



Befood ITALY

# People, passion, technology and nature

Since its start in 2011, Befood, a manufacturer of dry dog and cat food, has grown into the solid business that it is today.

## Solid growth

Befood currently has an annual turnover of about €18 million (\$19.9 million) and 44 employees. After conquering the domestic market, Befood is now ready to enter the European and even global market.

## Essential ingredients

Determinedness, quality and a clear vision are the essential ingredients of Befood's success, which in a short time span have driven the company to pursue increasingly daring, yet sustainable goals. Befood has been operating in the field for more than two decades now. COO Dr Fabio Bernini: "Challenges do not worry us, they never have. They are part of our DNA. And of course we know we can rely on our human and technology potential."

Thanks to this determinedness, entrepreneurial vision and human resources, a true gem of innovation is shining today in the green heart of Umbria, standing out on the European market for its cutting-edge technologies and quality of its products.

## Mantra

Customized, tailor-made quality products are the core business and mission of Befood. In the COO's words: "From nature we receive, and back to nature we give. We buy raw materials from domestic vendors so as to minimize our environmental impact and add value to local assets. We comply with standards of 'natural' and 'fresh' by avoiding any use of chemical additives and flavourings."

Product preservation is ensured by the combined action of natural anti-oxidants to prevent fat rancidity, while palatability is ensured by the choice of ingredients that are appealing to dogs and cats. "People, passion, technology and nature are our values, our mantra, we have defined them as BQuality, our true and most important formulas," the COO concludes.

## Quality choice

The growing performance of super-premium products shows that from the start Befood was right to have faith in this pet food segment. The company

decided to channel its potential towards maximizing the production of high-end products, by choosing excellent vendors and raw materials, selecting top-notch technological instruments and maintaining the high level of expertise of its technical staff.

## Partner of private labels

Today, Befood is a professional and dependable partner that offers a full array of services, from formulation to manufacturing, from packaging to logistics and marketing. The company always aims to fulfil the requests requirements of private labels that wish to do business in a market with many competitors – a market in which quality makes the difference in the eyes of increasingly sophisticated and informed customers. ●

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