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Hat-trick of awards for Natures Menu at PetQuip Industry Awards event

Natures Menu completed an amazing hat-trick of awards on the first day of PATS Harrogate when they won Supplier of the Year at the inaugural PetQuip Industry Awards. The RAW food specialists had earlier picked up PATS New Product Showcase awards in both the cat and dog categories.

Key account manager Sallie-Ann King admitted it had been a memorable day for Natures Menu. "To win three prestigious awards in one day is fantastic, and we are absolutely delighted. It is a reward for all the hard work and dedication that has gone into creating a range of pet food that is ethically sourced, using natural ingredients. The integrity of our product is so important to us and there can be no higher accolade than to win this PetQuip Industry Award. Our aim is to bring big change to the pet industry and I think this shows we are well on the road to achieving our goals."

New company Pure Pet Food, which was only launched in March 2013 by Mat Cockroft and Dan Eha, won gold in the Pet Product Innovation of the Year category. "It is great to gain expert recognition for our products," said Matt. "We are amazed to have won, bearing in mind we are newcomers to the pet trade." Dan admitted the award would help them to grow their business and encourage more retailers to stock the products.

Exporter of the Year winner, Litter Kwitter, has really benefitted from their membership of PetQuip. "We exhibit at quite a lot of overseas pet trade shows and PetQuip has been a tremendous support in helping us achieve our aims," said Jo Lapidge. "It is a great honour to receive this award, and it comes at a great time for the company because we are about to gain the European patent for our products."

Two gold awards were given in the prestigious UK Retailer of the Year category. Just for Pets won the best retail chain prize, while Not Just Pets in Bath picked up the best independent store award. Janine Tozer from Not Just Pets was left almost speechless but did manage to say: "Wow, I never thought this would happen. To be recognised as the best independent pet store in the UK is remarkable."

The awards, sponsored by Westland, Group 55/Animology, Symply Pet Foods/Canagan, Petface and PATS, were presented by PetQuip's director general Amanda Sizer-Barrett at a Gala Dinner at the Majestic Hotel in Harrogate after the opening day of PATS. Compere for the presentations was Paul Huggins, CEO of JLM Global Foods.

"These first awards have been a great success," said Pat Flynn, PetQuip's trade association manager. "We have had a huge amount of high calibre entries and some well deserving winners. We have also had some great feedback with everyone enjoying themselves at the Gala Dinner and dancing well into the night thanks to a great band, the New Amen Corner." Gordon Thomas, of sponsors PATS, added: "What a great evening – some remarkable achievements have been recognised and it was fantastic to see so many people having fun."

The full list of award winners, runners-up and highly commended are as follows:

Pet Product Innovation of the Year

Gold

Pure Pet Food, Pure Pet Food Ltd

Silver

Fox Poo Shampoo, Animology

Highly Commended
Nature's Feast, Westland

Supplier of the Year

Gold
Natures Menu

Silver
Burgess Pet Care

Highly Commended
Beaphar UK

Wholesaler of the Year

Gold
Peregrine Livefoods

Silver
Vital Pet Products

Highly Commended
Collarways

Exporter of the Year

Gold
Litter Kwitter, Doogie Stuff Ltd

Silver
Animology, Group 55

Groomer of the Year

Gold
Joanne Angus

Silver
Zoe Duffy

International Pet Retailer of the Year

Gold
Ranzijn Tuin & Dier, The Netherlands

Silver
Animax, Romania

UK Retailer of the Year

Gold
Not Just Pets, Bath (Best Independent Pet Store), Just for Pets (Best Retail Chain)

Highly Commended
Diddy Dapper Dogs

PICTURE CAPTIONS

1. **Innovation.** Mat Cockcroft (left) and Dan Eha(right) receive the Innovation gold award from Amanda Sizer Barrett.
2. **Supplier.** The team from Natures Menu collect the Supplier of the Year gold award from Amanda Sizer Barrett.
3. **Wholesaler.** Dave Perry from Peregrine Livefoods is presented with the Wholesaler of the Year award by Mark Draper of sponsors Westland.
4. **Exporter.** Jo Lapidge of Litter Kwitter said that the honour of receiving the Exporter of the Year gold award came at a great time for the company. Amanda Sizer Barrett made the presentation.
5. **Groomer.** Diana North receives the Groomer of the Year gold award on behalf of Joanne Angus. Presenting the award is Stephen Turner of sponsors Group 55.

6. **International.** Sponsor Gordon Thomas of PATS receives the International Pet Retailer of the Year gold award on behalf of Ranzijn Tuin & Dier. Amanda Sizer Barrett presented the award.
7. **Retailer.** Janine Tozer (Not Just Pets) and Harry Johnson (on behalf of Just for Pets) receive the UK Retailer of the Year gold awards from Eddie Milbourne (centre) of sponsors Symply Petfoods/Canagan.

PetQuip is a division of the Federation of Garden and Leisure Manufacturers Ltd, the trade association that works on behalf of British companies to help its members increase sales worldwide. tel: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885 www.petquip.com

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