



A milestone in Europe: Fressnapf Group opens 1500th store

The branch in Pontault-Combault near Paris is also the 150th store in France

Paris/Krefeld, 10 October 2018 – On 18 January 1990, Torsten Toeller opened the very first “Freßnapf” store in Erkelenz, North Rhine-Westphalia, Germany. It wasn’t long before the concept seemed doomed to fail, and the young founder of the company made a decision that was as pioneering as it was successful. He sold his car, doubled the size of the range and halved prices. More than 28 years later, the opening of the 1500th Fressnapf | Maxi Zoo store in Europe marks an impressive milestone. The branch was opened today by Torsten Toeller in Pontault-Combault near Paris. “I’m very grateful and proud. Every day, there are more than 12,000 people working hard for our combined success in eleven European countries. With the opening of the 1500th store here in France, we have reached a milestone that impressively underscores our claim to be the number one for pet supplies in Europe,” emphasises the founder and owner of the company.

France is an important market for the Fressnapf Group. “With more than 150 stores and annual sales of around 180 million euros, we will be the second-largest country in the group this year. In addition, we have more than doubled our workforce here over the past five years. Around 1000 people work full and part-time for Maxi Zoo,” says Jan Wejbrandt, Managing Director of Maxi Zoo France. A total of 34 new branches have been opened in France so far this year – at least 15 more will follow by the end of the year.

In total, well over 100 new Fressnapf and Maxi Zoo branches will be opened in Europe this year. The annual turnover will break the two billion euro mark for the first time. Growth will be driven, in particular, by the rest of Europe. In Germany, both bricks-and-mortar and online sales are growing disproportionately fast. The online shop, which is already up and running in Germany, Switzerland, Luxembourg and Denmark, is to be rolled out throughout Europe in the coming years. Austria will also go online at the end of October.

The Fressnapf Group’s largest international markets include Austria, France and Italy. Switzerland recently celebrated its 20th anniversary, and France joined in 2004. The “youngest” member is Poland, which celebrated its market entry in 2012. Fressnapf | Maxi Zoo is also established in Hungary, Ireland, Belgium, Luxembourg and Denmark.

CHALLENGE 2025 is the Fressnapf Group’s strategy for the future as well as for growth. Its overarching vision is “Happier Pets. Happier people.” Torsten Toeller adds: “We are committed to building on our position as the European market leader and achieving sustainably profitable growth. That will mean independently following the right steps to succeed in a rapidly changing, digital retail world. Our priorities are still our customer focus and our mission statement: “We do all we can to make the relationship between people and pets easier, better and happier.”

About the Fressnapf Group:

Maxi Zoo is part of the Fressnapf Group, which is the market leader for pet supplies in Europe. Since founder and proprietor Torsten Toeller opened the first store in 1990, the group has evolved into 1,500 specialty stores in eleven European countries (most of them under the name Maxi Zoo). The group employs over 12,000 people from more than 50 countries. Annual turnover is just under two billion euros. The Fressnapf Group strongly believes in a wide and diverse range in modern stores, both brick-and-mortar and online. Expert advice, an extensive range of services and brands available exclusively from Fressnapf | Maxi Zoo round off our customer-focused offering. The Fressnapf Group supports various charitable projects concerning the relationship between people and their pets as well as active animal welfare. The mission statement for the group of companies is: “We do all we can to make the relationship between people and pets easier, better and happier.”

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