



NEW, STATE-OF-THE-ART PRODUCTION FACILITY TO RAISE THE STANDARD OF PET FOOD IN SOUTH AFRICA

In households around the world, pets are cherished by their owners and considered a part of the family. South Africans are no different – we're known to be a nation of animal lovers. Euromonitor International's latest report on pet care in South Africa, shows that the country's pet population consists of no less than 10.5 million dogs and 3 million cats. Our pets love us unconditionally and they bring us endless joy and genuine affection.



In turn, we work to give them the kind of care they deserve, and that includes exceptional nutrition. A recent development heralds some exciting news for the pet food industry and pet parents across the country. The production facility behind several of South Africa's best loved pet food brands, such as the legendary JOCK Dog Food brand, has moved house – all aimed at providing superior nutrition and consistent quality to pet owners everywhere.



Afrique is proudly South African and sources the majority of its raw materials from local suppliers and producers.

Afrique Pet Food sets a new pace

The newly named production facility, Afrique Pet Food, is situated in Isando, Johannesburg. The facility is equipped with state-of-the-art equipment and technology, and an expert team of highly skilled operational nutritionists and experienced staff ensures the continuous betterment of pets' wellbeing and pet parents' satisfaction.

The team lives and breathes the Afrique vision – to produce high quality food for cats and dogs with love and care and make a real impact on the mental and physical wellbeing of pets. The culture at Afrique Pet Food is characterised by innovative entrepreneurship and a customer-centred business focus.

Accredited and local

Your four-legged best friend deserves only the best food to ensure a healthy and happy life. Afrique Pet Food therefore only uses the highest quality ingredients to preserve the nutritional integrity of the pet food produced for your furry friend. The facility is also accredited with the highest production standard accreditations.

“We’re targeting a strong future growth for Afrique business through operating by our philosophy of quality and customer relationships,” says Liezel van Bergen, sales and marketing executive for Afrique. “The enhanced manufacturing capabilities of the new facility will not only boost customer satisfaction, but also enable our brands to supply consistent, top quality pet food.”



For more information, visit Afrique's website at www.afriquepetfood.com