



Lider
PET FOOD



Milestones



- 2008** Lider Pet Food was established.
- 2009** Our facility started manufacturing 35 thousand tons of pet food annually.
- 2014** Our new logistics warehouse started its operations.
- 2016** We started selling Wet Food, treats, vitamin and Cat Litter product groups under our own brands.
- 2017** Our production capacity increased up to 70 thousand tons annually.
- 2018** Our new logistics warehouse started its operations.
- 2021** Our 2nd factory started its operations. Production capacity went up to 150 thousand tons.
- 2022** Our production capacity increased up to 220 thousand tons annually.
- 2023** A partnership agreement has been made with United Pet Food.
- 2025** Wet food production facility has been established.
- 2026** Our new dry pet food production facility in Kırklareli started its operations.



1

DRY PET FOOD PRODUCTION

📍 Salihli / Manisa



2

DRY PET FOOD PRODUCTION

📍 Salihli / Manisa



Dry Food
Production Capacity
270.000
Tons / Year



Wet Food
Production Capacity
40.000
Tons / Year



Production Stock Capacity
20.000+
Pallets



Closed Space

50.000 m²



Total Area

100.000 m²



Teammates

800+



3

DRY PET FOOD PRODUCTION

📍 Kırklareli



4

WET PET FOOD PRODUCTION

📍 Salihli / Manisa



LIDER PETFOOD PRODUCTION CAMPUS

Dry Pet Food Production

220.000 Tons / Year
at 2 factories with 5 lines

Wet Pet Food Production

40.000 Tons / Year
(100M 400 g canned or 470M pouch)



Salihli, Manisa,
Türkiye

Production
and Quality

Parameter Analysis

Daily 7.000 +

Monthly 168.000 +

Yearly 2.000.000 +

Production and Quality



Food Safety and Production Processes

Tasty and Healthy Food

While giving importance to the palate of our pawed friends, we also consider their health and strive to manufacture easy to digest tasty products in line with the efforts of our nutrition experts which will support their developments.

Food Safety

We process high quality products with advanced technology thus manufacturing the healthiest products for our little friends, because we love them all. Quality Control Stages.

