

petcurean

About Petcurean

With Every Decision We Make, Every Recipe We Create, We Put Pets First

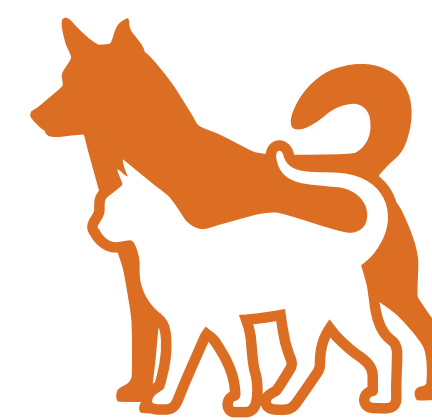
So many pet food brands to choose from. So many questions that need answering, and so much to learn, so much to learn. Yup, choosing exactly the right food for your dog or cat can be challenging. We get it. So, we wanted to make it a bit easier for you, and tell you what makes Petcurean and our premium-quality recipes different from the pack.



Dedicated and caring team, committed to our partners



A pack of like-minded, purpose-driven pet people



Obsessed about pet health and nutrition



A deeply embedded sense of responsibility for the quality and safety of our recipes

About Our Brands



GO! SOLUTIONS

Solutions for pets' unique dietary needs.

- + GO! SKIN + COAT CARE has perfectly balanced omega oils and antioxidants for healthy skin and a shiny coat.
- + GO! CARNIVORE has 6-11 animal ingredients in each recipe and up to 99% protein from animal sources.
- + GO! SENSITIVITIES are formulated with single source primary proteins and as few additional ingredients as possible.



NOW FRESH

Fresh. Simple. Whole. For every size & stage of life.

- + Formulated with only 100% fresh, de-boned muscle meat which allows us to precisely control the mineral levels while increasing digestibility.
- + Tailored for life stage and breed sizes.
- + With 20+ nutrient-rich superfoods to support immune function.

Pet Sustainability Coalition

What is the Pet Sustainability Coalition and What do They do?

The Pet Sustainability Coalition (PSC) is a nonprofit organization dedicated to creating a more sustainable pet industry. PSC works with companies throughout the entire supply chain - including distributors, manufacturers, retailers and suppliers - to advance business through profitable environmental and social practices. PSC helps its members implement sustainability via education, assessment tools, implementation support, accreditation, events, and more. They also actively work to transform our industry by tackling large scale issues that impact us all, including sustainable protein sourcing, sustainable packaging, and diversity, equity, and inclusion efforts.

Why is Petcurean's Membership with the PSC so Important?

- + 91% of pet industry professionals - including retailers - feel that consumer expectations for sustainable products are increasing.
- + Recyclability of packaging and environmentally friendly shipping are among the options that European consumers actively seek in their purchase journey.
- + 64% of European online adults agree that companies are responsible for protecting the environment.
- + 69% of European online adults wish more companies were transparent about their business practices.
- + PSC uses the SDG Action Manager, a 3rd party assessment in alignment with the UN Global Compact Sustainable Development Goals, so that we can measure our impact and fulfill a requirement to improve over time.
- + Support from PSC's staff strengthens our business through increased efficiency, lowering our impact, increasing employee engagement, increasing consumer loyalty, and decreasing supply chain risks.
- + PSC's media and digital partnerships amplify our brand leadership and visibility with retailers, consumers, and B2B partners.

Contact us

Get In Touch

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