



**CHANGE
PET FOOD FOR
GOOD**

STRAYZ



PROBLEM #1

More than 680¹ million stray dogs and cats are suffering worldwide.



PROBLEM #2

Regular pet food is not suitable for pets and makes them sick.



On the other hand

More than 26.4M² cats & dogs are treated like royals in Germany. What if they could help their stray friends while making their own lives healthier?

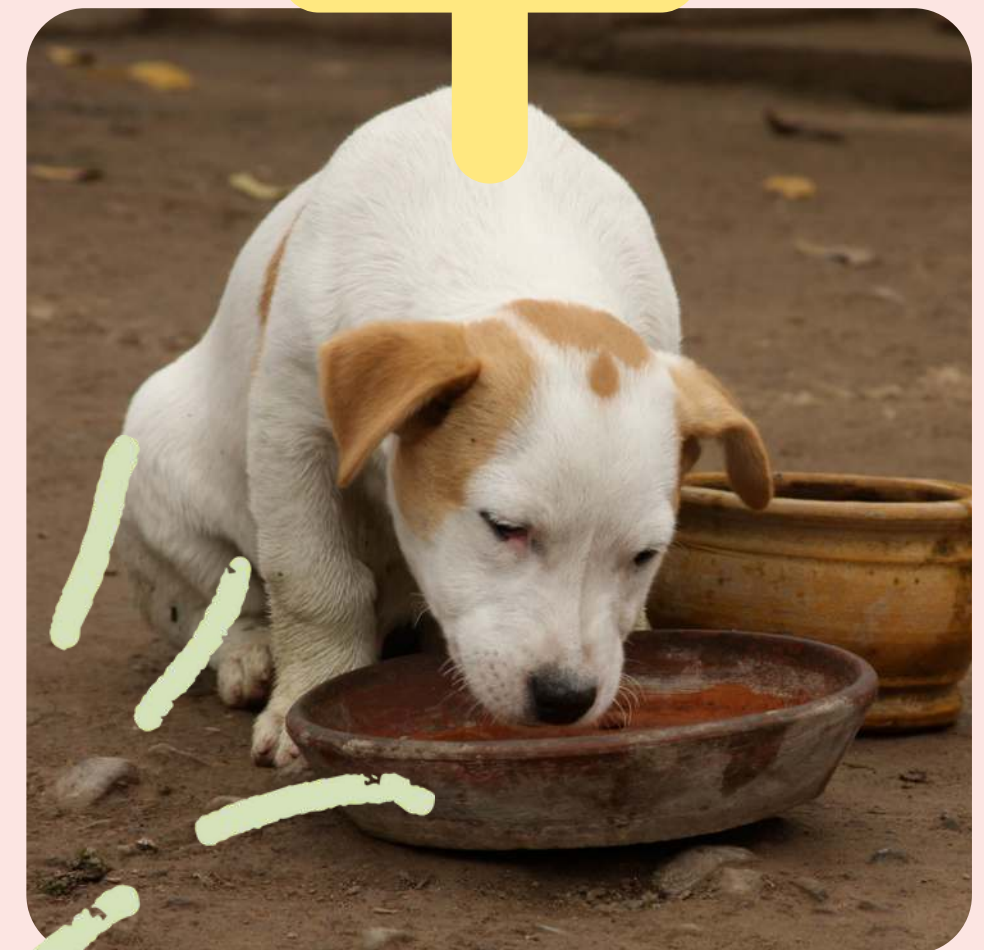
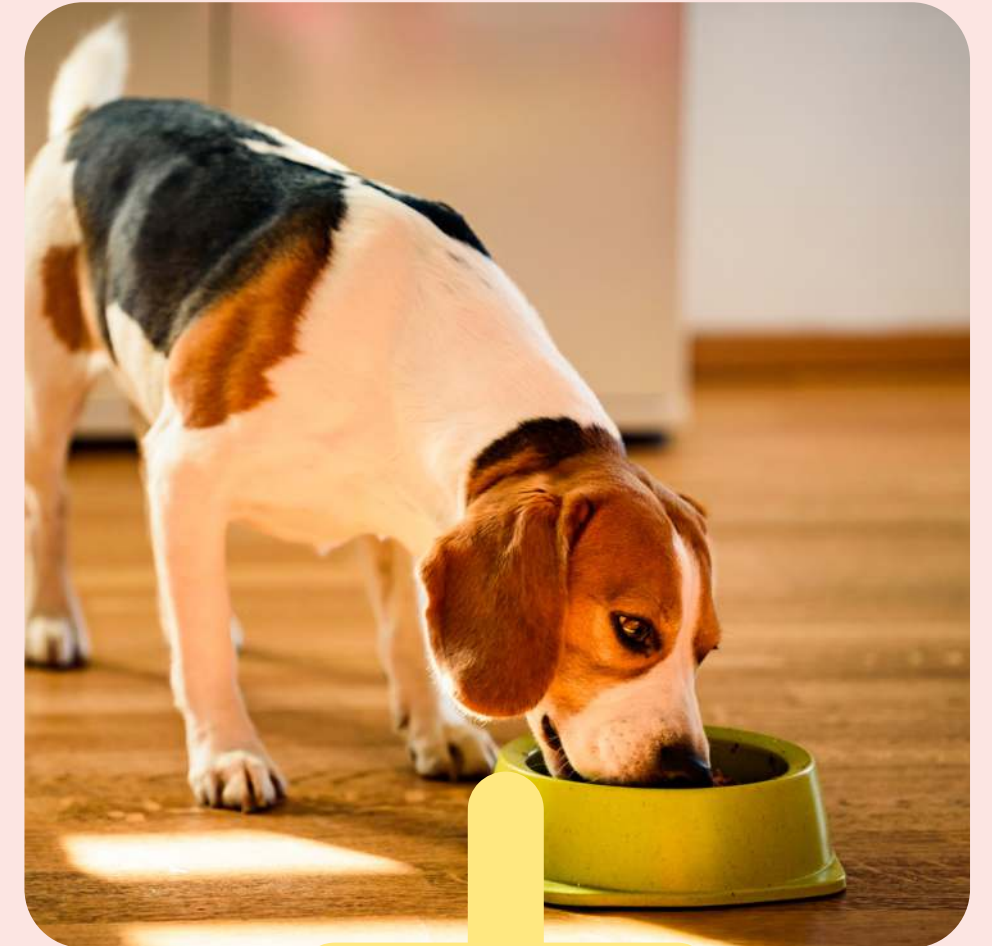
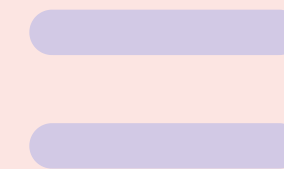
1 <http://carocat.eu/statistics-on-cats-and-dogs/> <https://pawsomeadvice.com/dog/how-many-dogs-are-in-the-world/>

