



Recipe for happiness



Recipe for
happiness



Contents

Company Profile

About Us
Milestones

Recipe for Happiness

Production and Quality

Production Analysis
Production Facility
Quality
› Laboratory
› Food Safety and Production Processes
› Quality Certificates

Logistics and Distribution

Sales Channels

Regional Sales Network
Group Companies
Chain Markets

Export Network

Private Label

Products

Product Groups
Brands

Company Profile



About Us

As Lider Pet Food family, we have been rewriting, developing and sharing the recipe for happiness for our furry friends since 2009. Because we are hiding the recipe for happiness in each and every bite to ensure that they lead longer and healthier lives.

We have worked, worked and worked nonstop since the time of our establishment in order to provide a happy life to our furry friends and to create benefits for them... We grew more and more every day by reaching thousands of sale-spots in the pet food sector. We grew so much that we started to high tonnage capacity production at our modern and high technology Manisa Salihli facility.

As a company believing that the secret to the recipe for happiness lies in sharing it, we took our place at all shelves in Turkey to ensure that you can find us anytime anywhere. But we never settled for this... We entered the homes and hearts of pet owners all across the globe by exporting our products to over 65 countries. As is the case for all things performed with happiness, we knew that we would also be successful in this endeavor; we became the largest exporter of the sector in 2020.

Always acting with the responsibility of being a “Leader”, we aimed to reduce our dependence on foreign countries striving to carry our own national brands to global markets. We never abstained from taking courageous steps for actualizing our goals; we ensured that our facility took its place among the approved companies for export to European Union countries by meeting the required standards. In short; we succeeded in transporting the recipe for happiness in each of our food bites to our furry friends all over the globe.

As Lider Pet Food, we will continue to stand by our customers and their furry friends with our “happiness guaranteed” recipes blending our expertise with scientifically proven methods related with pet health.

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.
 - 2020** LPF Europe was established in Belgium and started selling to European countries.
 - 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.



Recipe for happiness

Do you think that there is a recipe for happiness?

For us; it is recreating plenty of health, a pinch of taste and abundant love every day from scratch!

As Lider Pet Food family, we have been rewriting, developing and sharing the recipe for happiness for our furry friends all over the globe. Because we are hiding the recipe for happiness in each and every bite to ensure that they lead longer and healthier lives.

And we know that our furry friends make their owners happy when they lead healthy, quality and long lives.

Now that's what we call the
"Recipe for Happiness"





- ✓ OPTIMUM NUTRITION
- ✓ OPTIMUM DIGESTION
- ✓ LOW ALLERGIC EFFECT
- ✓ NATURAL PLANT BASED ANTIOXIDANTS
- ✓ XYLO OLIGOSACCHARIDES
- ✓ CHIA SEED
- ✓ BLUEBERRY



Production and Quality

Production Analysis

Production Capacity
220.000
Tons / Year



Production Stock Capacity
15.000+
Pallets



Closed Space
25.000 m²



Total Area
50.000 m²



Teammates
350+



Production and Quality



Production Facility

As much as giving importance to the palate of our pawed friends, we also take into consideration their balanced diet and so manufacture over 300 different dry food options under 13 different brands. Thanks to our comprehensive experience, we know what our cute friends love and we enjoy making them happy. That is why, we supply about 200 wet foods and treats under our brands by cooperating with 13 leading suppliers from all over the world.

