

# PET B2B



Interview with di Vincenzo Adragna,  
CEO Adragna Petfood

## “Rebranding operation: more recognizable and linked to the territory”



### TREND

**INFLATION SLOWS DOWN, UNCERTAINTIES REMAIN**

*In the first months of 2024, the increases in pet food and pet food price lists have slowed down dear. However, sales are showing a slowdown due to still high prices.*



### DIET

**NATURAL PET FOOD CONTINUE THE SUCCESS**

*There are more and more pet owners who are choosing to have their pets animal references that present recipes without added preservatives or additives.*



### CHANNEL

**GDO: FOCUS ABOUT LIDL ITALY**

*First episode of the journey into the pet departments of Italian retail chains. To discover how the main players in this sector are moving in terms of pet care and pet food.*

# “Rebranding operation: more recognizable and linked to the territory”

*Adragna Petfood has profoundly renewed its offer of dog and cat food, presenting a new look for the Naxos line and new formulas. The first focus was on single-protein foods: "To satisfy the growing demand for foods with a single animal protein, we have completed the range, also entering the cat segment," says CEO Vincenzo Adragna. Among the most important upcoming innovations, the first line of wet foods stands out.*

by David Corrocher

AND

A second life has begun for Adragna Petfood. In conjunction with the celebrations for the fiftieth anniversary of its foundation, last year the Sicilian company began a process of profound renewal that first of all concerned the product offering, to also involve some aspects such as sustainability and the link with the territory (always two primary aspects in the company's development strategy). "After celebrating our fiftieth anniversary, we completely revised our offer of super premium quality pet food" explains CEO Vincenzo Adragna.

«This year we have already presented several major innovations, but we are still working on some very important projects. The idea that pushed us to completely reformulate the product range was to present ourselves to customers under a single brand, Naxos, which has always been our flagship. Today Adragna Petfood aims to offer the market formulas that are increasingly in line with its corporate values, easily recognizable and able to fully satisfy the new needs and requirements of owners and pets». The rebranding process is still underway and will lead to the presentation of further key assets for the development strategy in the coming years and which will also take the company into new market segments. «The objectives of this operation certainly include making the Naxos brand more recognizable and ensuring an offer that is increasingly centered on the values that characterize our company such as: naturalness, refinement,



Frame the QR code and watch the interview with Vincenzo Adragna, CEO of Adragna Pet food



Vincenzo Adragna, CEO of Adragna Petfood



## THE CARD



**Company** / Adragna Petfood srl Benefit Company

**Year of foundation** / 1973

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www.adragna.it

**Product categories** / Dry and wet foods for dogs and  
cats

**Number of countries where the company operates** / 40



of ingredients, territoriality and sustainability".

### What are the considerations, expectations and objectives that led you to this investment?

"Our mission is to be an Italian excellence in dog and cat food and to pursue this goal we thought it was important to start from the super premium quality segment with significant investments not only in marketing and communication but also, in the last two years, in the production plant in order to improve the quality of the products and the sustainability of the production processes. Our main expectation is to be able, with the rebranding, to satisfy the needs of the market even better and consequently increase distribution first of all at a national level, without forgetting the foreign markets where we are most present".

### Not only a new look, but also a new product proposal starting from the single-protein line. What considerations led you to focus first of all on this segment?

«Over the years, single-protein products have recorded significant growth in value and volume and continue to be the most requested products among those that make up our range of superpremium foods.

In particular, in the Italian market, the demand for foods with single animal proteins, of different species, and new super-



### NAXOS SINGLE PROTEIN

The Naxos monoprotein line is composed of super premium quality mono-protein and gluten-free products designed to meet the different nutritional needs of dogs and cats with food sensitivities. The products are formulated with a single animal protein source from Italian suppliers, enriched by the use of superfood ingredients such as citrus fruits, pomegranate and prickly pear typical of the Sicilian territory, capable of carrying out beneficial actions for the body of our beloved pets. The range contains ingredients with a prebiotic effect. It does not contain corn, GMOs, colorants and preservatives.



