

Crown Pet Foods

KNOWLEDGE & RESPECT

COMMUNITY

Matters

Seasons Greetings



On behalf of everyone at Crown Pet Foods, I would like to take this opportunity to wish you and your family a very happy festive season.

We're now at the end of our first full year here at our new home on Blackworthy Road and although the first half of the year wasn't what we had originally hoped for, with the support of the Environment Agency, members of the local community and the dedication of our own production team I believe the developing spirit of cooperation and closer links with our new neighbours has helped us to tackle the challenges we faced and demonstrated our absolute determination to be a valued and respected member of the local community.

Our dedicated workforce is continuing to drive our business forward ready to face the challenges of 2009 to continue our success in the pet food market, and we look forward to playing our part contributing to the future prosperity and vitality of the local area.

I very much hope you, your family ...and all of your pets... have a very fulfilling and healthy New Year.

*Francois Demauge,
Managing Director
of Crown Pet Foods*



Christmas parcels at Crown Pet Foods

Crown Pet Foods Community Pet Club

We are delighted to announce the launch in January 2009 of our Community Pet Club. Open to all residents of Castle Cary, Ansford and Clanville, information and registration letters will be sent out in the New Year. The Club not only enables us to support our local businesses – Delaware Veterinary Group, Town and Country, Cary Pet Supplies and Canine Companions Training Classes – but also helps us to play a role in responsible pet ownership. In addition to the opportunity to feed a household pet James Wellbeloved or Royal Canin food at a discounted price, members will receive money-off vouchers for training and agility classes and other benefits, offers and competitions throughout the year, with details of the first pet lovers opportunity included in the initial information pack.



Crown Pet Food highlights 2008



- 2 weddings
- 2 babies
- A 65th birthday celebration
- More staff training
- More recruitment
- Reached 13000T production
- Double digit growth in sales
- Work with police forces
- Work with guide dogs for blind people and hearing dogs for deaf people
- Work with local clubs and charities

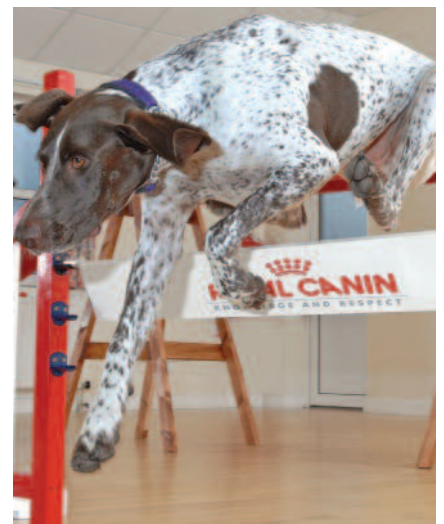


Canine Companions Classes

Lisa Glover of Lovington runs Canine Companions training classes at North Barrow village hall with a number of different types of course for owners and their dogs in small, friendly classes. Lisa, a member of the Association of Pet Dog Trainers, uses a range of jumps, raised walkways and stairs suitable for

dogs of all ages to help them learn new co-ordination skills, improve their agility and have fantastic fun. She also holds training sessions for dogs and their owners in their own homes. Whether in a class or at home, enjoyment, fun and fulfilment for both dogs and owners is integral to the sessions.

To find out more or to book attendance at one of Lisa's classes, phone 01963 240662.



Dudley aces his agility class



What a Difference a Year Makes

It has been an eventful twelve months for the new Veterinary Marketing Manager for our Royal Canin brand. Ali Daff joined the Royal Canin team last December to support brand promotion to breeders and has now taken up new marketing responsibilities targeting veterinary practices right across the UK and Ireland.

But it wasn't a simple relocation exercise for the twenty-eight year old Lincolnshire lass, as she moved to Castle Cary from Grantham complete with two horses – Josie and Conti - in a trailer and her pet cat, Fudge. "It was a gruelling and dreadful seven hour drive," she recalls. "And then there was the task of finding new stables in the area and making sure 'the family' quickly settled into their new home. But it's been the best move of my life."



Ali and Josie

Having spent more than five years as a veterinary nurse in practices in the UK and 'Down Under', Ali retrained and has been in the marketing field for the past four years. Her new position complements perfectly her specialist skills and she's relishing the challenges that lie ahead.

"It's wonderful to be involved with a product that I completely believe in, having seen the contribution it makes to the well-being of dogs and cats at first hand during my years as a practice nurse. It's also great to be back in veterinary circles again and I'm really looking forward to playing a central role in the promotion of

Royal Canin at next year's BSAVA Congress, which is the biggest event in the veterinary calendar."

"Everyone at the company and in the local area where I live has made me very welcome and I absolutely love the quality of life here in Somerset. I've made so many new friends in such a short time and the tortuous relocation now seems like a distant memory as I can't ever imagine leaving the area."

When she's not busy helping to promote the brand, Ali spends as much weekend time as possible riding over the hills and around the lanes with Josie, now in foal, and Conti, an ex-race horse. But she's also found time – "with persistent encouragement from friends" - to join in training sessions with Castle Cary Women's Rugby team and is now a regular participant at Castle Cary Running Club.

"I'm really at home here," she adds. "And all the exercise, physical training and new responsibilities are certainly keeping me on my toes!"



Alison Daff





Current vacancies

All positions offer a permanent contract, competitive salary dependent on experience, pension scheme, private healthcare, comprehensive holiday package, personal protective clothing where needed and an excellent workspace with many facilities.

Veterinary Marketing Assistant

Working with the Veterinary Marketing Manager, this demanding role involves assisting in product launches, exhibitions, direct mail campaigns, production of practice support packages & client leaflets and implementation of promotional activities.

The successful candidate will be committed to delivering results rapidly, flexible and a team player. Marketing experience and nutritional knowledge will be an advantage but training and support will be provided.

James Wellbeloved Marketing Executive

Working with the Marketing Director and a strong field sales team, this challenging role involves managing

product launches, exhibition work from stand design through to management, promotional planning and activity as well as production of a range of client leaflets and sales presenters. Managing our direct marketing activity and retail support packages also form a substantial part of the brief.

The role requires not only excellent marketing skills but also a commitment to delivering tangible results within a very fast-moving environment. The successful candidate will be a highly motivated self-starter, with the ability to make decisions, react and adapt to changes and accept a considerable amount of responsibility.

Applicants must have marketing experience. Nutritional knowledge will be an advantage but training and support will be provided.

If you are interested in applying for any of these vacancies, please contact Alex Chadwick by email achadwick@crownpetfoods.co.uk or write to Alex Chadwick, Crown Pet Foods, Oak Tree Meadow, Blackworthy Road, Castle Cary, BA7 7PH.

Awards

For the second year in a row we are delighted to have won a prestigious magazine awards competition. Readers of Your Dog and Your Cat voted James Wellbeloved the Best Dry Dog food and Best Dry Cat food in the UK, while Royal Canin received the Best Specialist Cat Food award for Persian 30 food.

Our aim on both brands is to provide foods which pets love and which help them stay as healthy as possible for as long as possible – and it's great to know that people out there are finding they do just that!

We were also honoured to win the Pets at Home Supplier of the Year Award, presented for our high class foods, excellent service and dedication.



Pets at Home Supplier of the Year Award



Best Specialist Cat Food Award



Products of the Year Awards

How to contact us:

Please contact us with your questions or comments on 01963 353 305 / 0800 717 800 (9am-5pm Monday to Friday and answering machine at other times) or by email to customerservices@crownpetfoods.co.uk or through the enquiry form on our website www.crownpetfoods.co.uk