Quality Control Stages



Quality Certificates

DRY PET FOOD



ISO 9001:2015



ISO 22000:2018



ISO 45001:2018



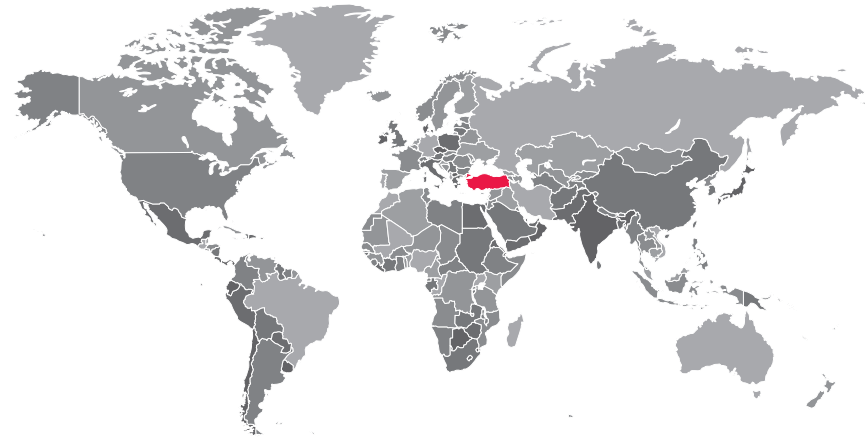
ISO 14001:2015

WET PET FOOD



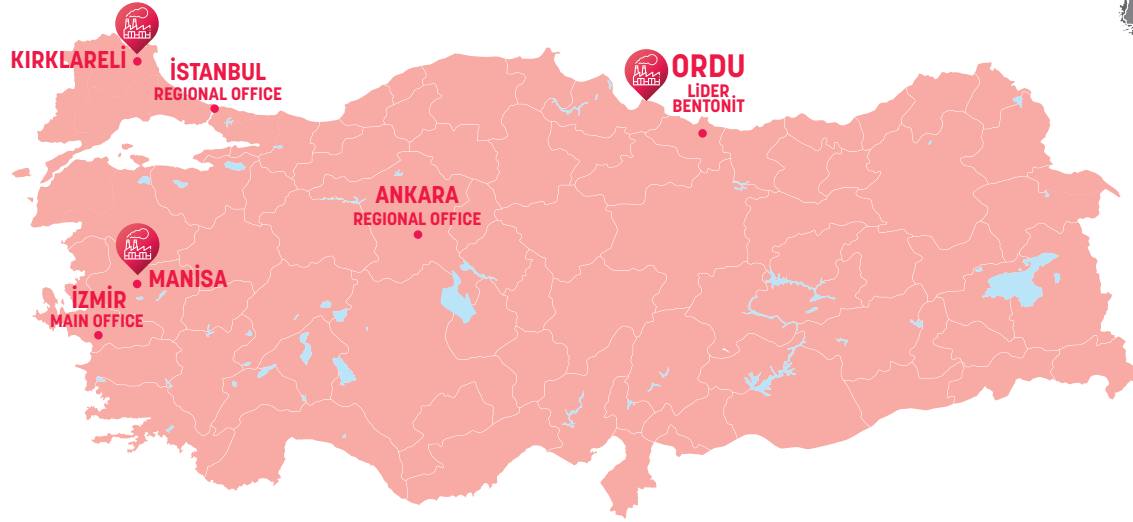
Food Safety

CERTIFIED



BLACK SEA

AEGEAN SEA



MEDITERRANEAN SEA

Our Export Network



Export to
80+
Countries



As Lider Pet Food, we are proud to be a part of the list of approved companies meeting the standards for exports to European Union countries and we know one thing very well: For us happiness is exceeding the limits for our pawed friends. Based on this motivation, we export products ranging from economic segment to super premium to over 80 countries.



Europe

- ✦ Albania
- ✦ Belarus
- ✦ Bosnia and Herzegovina
- ✦ Bulgaria
- ✦ Cyprus
- ✦ France
- ✦ Germany
- ✦ Greece
- ✦ Italy
- ✦ Kosovo
- ✦ Latvia
- ✦ Malta
- ✦ Moldova
- ✦ Montenegro
- ✦ North Macedonia
- ✦ Portugal
- ✦ Romania
- ✦ Serbia
- ✦ Ukraine
- ✦ United Kingdom

Asia

- ✦ Afghanistan
- ✦ Azerbaijan
- ✦ Bahrain
- ✦ Bangladesh
- ✦ Côte d'Ivoire
- ✦ Georgia
- ✦ India
- ✦ Indonesia
- ✦ Iran
- ✦ Iraq
- ✦ Israel
- ✦ Jordan
- ✦ Kazakhstan
- ✦ Kuwait
- ✦ Kyrgyzstan
- ✦ Lebanon
- ✦ Malaysia
- ✦ Nepal
- ✦ Oman
- ✦ Pakistan
- ✦ Philippines
- ✦ Qatar

- ✦ Republic of Korea
- ✦ Russian Federation
- ✦ Saudi Arabia
- ✦ Seychelles
- ✦ Singapore
- ✦ Sri Lanka
- ✦ Syria
- ✦ Turkmenistan
- ✦ United Arab Emirates
- ✦ Uzbekistan
- ✦ Vietnam
- ✦ Yemen

Africa

- ✦ Algeria
- ✦ Angola
- ✦ Egypt
- ✦ Ghana
- ✦ Kenya
- ✦ Liberia
- ✦ Libya
- ✦ Mauritania
- ✦ Mauritius
- ✦ Morocco
- ✦ Nigeria
- ✦ Tunisia

America

- ✦ Bahamas
- ✦ Chile
- ✦ Haiti
- ✦ Peru
- ✦ Venezuela

RAW MATERIALS & INGREDIENTS

Dry & Wet Production



Meat & Fish

- Chicken
- Beef
- Lamb
- Turkey
- Duck
- Rabbit
- Salmon
- White Fish
- Trout
- Tuna
- Egg
- Other



Vegetables & Fruits

- Carrot
- Spinach
- Peas
- Apple
- Pumpkin
- Cranberry
- Beetroot
- Blueberry
- Other



Herbs, Flavours & Additives

- Garlic
- Chicory
- Marigold

- Yucca
- Turmeric
- Cumin

- Rosemary
- Parsley
- Sage

- Mint
- Thyme
- Cinnamon

- Basil
- Artichoke
- Other



WET PET FOOD



Pouch

Weight Options

85g / 100 g

Product Forms

Chunks

In Jelly or Gravy

Pate

Loaf or Mousse



Pouch

Secondary Packaging



Display Box (Wrap Around)