### NAXOS WELLNESS

The Naxos Wellness line is composed of super premium multi-protein products formulated with a selected mix of Italian meats and sustainably caught fish to ensure a greater supply of nutrients and an optimal balance of amino acids.

The Naxos Wellness recipes, which are added to the single-protein ones, are enriched with fruit and vegetables from regional fields, which have beneficial effects on the body.

All Wellness multiprotein products are made up of an exclusive ingredient, which is durum wheat germ, which naturally performs a prebiotic function by strengthening the immune system.



food has increased in both the dog and cat segments. Furthermore, numerous market surveys confirm that today's pet parents are paying more and more attention to the origin and traceability of raw materials, in addition to issues related to sustainability. To meet these new trends, we have planned a more complete offer, particularly richer for cat food. Previously, in fact, we had not

single-protein foods for cats and this prompted us to propose them, also considering that the offer in pet shops is currently limited".

### What are the most important innovations and features of these products?

«As regards the most important characteristics of Naxos products, both single-protein and non-single-protein, we can certainly mention the quality and selection of raw materials strictly coming from suppliers

# COVER STORY



our offer, compared to what is present on the market".

**With the latest launches, how is your product offering structured today?**

«Today our product offering is focused on superpremium dry products for dogs and cats, both with single-protein formulations and with different animal protein sources.

All formulas contain mixes of different superfoods. In the references intended for dogs, divided by size, stage and lifestyle, we also have some specialties in our assortment, very particular formulas such as two recipes for sterilized animals and one for mature subjects. In cats, the specialties concern the hairball and light formulas. We also have premium dry foods for dogs and cats in our assortment, which we plan to rebrand in the coming years».



Above, a panoramic photo of the exterior of the Adragna headquarters. On the left, a shot from Interzoo 2024 where the new Naxos lines were presented. Below, the company's production cycle is illustrated, from the selection of raw materials to the creation of the finished product

**What will be the most important innovations that you will implement in the coming months?**

"The main novelty will arrive in October, with the launch of the new Naxos Wellness dry line for cats. These are products made using different animal protein sources and specific superfoods, which will be added to the single-protein products launched last spring. We are also planning to launch a range of wet foods for the feline universe."

**The launch of the first line of wet food under the Naxos brand is one of the most important themes you are working on for the future. What are the main assets of the project?**

"Historically, our company has focused on the dry segment, but we believe that to best satisfy customer requests it is important to complete the offer by also including wet products. The first step will be recipes for cats. The products will be made in continuity and coherence with the dry foods of the Naxos line, therefore with the use of a mix of superfoods and with both single-protein and multi-protein formulations. They will be pates and mousses in 85-gram cans. In the future, we are also thinking about the possibility of enriching our range of products by also including wet products for dogs."



**What is the project timeline?**

«The launch of wet cat products is expected by the end of 2024, while for wet dog products we hypothesize the second part of 2025 or the first part of 2026».

**What medium-long term goals do you aim to achieve with this launch?**

**How do you plan to support the arrival of this important innovation on the market?**

«The objectives and support actions for the launch of wet products are closely linked to those of the dry products launched in 2024. In fact, we believe that wet and dry are complementary products.

Italians. 60% of our ingredients are Sicilian, confirming our intention to promote a short supply chain and to enhance the territory. Another aspect that makes our foods unique is the presence of superfoods typical and exclusive to Sicily, such as citrus fruits, prickly pears, pomegranate and olive oil, which have beneficial effects proven by various studies in terms of animal nutrition.

to try to limit as much as possible the onset of some diseases related to the intestinal system in dogs and cats, for this reason we have included, in some formulations, an ingredient such as durum wheat germ, capable of carrying out a prebiotic effect decidedly superior to that of other ingredients normally used. These are just some of the most important pluses, naturally there are many other aspects that differentiate

We have also carried out careful studies

# COVER STORY

tari, especially for the feeding of cats and therefore both the strategy and the support actions must be interconnected and not independent from each other".