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

Before raw material supply



During raw material delivery



During and after production



End products



Prior to shipment

Quality Certificates



ISO 9001:2015



ISO 22000:2018



ISO 45001:2018



Logistics and Distribution

Logistics and Distribution

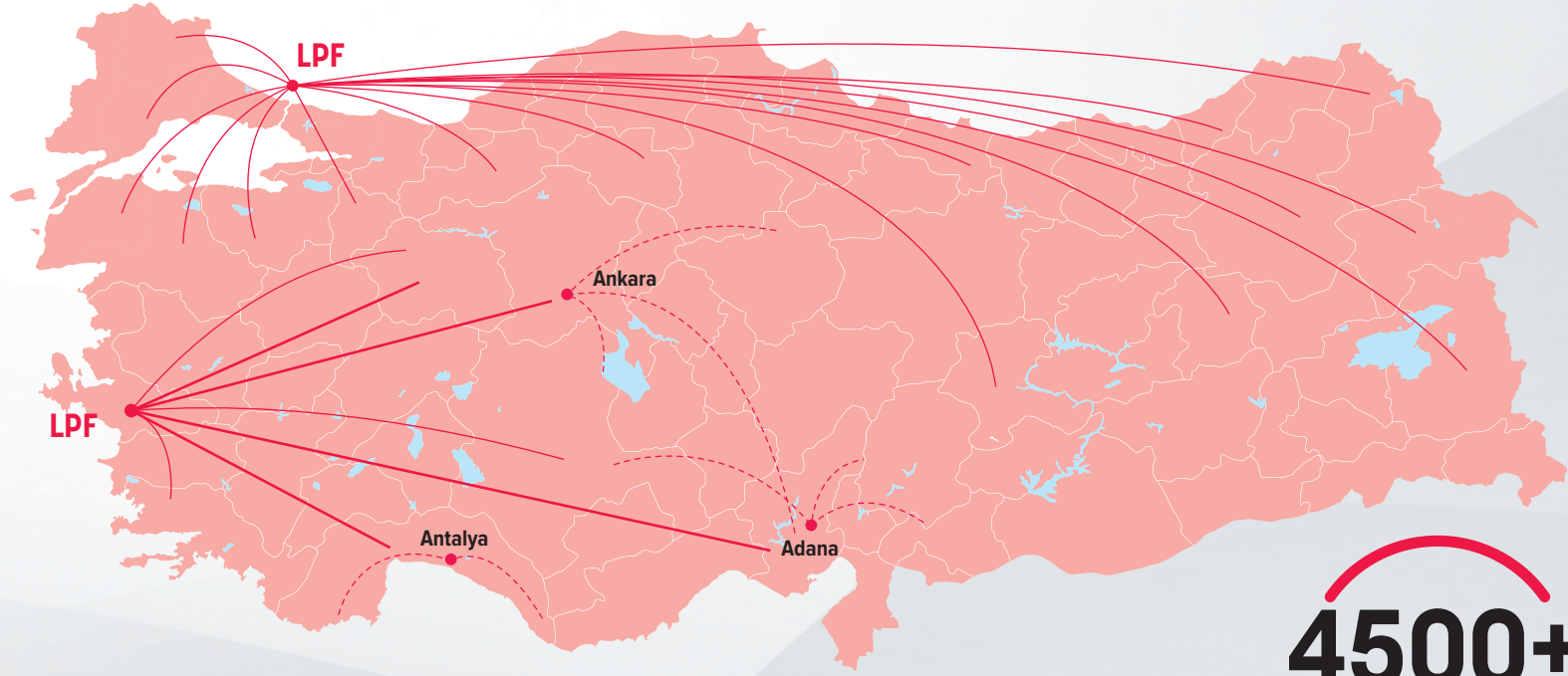


The facilities are located at the Manisa Salihli Organized Industrial Region.

The distance between the facilities and İzmir Port is 100 km.

