

# Fressnapf picks up top retailer award

**HUGE German pet store operator Fressnapf has been named top international pet retailer of the year.**

The chain's proprietor and managing partner, Torsten Toeller, received the award at the International Pet Conference in Amsterdam from *PET in Europe*, the trade journal that organises the contest every two years to recognise the most innovative international speciality retail concept.

## **FRANCHISE**

A jury of four industry experts was impressed by the company's rate of expansion and chose Fressnapf because, in just 18 years Fressnapf has become Europe's leading pet supplies chain. The jurors commended the company's 'coherent franchise concept', which ensures continuous development of its prod-

ucts, services and external image and thus turns the retailer into a real 'innovation machine'. Its 'considerable adaptability' to current consumer trends has allowed Fressnapf to develop into a full-range supplier of articles for pets. The retail spectrum extends from themed shopping and travelling with a dog, for example, to veterinary practices and grooming salons in stores.

Fressnapf opened its first store in Erkelenz, Germany in 1990. Since then its retail operation has grown to encompass 950 stores in 12 European countries. Last year, the company increased its sales by 16.7 per cent to €935 million.

For the competition for the *PET Retailer of the Year* award, *PET in Europe* canvassed the opinions of nearly 300 suppliers in the international pet supplies sec-

tor. A shortlist of the four most frequently nominated retail firms was drawn up and from this the jury chose the winner. About 160 representatives of the international pet supplies sector attended this second International Pet Conference in Amsterdam, organised by Dähne Verlag, owner of *PET in Europe*. Delegates attended more than 20 presentations and panel discussions, focused on the key topics of New Speciality Retail Concepts, Sustainability, Central and Eastern Europe, Internationalisation and Medium-Sized Companies, Quality, Premium and Organic and New Media. The PET World 2008 trade exhibition was staged concurrently with the conference.