**The development of Adragna also passes through the increasingly important focus on sustainability that the company wants to maintain.**

**In the past months you have also obtained financing for the implementation of low environmental impact practices. Can you tell us more about the work fronts you have been committed to?**

"In 2001, Adragna pet food was one of the first companies in Italy in the sector, if not the first, to obtain ISO 14001 certification in terms of environmental sustainability. We have always promoted respect for the environment and in general issues that refer to the concepts of sustainability. The rebranding was also an opportunity to carry out a further action to strengthen our sustainability and in this we found the collaboration of an international credit institution, Credit Agricole, which supported us in order to make the new packaging 100% recyclable".

**The bond with the territory has always been one of the strengths on which your development has been based. How does this aspect fit with the important national and international development objectives that you have set yourselves, consider**



**even the major challenges faced by the supply chain in recent years?**

"Over the years we have continuously strengthened our collaborations with local suppliers, but not only, among which those of the main raw materials that we use in our formulations stand out. If on the one hand we have been able to verify the high quality, as well as variety, of the raw materials present in the territory, on the other hand this allows us to create short supply chain products. The use of local ingredients has an evident positive impact on the sustainability of the company. I also believe that a company must play an active role in the well-being and development of the territory in which it operates in order to enhance and promote local resources and the economy. I would also like to underline that this strategy linked to the territory has allowed us, in recent years characterized by great changes in the supply chain, to continue the activity without particular critical issues in terms of supply of raw materials and we believe it has given us a competitive advantage in terms of customer service".

**Adragna Petfood has also obtained a new name as a benefit company. What does this transformation mean for you?**

"Exactly, the milestone of 50 years of activity represented not only a point of arrival, but also a starting point towards new



and more important challenges. On this occasion we therefore wanted to strengthen our core values, which have characterised us since our birth and which are in line with the provisions of the legislation relating to benefit companies. In fact, we have always believed that a company should pursue not only economic goals, but also social ones. We have therefore defined, in the new statute, the company's social goals, which focus on three main themes: the well-being of people, animals, the territory and the community"

**What will be the next steps from this point of view?**

"We have already included the impact report, required by the legislation on benefit companies, in the 2023 financial statements. This report has made explicit the company's social objectives, the results achieved and those that we intend to pursue in the future. We therefore plan to implement further actions, which will allow us to pursue the objectives on social, environmental and economic issues in an increasingly coherent and ambitious manner. One above all: contributing to eradicating the abandonment of dogs and cats in Italy".

**How do you expect the national distribution landscape to evolve in the near future?**

"I believe that the evolution of the distribution landscape in Italy will continue along the lines of the trend of recent years, with a strengthening of organized distribution, both generalist and specialized, especially with regard to chains. On the other hand, independent retailers will improve their offerings both in terms of products and service and, thanks to this path, will be able to continue to represent an important part of the market, especially for companies like ours that focus on quality."

**Consequently, what development strategy do you want to implement in the different distribution channels?**

"Due to the characteristics of Adragna Petfood and the peculiarities of our products, the independent retailer channel has represented, and will continue to represent, the main channel on which we want to invest and pay greater attention also compared to the past with changes to the distribution strategy compared to the one implemented to date. At the same time, we intend to collaborate with the organized distribution channel, in particular the specialized one represented by the chains, especially when we manage to find points of contact in terms of common values and goals. Finally, we believe that a strengthening of the presence on the e-commerce channel, through collaboration agreements with some qualified portals, can contribute to the achievement of our objectives".



Some images from the event for the fiftieth anniversary of its foundation. Last year the Sicilian company began a process of profound renewal that first of all concerned the product offering, to also involve some aspects such as sustainability and the link with the territory