- 12 - pouches
- 22 - pouches
- 24 - pouches

Typologies



CHUNKS

- Jelly
- Gravy



PATE

- Loaf
- Mousse

Pouch

Technologies

Regular Cut

Oval or Cubes



Irregular Cut

Fillets



IN GRAVY OR JELLY

Pouch

GOOD

CHUNKS IN GRAVY



CHUNKS IN JELLY



BETTER

PATE



BEST

*IRREGULAR CUT
WITH VEGETABLES*



Cans

Weight Options

70g / 395g / 400g

Product Forms

Chunks in
jelly or gravy

Loaf
Products



Sustainability

Made from a widely recyclable metal
Ring Pull to open easily

Cans

Secondary Packaging



Bundle (12-24 cans)

Technologies

Chunks in jelly or gravy

Up to 55% fresh meat inclusion
regular / irregular cut



Loaf products

Up to 70% fresh meat inclusion



Cans

395/400g Cans

GOOD



CHUNKS IN GRAVY



CHUNKS IN JELLY

BETTER

PATE



BEST

PATE WITH VEGETABLES



Cans

85g Cans

BETTER

PATE



BEST

MOUSSE



BETTER

*IRREGULAR CUT
CHUNKS IN GRAVY*



BEST

*IRREGULAR CUT
WITH VEGETABLES*



DRY PET FOOD



Dry Food

Weight Options

100 gr to 20 kg Packaging Types



Private
Label



Thanks to our Dry Food products which address all segments, we can meet the different demands and needs of our furry friends and we continue to grow and create a difference in the pet food sector thanks to this efficient production model.

Because, we know that the recipe for happiness is sharing.

DRY FOOD

GOOD

KING



BETTER

PROLINE



BEST

REFLEX PLUS LONGEVITY



PRODUCT GROUPS & OUR BRANDS



Product
Groups and
Our Brands

Dry Food

Cat Dry Food
Dog Dry Food

Wet Food

Cat Wet Food
Dog Wet Food

Treats

Cat Treats
Dog Treats

Cat Litter

Nutritional Support Products

Cat Nutritional Support Products
Dog Nutritional Support Products

Feed

Bird Feed
Rabbit and Rodent Feed

Super Premium

Reflex
PLUS

SPECTRUM | LOW
GRAIN

SPECTRUM[®]
VET SERIES

Premium

Reflex

Proline

Bonnie

Economic

Trendline

King

Enjoy

Thunder

JETIX

NEW
CAT NEW
DOG

Reflex^{PLUS}



CAT DRY FOOD



DOG DRY FOOD

Reflex[®] PLUS



CAT DRY FOOD



DOG DRY FOOD

Reflex[®] PLUS



CAT DRY FOOD



DOG DRY FOOD

Reflex[®] PLUS



CAT TREATS



DOG TREATS

Reflex[®] PLUS



CAT WET FOOD



DOG WET FOOD

Reflex[®] PLUS



CAT LITTER

SPECTRUM | **LOW
GRAIN**



CAT DRY FOOD



DOG DRY FOOD



CAT DRY FOOD



DOG DRY FOOD



SPECTRUM®
VET SERIES



 CAT LITTER

SPECTRUM®



CAT TREATS



DOG TREATS



CAT & DOG MILK POWDER



CAT MALT

Reflex

NEW
PRODUCTS



CAT DRY FOOD

Reflex



CAT DRY FOOD

DOG DRY FOOD

**NEW
PRODUCTS**



Lider
PET FOOD

Reflex



CAT DRY FOOD



DOG DRY FOOD



TRAINING PADI
SHAMPOO



MULTI-PURPOSE HYGIENIC CLEANING WIPES
LINT ROLLER

Bonnie



CAT FOOD



DOG FOOD



Bonnie



RABBIT and RODENT FEED



BIRD FEED

PARROT
PARAKEET
CANARY

Proline



CAT FOOD



DOG FOOD



CAT MALT

Proline



CAT LITTER

Enjoy®



CAT FOOD



DOG FOOD



CAT LITTER





CAT WET FOOD



DOG WET FOOD

Enjoy®



RABBIT and RODENT FEED



BIRD FEED

PARROT
PARAKEET
CANARY

King

NEW
LOOK



CAT FOOD



DOG FOOD

King

NEW
PRODUCTS



DOG WET FOOD



CAT WET FOOD



Thunder

JETIX

NEW CAT
NEW DOG



CAT FOOD



DOG FOOD

Logistics & Distribution



6000+
Veterinary Clinics
and Pet Shops

Group Companies



Chain Markets

MIGROS



THANK YOU

