



Chompétit, *by Willie*

A Subsidiary of Straits Union Holdings Pte Ltd
Sharing Fun Concepts Since 1985

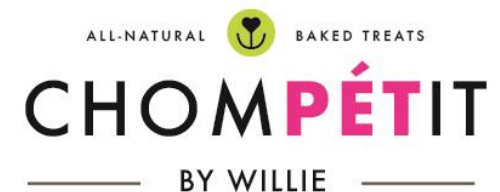


Chompétit, by Willie **Natural, Healthy & Tasty!**

Pure Natural Ingredients are a Real Healthy Treat for Our Little Friends

The concept of Chompétit baked treats for pets was conceived by Willem van Kruijsbergen when he founded Bake4Pets in 2015. The baked treats are produced by Diversi Foods, a leading player in the world of bakery from Belgium. These Chompétit healthy and tasty baked muffins, cakes and biscuits for pets, are non-GMO, all-natural and additive-free, and are presented in attractive shapes, and natural colours.

Headquartered in Belgium with production plants in Belgium, Netherlands, France, Germany, UK and Poland, Diversi Foods specialises in authentic recipes and traditional production methods. You can find baguettes, breads, rolls, buns, snacks, pizzas, crumbles and patisserie, produced by Diversi Foods in many large retail chains like Carrefour, Delhaize, Tesco, Metro, Makro, Albert Heijn, Marks & Spencer, Lidl and many more.





Pixie 

Chompétit, by Willie
Natural, Healthy & Tasty!

*Pure Natural Ingredients are a Real Healthy Treat
for Our Little Friends*

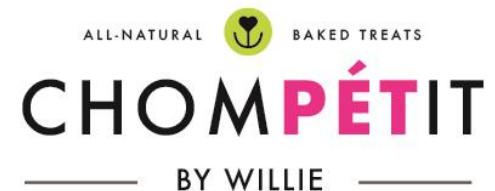


When we say natural, we really mean natural. These treats do not contain artificial flavours or colours, additives, or E numbers.

100% natural ingredients are used. Fresh broccoli, spinach, beets, raisins, berries and carrot are mixed in the dough. For the topping, sesame seeds, linseeds, pumpkin seeds and sunflower seeds are used. For the bird and little animal snacks, dried raisins and berries are used for the toppings.

These products enjoy a shelf life of 20 months.

The facility in which the baked treats are produced, is incredibly strict in terms of hygiene and safety. Even pallets are not allowed in the production plant.





Pixie ❤️

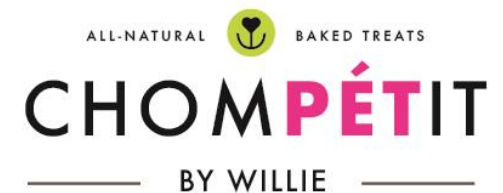
Chompétit, by Willie *Testimonials From Our Babies*



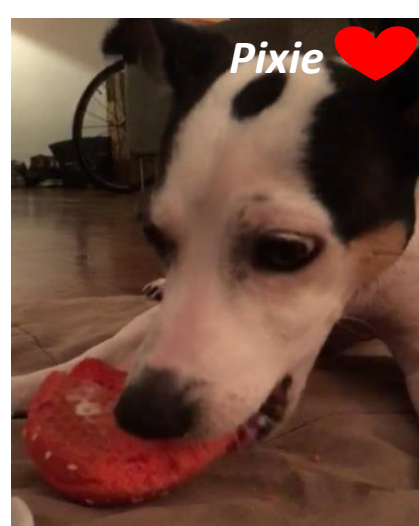
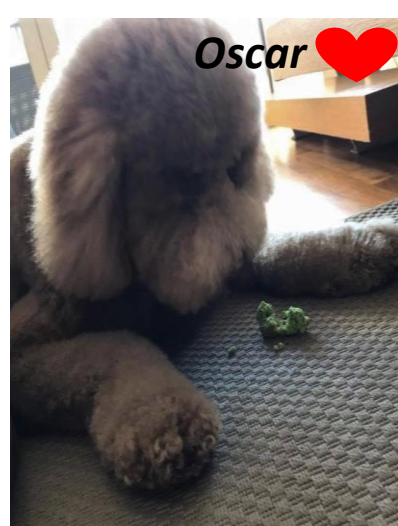
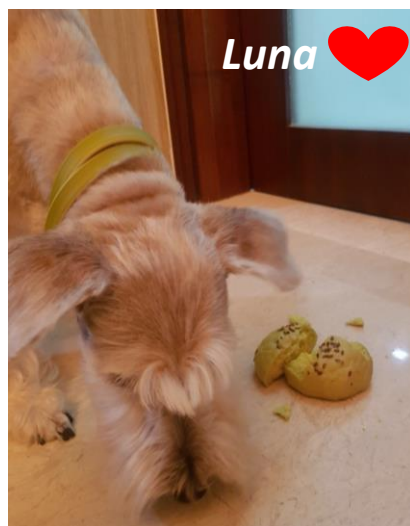
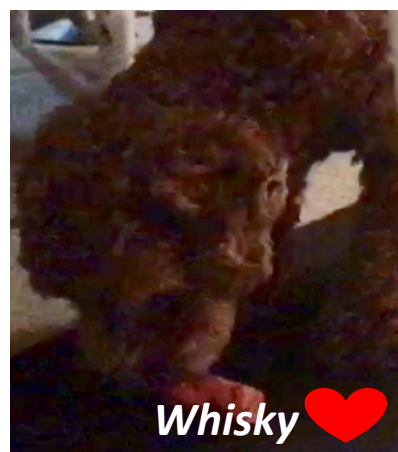
Oscar ❤️



