

Cinven's investments

Consumer

Partner in Pet Food (PPF) is a leading business-to-business pet food manufacturer, headquartered in Hungary. PPF supplies more than 250 customers across 38 countries throughout Europe, including traditional retailers, discounters, specialty pet retailers and online specialists.

Overview

With nine manufacturing operations across Europe, PPF produces more than 450,000 tons of pet food per annum. PPF's product range covers both private label and branded pet food in the main categories of dog and cat food, including wet and dry food and single-serve products.

The acquisition of PPF was originated by Cinven's Consumer team, who had been reviewing the fast-growing pet care market for some time. The team identified PPF as an attractive opportunity given its resilient business model and strong track record of sustained growth through economic cycles. Furthermore, PPF is well placed to continue supporting its existing retail partners, in both traditional and online retail channels to benefit from the strong underlying market growth.

Cinven and management are focused on driving growth through geographic expansion and strategic new partnerships with select retailers, as well as investing in new product development and production capacity, and pursuing targeted acquisition opportunities.



Market-leading pet food manufacturer
www.ppf europe.com



HQ
Hungary
(pan European operations)



Acquired
July
2018



Employees
c. 1,400

CEO
Attila Balogh

Cinven representatives
Maxim Crewe, Partner
Matteo Corà, Senior Principal
Chris Robinson, Principal