

Champion Petfoods LP in Pet Care (Canada)

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Abstracts

Champion Pet Foods will continue to offer premium dog and cat food and expand its offerings in external markets. The company aims to offer top quality “biologically appropriate” pet food, manufactured in their own premises and using top quality ingredients. This is their main USP. The company will focus on developing new dog and cat food flavour variants under its Orijen and Acana brands, and on increasing its value share in dog treats and cat treats, which it has successfully entered during the...

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