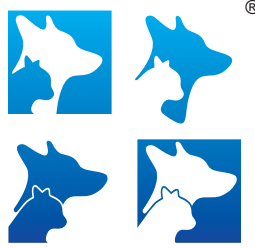


Facilities

Private-Label Strategy
Research and Development
Distribution Channels
Products



Cambrian

Pet Foods Limited

Facilities

Cambrian Pet Foods manufacturing platform includes two state-of-the-art manufacturing facilities located in Pencader and Llangadog, Carmarthenshire, Wales, UK. These plants utilize high-speed equipment and leading-edge technologies to produce pet food in 400g and 1200g can sizes at rates of up to 450 cans per minute, and complete dry foods at a rate of up to 6,500kg per hour, packed in varying formats from 500g to 15kg packs. These facilities are designed for maximum flexibility, which, in turn, allows Cambrian to provide the full range of products customers' demand.



New Dry Food Warehouse at Pencader



Cookers/Automated Retorts



Facilities

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Private-Label Strategy

"Private-label" (sometimes also referred to as "own label" or "store brand") means products that are commissioned, marketed and owned by a retailer, as opposed to a manufacturer. Cambrian has built its private-label business strategy around the three core fundamentals of quality, service and price.

Cambrian strives to provide high quality products at a wholesale price below the leading national brands, enabling its retail customers to generally offer lower prices to consumers while retaining the potential to realize higher margins relative to national brand products. Cambrian's strategy is to be a manufacturer of high quality private-label products based on nutrition, palatability and quality standards that are comparable to leading national brands. Cambrian believes it is the only private-label wet and dry pet food manufacturer in mainland UK to offer the leading sizes and types of containers and packaging configurations in both wet (Canned) and Dry formats.

Cambrian's operating creed is to:

- satisfy the requirements of the ultimate consumers (i.e., dogs and cats).
- provide a compelling value proposition to its retail customers through the potential for enhanced profit margins.
- manufacture the private-label wet and dry pet food industry's most comprehensive product program with the highest standards of quality, and
- Maintain a low-cost state of the art manufacturing platform with a focus on flexibility, innovation and new product development.



Wenger Twin Screw Extruder



Chunk Steam Tunnel

Facilities

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Cambrian Pet Foods Distribution

Research and Development

Quality Assurance

Cambrian operates a focused research and development program to foster innovation. Research and development activities include developing new recipes, testing recipes, developing new manufacturing techniques and improving existing methods, materials and processes. As a part of Cambrian's ongoing research and development for its customers, and to ensure its customers' products maintain a high level of palatability relative to the leading brands, independent kennels are contracted to conduct feeding trials of its products.

Our quality system ensures consistently high product quality. It complies and exceeds the legislative requirements demanded by the pet food industry, and fulfils all the essential demands contained within the following standards and regulations:

- **FEDIAF** (the European Pet Food Federation) Code of Practice
- **BRC** (British Retail Consortium) – Both Plants operate according to, and are accredited to BRC Standards.

Cambrian has a passion for your pet's health and long term well being, our HACCP, quality systems and our state of the art dry and wet pet food plants are operated by motivated excellent staff that ensure that we deliver products that are consistent and that can you can rely upon.

Our on site laboratory monitors every stage of the manufacturing process to ensure consistent results

State-of-the-art and hygienic plant design and manufacturing methods conform to and exceed current industry standards and the requirements of legislation.

Distribution Channels

Customers' orders are assigned for shipping purposes to one of Cambrian's two plant locations. Certain products are shipped between plants in order to more efficiently manage shipments to large customers by combining products produced in different plants into a single customer shipment. Cambrian is the only independently owned and managed private-label wet pet and dry food manufacturer with two manufacturing facilities in the UK.

Products

Wet Foods

Cambrian produces a variety of chunks in jelly, chunks in gravy, loaf (or all meat) in jelly and premium 'holistic' diets, in 400g and 1200g packaging including, six pack, 12 pack, mixed variety and 2 x 12 x 400g, 1200g – 6 x 1200g & 12 x 1200g.

Dry Foods

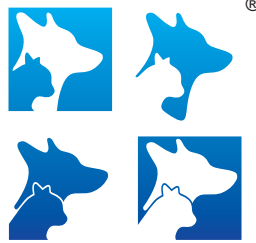
Dry foods produced include standard, premium and super premium dog and cat foods in a wide variety of packaging formats including 300g, 500g, 1kg to 5kg VFFS vertical form fill and seal retail packs, to 1.5 to 5kg 'SOS' (Self opening Sack) retail formats to 10 to 20kg sacks.

In addition to the above widely accepted product formats, Cambrian develops proprietary and innovative products at the request of certain customers.

Management & Contacts

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Cambrian

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