential nutrition to promote good health. We create delightful moments for pet parents to feed their fur babies happiness.



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MEET THE TEAM



CHRIS CHILDS – CHIEF EXECUTIVE OFFICER

With nearly 30 years at the helm of Supreme Petfoods, Chris has transformed the company into a global leader, expanding its reach to over 40 countries and tripling turnover in the last decade. His deep-rooted background in the bakery sector provides him with a unique perspective on product development and quality control, ensuring every Supreme Petfoods product meets the highest standards.

Why talk to Chris at Superzoo? Meet with Chris to discuss the long-term vision of the small pet industry, the importance of species-specific nutrition, and how Supreme's commitment to pet welfare drives sustainable business growth.



CLAIRE HAMBLION – MARKETING DIRECTOR

Claire brings over 30 years of marketing experience to the team, including over 15 years dedicated to building Supreme's brands across 40+ international markets. She has played a pivotal role in building brand awareness and driving the market share growth, establishing Science Selective and Tiny Friends Farm as leading names in the industry. Claire focuses on helping pet owners make the best choices for their small animals through clear and honest communication.

Why talk to Claire at Superzoo? Whether you want to boost store sales through our global marketing support or you're a media professional seeking expert commentary on pet market trends, Claire is here to help. Stop by the stand to discuss how we are shaping the conversation around premium small pet nutrition.



DAVID SOANES – HEAD OF SALES

David leads Supreme's global sales operations with a strategic focus on new business development and category success. With over eight years of experience at the company, he is an expert at navigating the needs of retail partners in 40+ countries. David is particularly skilled at helping retailers optimize their small pet category resets to ensure maximum visibility and sales velocity.

Why talk to David at Superzoo? David is the strategic lead for major retailers and international distributors looking to scale their small pet category. Connect with him to discuss global market dynamics, distribution opportunities, and how to leverage Supreme's category leadership for a competitive advantage in your territory.

For media enquiries, please contact:

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About Supreme Petfoods

Supreme Petfoods is an award-winning manufacturer of small pet food and treats, offering a wide range of high-quality products under the Science Selective and Tiny Friends Farm brands. With a commitment to pet health and well-being, Supreme Petfoods strives to provide nutritious and delicious options for pets, including rabbits, guinea pigs, chinchillas, hamsters, and more.

2026 PRODUCT SHOWCASE

Selective Junior Rabbit food with free Early Years Care supplement

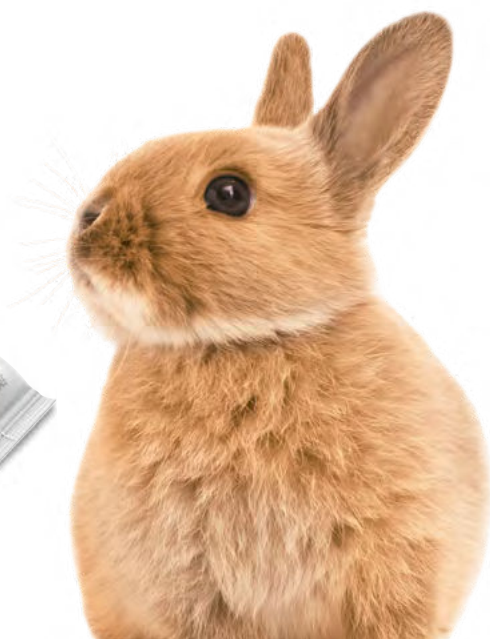
A key focus at Superzoo 2026 is Selective Junior Rabbit Food, now available with a free Early Years Care supplement included in packs.

This added-value proposition reinforces Supreme Petfoods' specialist approach to small-pet nutrition and wellbeing, while giving retailers a clear new talking point for customers.

By combining trusted everyday nutrition with targeted support for young rabbits, the format offers strong shelf standout and a simple, compelling proposition for pet parents.



**SAMPLE
INCLUDED**





Selective Care supplements your complete small-pet supplement category

Supreme Petfoods is also showcasing Selective Care Supplements as a complete small-pet supplement category.

The range is designed to help retailers strengthen their health and wellness offering and respond to growing consumer interest in targeted nutrition and preventive care for small pets.

By presenting digestive, skin and coat, urinary and vitamin C support together as a clear category solution, the display demonstrates how retailers can create stronger shelf impact and make supplement shopping easier for pet parents.



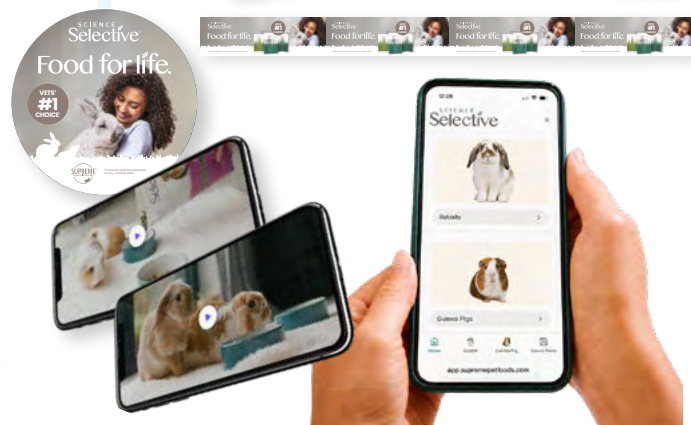
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MARKETING SUPPORT

SCIENCE
Selective™



Supreme provides multi-channel marketing campaigns to support sales of its brands.

The Science Selective campaign focuses on vet recommended science-based nutrition, emphasising the specific nutritional needs of each individual stage of a pet's life. Bold, eye-catching branding attracts customer attention and new lifestyle photography directly connects owners to their pets and the Selective brand. The Tiny Friends Farm campaign focuses on the fun TFF characters and marketing materials directly communicate the fun, high quality, value for money messaging. For both product ranges, retailers are supported with a full range of brand-specific digital advertising campaigns across Facebook, Instagram, TikTok and YouTube, and POS materials including educational leaflets, posters, free food samples and voucher schemes to encourage customer loyalty and repeat purchases.



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