Sales Channels

Regional Sales Network



4500+

Veterinary Clinics
and Pet Shops

Group Companies

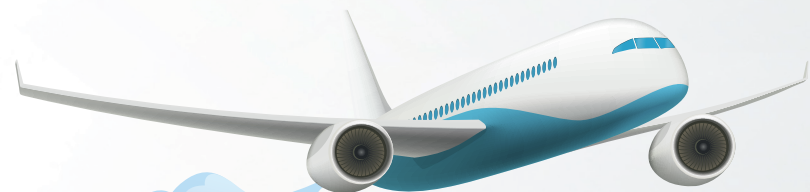


Chain Markets

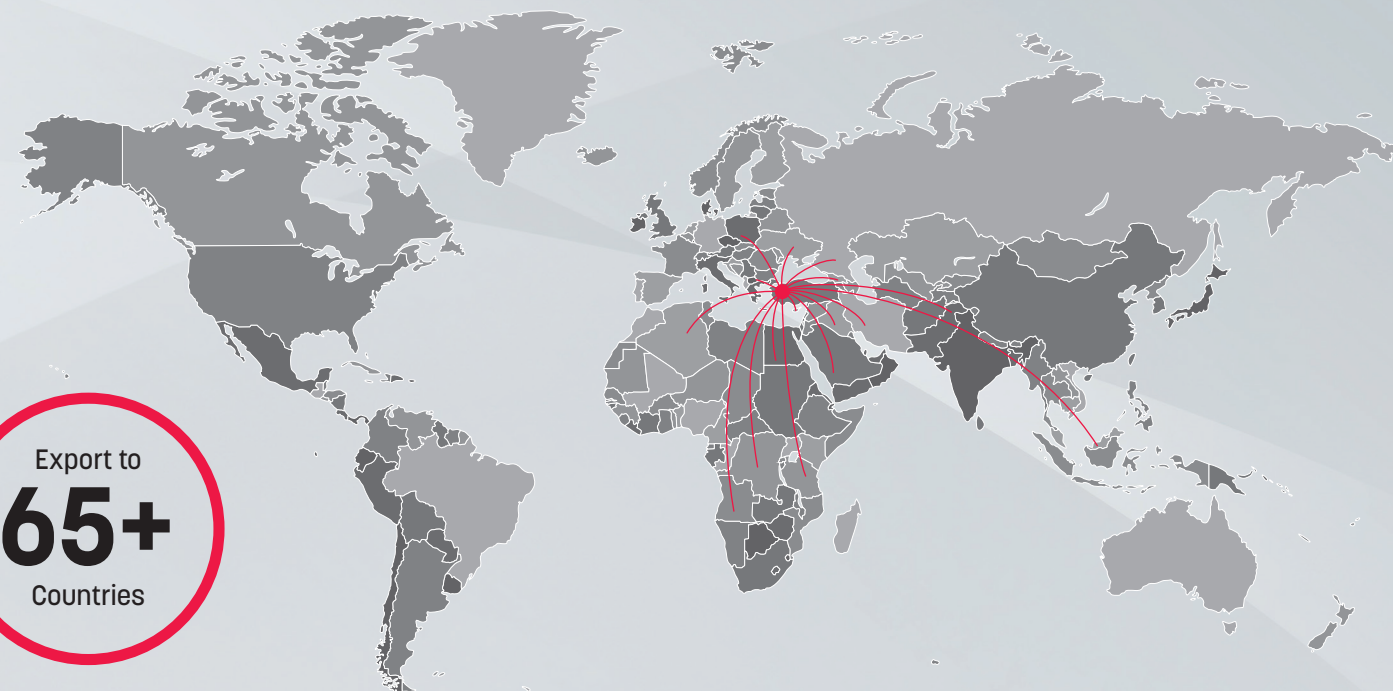
MİGROS



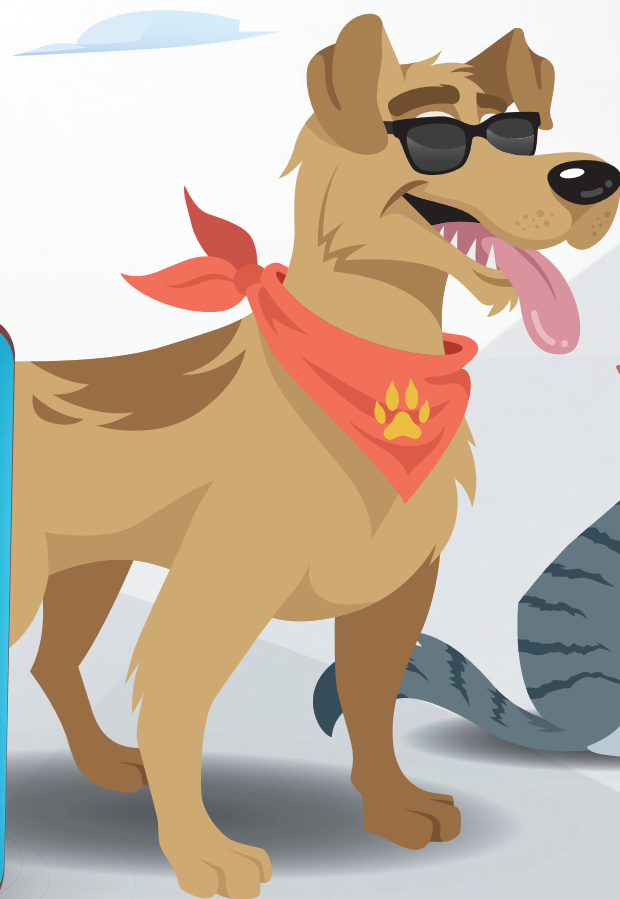
Our Export Network



Export to
65+
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 65 countries.