Pixie (Left) and
Oscar (Right)
love Chompétit,
by Willie!



Chompétit, by Willie
Testimonials From Our Babies



Chompétit, by Willie ***For Dogs, Birds, Rabbits and Little Animals***



NANA'S CARROT BUNS

SKU: OTPFFO-0423

The large carrot cake buns contain real pieces of carrot, and topped with sesame seeds.

Highly recommended for dogs, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

2/25 grams per piece/Bag



DUCHESS MUFFIN JUJU

SKU: OTPFFO-0424

The mini assorted muffins contain real pieces of vegetables, and topped with a choice of spinach with linseeds, carrot with sesame seeds and peppers with pumpkin seeds.

Highly recommended for dogs, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

4/15 grams per piece/Bag



COOKIE SUPREME

SKU: OTPFFO-425

The large assorted buns contain real vegetables, and topped with a choice of spinach with linseeds, carrot with sesame seeds and peppers with pumpkin seeds.

Highly recommended for dogs, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

3/25 grams per piece/Bag

Chompétit, by Willie
For Dogs, Cats, Birds, Rabbits and Little Animals



PIXIERITO

SKU: OTPFFO-0426

The delicious mini assorted cakes contain real vegetables, and topped with a choice of spinach with linseeds, carrot with sesame seeds and peppers with pumpkin seeds.

Highly recommended for dogs, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs .
4/25 grams per piece/Bag



OSCAR PUNCH

SKU: OTPFFO-0427

These yummiе burgers are available in various flavours, such as fish, meat, vegetables and fruit, and topped with sesame seeds on the top bun.

Highly recommended for dogs and cats, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.
2/25 grams per piece/Bag

Chompétit, by Willie
For Dogs, Birds, and Little Animals



MAYAMOSAS

SKU: OTPFFO-0428

These mini veggie muffins contain 100% parsley, paprika and broccoli, and topped with a choice of sunflower and pumpkin seeds.

Highly recommended for dogs, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

4/15 grams per piece/Bag



JACKIERITA

SKU: OTPFFO-0429

These mini carrot and pumpkin muffins contain 100% carrot and pumpkin, and topped with a choice of little pieces of parsley, paprika and broccoli.

Highly recommended for dogs, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

4/15 grams per piece/Bag



LELUNA

SKU: OTPFFO-0430

These mini berry muffins contain 100% raisins and red berries, and topped with a choice of little pieces of dried raisins and berries.

Highly recommended for birds and hamsters.

4/15 grams per piece/Bag

Chompétit, by Willie
For Birds and Little Animals



PEEK-A-LOCO

SKU: OTPFFO-0431

These unique, cute, edible and fun tunnels are a hot favourite amongst our little friends. The green tunnels are topped with linseeds and the red tunnels are topped with sesame seeds.

Highly recommended for rabbits, hamsters, squirrels, chinchillas and guinea pigs.
1/70 grams per piece/Bag



LAPIS LENNY

SKU: OTPFFO-0432

These crispy mini assorted egg biscuits are crispy, flavoursome and delicious!

Highly recommended for birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.
10/10 grams per piece/Bag

Chompétit, by Willie
For Birds and Little Animals



DOLLY PATRON

SKU: OTPFFO-0433

These crispy egg & veggie biscuits are topped with a choice of parsley, broccoli and carrots.