2 <https://de.statista.com/statistik/daten/studie/156836/umfrage/anzahl-der-haushalte-mit-haustieren-in-deutschland-2010/>

WORLD'S FIRST SOCIAL PET FOOD BRAND

We want to save every stray animal on this planet by selling our premium organic pet food.

Every product sold donates one meal for a stray dog or cat.





Our pet food is locally sourced, 100% organic and manufactured in Germany.



We use real meat and lots of it because cats are true carnivores.



We offer a vegan option for our climate friendly veggie dogs, too.



Our dog food is gluten free and our cat food is grain free.



We believe that our pets are sweet enough, that's why we don't add sugar to our recipes.



Preservatives, artificial flavors and other creepy things are way too 90s for our taste.





PAWSOME PRODUCTS THAT DONATE



2021 THE HYPE IS REAL



Time for some LOVE.



STRAYZ

“ One of my cats is a picky eater and has already boycotted a few cans of wet food. Then we came across STRAYZ. ”

Ann-Kathrin J.



STRAYZ

“ I've only been feeding STRAYZ for a while now. My cat loves it and doesn't want anything else. And I'm happy because I can help other cats with my purchase decision. ”

Josefine B.



STRAYZ

“ Buying good food for the cats and also doing something good. What more do you want. My cats inhale and just love it. ”

Katrin F.



Business
Punk
WORK HARD. PLAY HARD.

Mit smartem Design bis ins Regal gestreunert



Das passiert, wenn erfolgreiche Taktiken zum Aufbau einer Marke...
Läuft man im Supermarkt am Tierfutter vorbei, streuen einen mit...
günstige Preise, die die Tiere...
Die Idee zu gründen...
Die Idee zu gründen...
Die Idee zu gründen...



Bikini-fi
in 7 Tagen
Die neuesten Trend-Diäten und Schlank-Tricks der Stars
Summer Looks: Kleider & Beachwear
Beauty & Make-up-Tipps für heiße Tage



We helped lots
of pawsome brands
grow. Now it's our turn!

MADELINE METZSCH

- M.A. Communications MGMT
- @STRAYZ: Brand & Comms.
- 9 yr of experience in PR, brand & comms.
- developed communications strategies for 10 FMCG brands



STEFANIE ZILLESSEN

- M.A. Int. Cultural & Business Studies
- @STRAYZ: Operations
- 10 yr of experience in marketing, product & organizational development
- built & managed 6 brands with over 200 products



SASKIA TE KAAAT

- state-approved bank clerk
- @STRAYZ: Sales & Finance
- 11 yr of experience in finance & sales
- established sales organization for Oatly DACH and increased revenue to €42M in year 3



STRAYZ FOUNDERS



CONTACT

STRAYZ Petfood GmbH
Wiener Str. 31
10999 Berlin

www.strayz.de
stefi@strayz.de
+49 (0)30 5490 9969 3

STRAYZ

