



12th February 2024

Dear ZIWI Pet Parents,

We hope this message finds you and your furry friends well. It is with a heavy heart that we must share some important news regarding our beloved ZIWI Peak Air-Dried dog and cat food.

After much consideration and evaluation, we regret to inform you that we will no longer be offering our ZIWI Peak Air-Dried dog and cat food in Europe or the Middle East.

This decision has been incredibly difficult for us, knowing the impact it will have on your ability to provide your pets with their favorite nourishment.

There are a couple of reasons for this change. Firstly, due to overwhelming demand globally, we have reached maximum capacity in producing our ZIWI Peak Air-Dried range. Despite our best efforts, we are unable to keep up with the increasing demand while maintaining the exceptional quality and standards you have come to expect from ZIWI.

Secondly, meeting the strict standards set forth by the EU regulatory bodies, such as FEDIAF, has posed significant challenges for our Air-Dried range. The natural variability and nutrient density of our raw materials make it difficult to ensure compliance with these regulations.

We understand that this news may come as a disappointment, especially for those who have relied on ZIWI Peak Air-Dried for their pet's wellbeing. Please know that we empathize deeply with the impact this change may have on you and your pets.

In light of this change, we are excited to announce that we are introducing a highly nutritious new product that will be replacing our ZIWI Peak Air-Dried range. This innovative product maintains the same commitment to quality and excellence that you expect from ZIWI, providing your pets with the nourishment they need to thrive. We are confident that your pets will love this new offer just as much as they loved our Air-Dried range. This will be available later in the year. Additionally, we are shoring up the supply of our high-meat wet canned range and treats and chews, so your pets can continue to enjoy eating these.

We want to express our heartfelt gratitude for your loyalty and support of the ZIWI brand. Your trust means everything to us, and we remain dedicated to providing you and your pets with the highest quality nutrition products available.

If you have any questions or need further assistance during this transition, please do not hesitate to reach out to us. We are here to help in any way we can.

Thank you for being a part of the ZIWI family.

Warm regards,

ZIWI Pets