Highly recommended for all birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

10/11 grams per piece/Bag



JOHNNY CRUMBERRY

SKU: OTPFFO-0434

These crispy egg & fruit biscuits are topped with a choice of dried raisins, berries, sesame seeds and linseeds.

Highly recommended for all birds and hamsters.

10/11 grams per piece/Bag



BUDDY'S PUMPKIN

SKU: OTPFFO-0435

These crispy egg biscuits with seeds are topped with a choice of pumpkin seeds, little pieces pepper and crushed nuts.

Highly recommended for larger tropical birds.

10/11 grams per piece/Bag

Chompétit, by Willie
For Birds, Rabbits and Little Animals



SAMMITINI

SKU: OTPFFO-0436

The delicious mini fruit cakes are topped with a choice of little pieces of dried and crushed berries and raisins.

Highly recommended for rabbits, birds and hamsters.

4/11 grams per piece/Bag



PEPPERKAZE

SKU: OTPFFO-0437

The delicious mini cakes with seeds are topped with a choice of pumpkin seeds and sunflower seeds.

Highly recommended for large tropical birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

4/11 grams per piece/Bag



HUTCHJITO

SKU: OTPFFO-0438

The delicious mini veggie cakes are topped with a choice of little pieces of parsley, broccoli and carrots.

Highly recommended for birds, rabbits, squirrels, hamsters, chinchillas and guinea pigs.

4/11 grams per piece/Bag

About Us

Straits Union was set up in 1971 as industrial and commodities traders. In 1985, the company diversified its business, and was appointed authorised distributor for Gold Medal Products Co., industry-leading manufacturer and producer of fun food equipment and ingredients, from USA. In 1994, South Africa's BIGGI Brands appointed Straits Union distributor of non-GMO 'A' grade mushroom and butterfly corn kernels.

Over the past 32 years, Straits Union has established itself as one of the leading importer and distributor of fun food equipment and ingredients, namely, popcorn, candy floss, waffles, nachos, hot dog to name a few.

In 2016, Straits Union extended its portfolio of products by representing Mexex, a food producer of sauces and microwave nachos from South Australia, and Advance Seed, Africa's premier corn producer and processor. In 2017, Pop's, the company's private label was launched, to cater to end consumers with multi-flavoured ready-to-eat popcorn.

To date, Straits Union supplies to a majority of fun food clientele, including movie theatres, integrated resorts, private



gourmet popcorn labels, event organisers, hotels, restaurants, bars, private clubs and associations, in Singapore, India, Vietnam, Thailand, Maldives, Indonesia, Seychelles, Mauritius and Brunei.

Diversification is key in 2017. In an effort to expand into new markets, yet, keeping to its fun food concept, the company chanced upon Willem van Kruijsbergen's Bake4Pets, Chief Executive Officer and founder of healthy and tasty baked treats for pets, produced by Diversi Foods, a leading player in the world of bakery from Belgium.

The all-natural and additive-free muffins, cakes and biscuits will be launched in Singapore by the last quarter of 2017, under the company's private label, Chompétit, *by Willie*. We are really excited about this business venture with Willem, and our new newly-appointed distributorship by Bake4Pets, as we are very passionate pet lovers as well!



One-stop Fun Food Solutions

Services that Straits Union provides include proactive customer service, door-to-door deliveries, installations, maintenance, training, after-sales technical service, customised fun food retail shop designs, as well as inventory forecasts of items that our clients require throughout the year.

Distributors and retailers of Chompétit, *by Willie's* range of products will be fully supported by pro-active marketing and branding activities, including print and digital collateral, display shelf units, micro-site content development, social media engagements, media buys, email communications, media and influencers relations and events, as well as corporate social responsibility events.



Our Partners



The Leading
Manufacturer Of All Your
Concession Needs from USA.



Producer Of Top Premium-
grade Non-GMO Corn Kernels
from South Africa.



Producer of Fresh, Tasty
Non-GMO Corn Kernels
from South Africa.



Innovative Soft Serve
Solutions



Private Label for
Ready-to-eat Snacks



Private Label for
Baked Treats for Pets



Creator and Founder of Healthy
and Tasty Baked Treats
for Pets, from Belgium.





Launching in **Singapore,**
Malaysia & Australia soon!

ALL-NATURAL



BAKED TREATS

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ALL-NATURAL  BAKED TREATS
CHOMPÉTIT
— BY WILLIE —