



UNITED PETFOOD



United Petfood acquires a 50% stake in SmartPetPro to strengthen its position in Germany's premium petfood market

Ghent, Belgium, 15.07.2026 – United Petfood, international petfood manufacturer, has acquired a 50% stake in SmartPetPro, a fast-growing German producer of premium wet petfood. The transaction marks the beginning of a long-term strategic partnership that combines the strengths of two entrepreneurial companies with a shared ambition: helping customers grow through innovation, quality and expertise.



For United Petfood, this partnership further strengthens its position in one of Europe's most important petfood markets while expanding its premium wet food offering. At the same time, SmartPetPro gains access to additional expertise, international resources and a broader customer network, enabling the company to accelerate its ambitions while preserving its entrepreneurial identity.

"This partnership is a natural fit. SmartPetPro has built an impressive business with a strong entrepreneurial culture, deep expertise in premium wet petfood and an excellent reputation in the German market.", Dominiek Dumoulin, Founder United Petfood Group.

As part of the agreement, Lars Oehlmann will continue to lead SmartPetPro as Chief Executive Officer, ensuring continuity while driving the company's next phase of growth. Co-founders Stefan Pfannmöller and Erich Herrmann will remain closely involved and continue to support the long-term development of the business. The partnership with United Petfood also lays the foundation for the continued expansion of SmartPetPro's production site in Dessau-Roßlau.

"This transaction allows us to combine local entrepreneurship with international scale to create even more value for our customers and support their future growth. We are excited to welcome SmartPetPro into the United



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Petfood family and look forward to growing together", Dries Eeckhout, CEO United Petfood Group.

"From day one, SmartPetPro has focused on delivering premium quality, flexibility and close partnerships with our customers. Joining forces with United Petfood gives us the opportunity to accelerate our growth while staying true to the entrepreneurial spirit that defines our company. Together, we are creating a strong platform for the future of premium petfood in Germany.", Lars Oehlmann, CEO SmartPetPro.

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About United Petfood

United Petfood is a leading international producer of private label dry and wet petfood and treats. With 29 production sites in Europe and America, the company combines decades of expertise, innovation and manufacturing excellence to help petfood brands grow through tailored solutions, outstanding service and long-term partnerships. The company is active in over 95 countries worldwide and currently realizes an annual turnover in excess of €1.6 billion. For more information, visit www.unitedpetfood.eu.

Contact details:

Dominiek Dumoulin d.dumoulin@unitedpetfood.eu

Dries Eeckhout d.eeckhout@unitedpetfood.eu

About SmartPetPro

SmartPetPro is a German private label manufacturer specializing in premium and super-premium wet petfood. Based in Dessau-Roßlau, the company is recognised for its entrepreneurial approach, high-quality production standards and innovative product development. With its recent organic certification, SmartPetPro continues to expand its offering in the fast-growing premium and organic pet food segments. For more information, visit <https://smartpet.pro/>.

Contact details:

Lars Oehlmann L.Oehlmann@smartpet.pro