- | | | | |
|------------------|---------------|----------------------|------------------|
| ♥ Afghanistan | ♥ Georgia | ♥ Lebanon | ♥ Saudi Arabia |
| ♥ Albania | ♥ Germany | ♥ Libya | ♥ Serbia |
| ♥ Algeria | ♥ Ghana | ♥ Lithuania | ♥ Seychelles |
| ♥ Angola | ♥ Greece | ♥ Macedonia | ♥ Singapore |
| ♥ Azerbaijan | ♥ India | ♥ Malaysia | ♥ Sri Lanka |
| ♥ Bahrain | ♥ Indonesia | ♥ Malta | ♥ Syria |
| ♥ Bangladesh | ♥ Iran | ♥ Moldova | ♥ Tunisia |
| ♥ Belarus | ♥ Iraq | ♥ Montenegro | ♥ Turkmenistan |
| ♥ Belgium | ♥ Israel | ♥ Morocco | ♥ UAE |
| ♥ Bosnia | ♥ Italy | ♥ Nepal | ♥ Ukraine |
| ♥ Brunei | ♥ Ivory Coast | ♥ Nigeria | ♥ United Kingdom |
| ♥ Bulgaria | ♥ Jordan | ♥ Oman | ♥ Uzbekistan |
| ♥ Chile | ♥ Kazakhstan | ♥ Pakistan | ♥ Venezuela |
| ♥ Congo | ♥ Kyrgyzstan | ♥ Portugal | ♥ Vietnam |
| ♥ Cyprus | ♥ Kenya | ♥ Qatar | ♥ Yemen |
| ♥ Czech Republic | ♥ Kosovo | ♥ Romania | |
| ♥ Egypt | ♥ Kuwait | ♥ Russian Federation | |
| ♥ France | ♥ Latvia | | |

Private
Label

**YOUR
BRAND
HERE**



**YOUR
BRAND
HERE**



**YOUR
BRAND
HERE**



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.**

Product Groups

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

Our Brands

Super Premium

SPECTRUM[™] | LOW
GRAIN

SPECTRUM[™]

Reflex[®]
Plus⁺

Premium

Reflex[®]

Bonnie

Proline

Economic

TRENDLINE[™]

KING

Enjoy

Thunder[™]
premium pet food

JETIX

NEW CAT NEW DOG

SPECTRUM® | LOW GRAIN



 CAT DRY FOOD

 DOG DRY FOOD

SPECTRUM®



🐾 CAT DRY FOOD 🐾 DOG DRY FOOD 🐾 CAT NUTRITIONAL SUPPORT PRODUCTS 🐾 DOG NUTRITIONAL SUPPORT PRODUCTS

Reflex[®]
Plus⁺⁺



 CAT DRY FOOD

 DOG DRY FOOD

 CAT WET FOOD

 DOG WET FOOD

400 gr CAN
ALU TRAY
POUCH
ESSENTIAL
DAILY TASTE

400 gr CAN

Reflex®



 CAT DRY FOOD

 DOG DRY FOOD



Reflex



 CAT TREATS

MEAT STICKS
CRISPY
LIQUID

 DOG TREATS

CHEWABLE
DRIED MEAT
MEAT STICKS
SEMI-SOFT CHEWABLE
BISCUIT

Reflex



 CAT LITTER



 CAT DRY FOOD

 DOG DRY FOOD

 CAT WET FOOD

 DOG WET FOOD

400 gr CAN
POUCH

400 gr CAN

Bonnie



Bonnie



 **DOG TREATS**

BONE TREATS

 **CAT LITTER**



Bonnie



BIRD FEED

PARROT
PARAKEET
CANARY



RABBIT and RODENT FEED

Proline



 CAT DRY FOOD

 DOG DRY FOOD

 CAT WET FOOD

400 gr CAN
POUCH

 DOG WET FOOD

400 gr CAN



Proline



 CAT LITTER

TRENDLINE®



 CAT DRY FOOD

 DOG DRY FOOD

 CAT LITTER



 CAT DRY FOOD

 DOG DRY FOOD

 CAT LITTER



 **CAT TREATS**

MEAT STICK

 **DOG TREATS**

BONE
CHEWABLE
MEAT STICK
BISCUIT
DRIED MEAT

Enjoy®



BIRD FEED

PARAKEET
BUDGIES
CANARY



RABBIT and RODENT FEED



Lider
PET FOOD



 CAT DRY FOOD  DOG DRY FOOD

Recipe for
happiness



iletisim@liderpet.com.tr



Anadolu Cad. No.41 Kat.10 D.101 Bayraklı - İZMİR / TÜRKİYE



+90 232 479 23 13



/liderpetfood



/liderpetfood



/liderpetfood



/liderpetfood