



VAFO Group acquires Dagsmark Petfood

Helsinki, 31 January 2024 – At the end of January, VAFO Group, a top European producer of superpremium pet foods, successfully completed its acquisition of the Finnish company Dagsmark Petfood. Now part of VAFO Group, Dagsmark will continue its operations while retaining its existing workforce. Thanks to this acquisition, VAFO becomes the clear leader in the pet food market in the Nordic countries.

In Finland, VAFO Group is currently represented by its subsidiary Prima Pet Premium, which also operates a new dry food factory under the name of VAFO Finland. That facility opened last year and is the result of more than 20 million euros in investment. Dagsmark joins the two companies as they prepare to undertake further expansion of VAFO Group in the local market. *“This is a strategic move for the VAFO group and especially for Prima Pet Premium, the producer of the best-selling pet food in the local market, Hau-Hau Champion. Together with the wet food production of Dagsmark, we will strengthen our position, but it also creates opportunities to expand into other Nordic markets ,”* says Timo Pärssinen, CEO of Prima Pet Premium.

Dagsmark primarily specializes in the development and production of wet pet foods, thus complementing VAFO Group’s production portfolio in the Finnish market. The acquisition includes Dagsmark’s production facility in the town of Mellilä, located approximately 60 km northeast of Turku. Riikka Koskenohi, CEO of Dagsmark Petfood, sees many positives in the acquisition: *“This is a very good thing for us. With a new owner, we gain additional resources, expertise, and the opportunity to invest more in development”*.

The products of the Finnish company, which was established in 2016, will remain unchanged, maximizing use of local ingredients for the production of both dry and wet pet foods together with treats for dogs and cats, all of which aligns with VAFO’s philosophy for its own production facilities. Petr Kříž, the recently appointed Chairman of the Board of Dagsmark and Head of M&A at VAFO Group, emphasizes, *“Our commitment to locally sourcing and crafting premium pet food for regional markets is a fundamental pillar of VAFO’s sustainable strategy, differentiating us significantly from our global competitors. In this context, Dagsmark, with its expertise in wet food production, aligns perfectly with our vision.”*

About VAFO Group a.s.

VAFO, a Czech-based family business founded in 1994 in Chrášťany, Prague, is celebrating its 30th anniversary this year. It has spent the last three decades positioning itself as a recognized European market leader in the premium and superpremium pet food segment with a product portfolio including dry foods, wet foods, snacks, and supplements for dogs, cats, and small animals. Today, its products are exported to more than 85 countries worldwide and the group currently employs nearly 1,000 people. Anchored firmly in responsible business practices, VAFO’s strategy has always focused on making pet food with high-quality ingredients that genuinely benefit pet health. VAFO has nine production facilities and subsidiaries located in the Czech Republic, Finland, Germany, Sweden, Poland, Great Britain, and Estonia.

About Dagsmark Petfood

Dagsmark Petfood is a Finnish producer of wet pet foods. Established in 2016, the company sells dry and wet foods and treats for pets using only high-quality and locally sourced ingredients and sustainable production practices.