



PRESS RELEASE

BAKE4PETS EXPANDS DISTRIBUTOR NETWORK WITH APPOINTMENT FOR SINGAPORE, MALAYSIA AND AUSTRALIA MARKETS



7 August 2017 (Belgium) – Bake4Pets, founder and owner of unique baked treats concept for pets, announced that it has entered into an exclusive distribution agreement with Straits Union Holdings Pte Ltd for Singapore, Malaysia and Australia markets.

The distributorship encompasses Bake4Pet's range of baked treats, including, cakes, muffins and biscuits, which will be branded under Straits Union's private label Chompétit, *by Willie*. The range of all-natural baked treats are especially developed and produced for dogs, cats, birds, rabbits and omnivore and herbivore rodents.

'As passionate animal lovers, we decided to develop a small range of baked treats for small animals in 2015. It took quite a while but in cooperation with Tom & Co., we created a successful product line that sold well in the stores. Our healthy and tasty baked treats are produced by Diversi Foods, which is headquartered in Belgium, and with production plants





in Belgium, Netherlands, France, Germany, UK and Poland. Diversi Foods specialises in authentic recipes and traditional production methods. You can find bread and bread-related products, produced by Diversi Foods, in many large retail chains in Europe.

Pet lovers can be assured that these baked treats are produced under the strictest health, hygiene and safety conditions,' says Willem van Kruijsbergen, founder and Chief Executive Officer of Bake4Pets.

The Bake4Pets range of products are non-GMO, all-natural and additive-free, and are presented in attractive shapes, and natural colours. The baked treats do not contain artificial flavours or colours, additives, or E numbers. Some recipes also do not contain yeast or sugar. For example, the muffins are baked without yeast, yet smell and taste exactly like muffins. The carrot cake buns are filled with pieces of carrots, and, the mini burgers, are made to taste like fish, meat, vegetables or fruit, and both products are baked without sugar.

100% natural ingredients are used. Fresh broccoli, spinach, beets, raisins, berries and carrots are mixed in the dough. Toppings include sesame seeds, linseeds, pumpkin seeds and sunflower seeds. Dried raisins and berries are used as toppings for the snacks for birds and little animals. These products enjoy a shelf life of 20 months.

'I love the concept of Bake4Pets' baked treats. These baked snacks are presented attractively, taste and smell flavourful, and the recipes are balanced nutritiously with vegetables, nuts and fruit. Over the past years, there has been an increasing trend in consumers purchasing natural food for their families, and we hope that feeding our little





pets at home with natural food will also become an important consideration when consumers shop for pets' treats.

'Over the past 32 years, Straits Union has established itself as one of the largest importers and distributors of fun food equipment and ingredients – offering fun food to consumers, such as popcorn, candy floss and nachos. We are very passionate animal lovers too, and we are excited about this opportunity with Bake4Pets, where we can now also offer a unique fun food concept for pets,' says Elaine Chan, Executive Director of Straits Union.

Bake4Pets' range of products, under private label Chompétit, *by Willie*, will be launched in Singapore by the last quarter of 2017, and in Malaysia and Australia, by the second quarter of 2018.

What's in the name Chompétit, by Willie?

'Chomp' represents how our pets always enthusiastically chomp on their favourite food or treats, whilst 'étit' is short for bon appétit. 'By Willie' is short for Willem, a special mention of the founder of Bake4Pets, Willem van Kruijsbergen, who made these delicious and nutritious baked treats for pets possible and available. 'Willie' is also short for William Chin, who founded Straits Union in 1971.

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