



A TURNKEY PRIVATE LABEL (PL)



Partnership proposal 2021

By Oasis-Shadrin Group

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SUMMARY

- 1- PRESENTATION OF OASIS-SHADRIN GROUP
- 2- PRESENTATION OF THE TURNKEY PRIVATE LABEL



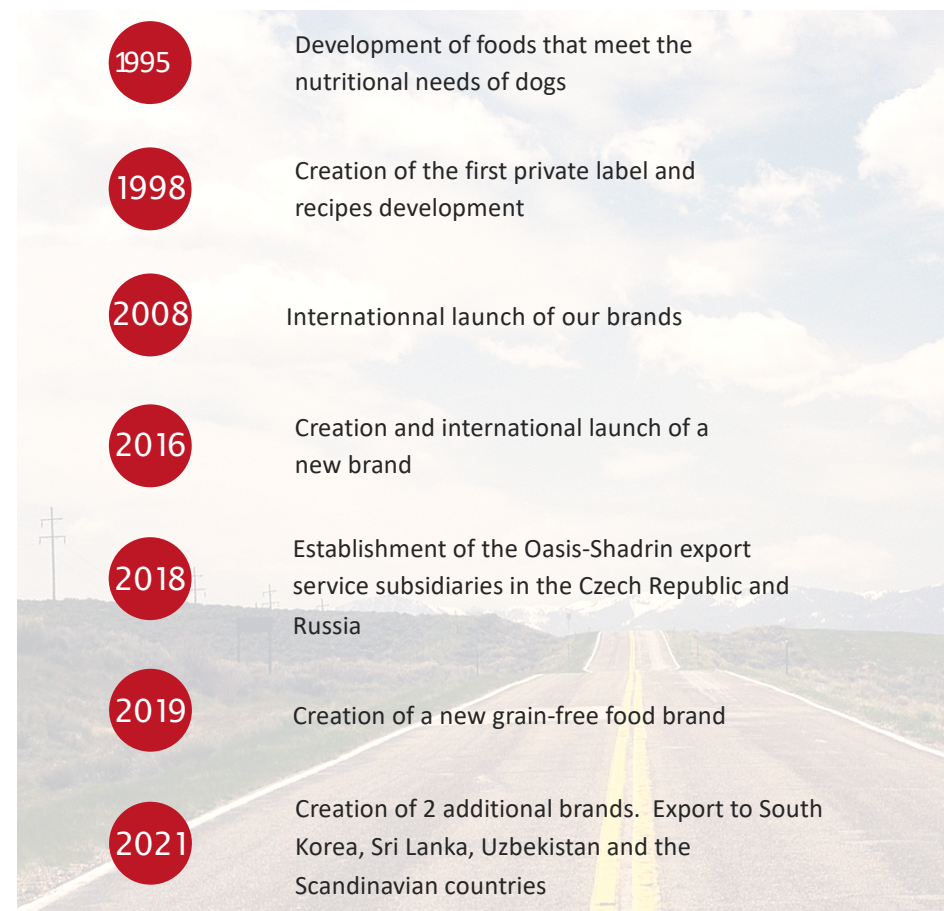


WHO WE ARE ?

The family business, created and managed by Olivier Schimpf, has more than 20 years of experience to offer to its customers.

Our business is still growing thanks to our dynamism and our willingness to always find the best quality food for our dogs and cats.

Sensitive and attentive to the impacts of epigenetics, we go further than many other industrials and want to impose our vision of a healthier and more environmentally friendly world



PRESENCE ON INTERNATIONAL MARKETS

Our products are distributed in **27 countries** around the world and we are working on new partnerships all over the world to increase the number of countries during 2021.

OUR CERTIFICATIONS



Traceability and
repackaging



Food production



A proactive team

OUR PROPOSAL

A turnkey private label brand:

Oasis-Shadrin Group submits a proposal for the graphics, selects the packaging, offers you the possible packaging options as well as the different recipes possibilities from a wide range catalog.

A turnkey brand exclusively for you!



HOW DOES IT WORK?



Minimum purchase

Minimum purchase is one pallet per reference, i.e. 650kg



Graphic design

We take care of the design and the realization of the graphic part (except the logo which must be created in advance).



The packages

A wide choice of packaging are available, from 100g to 12kg. Different materials are available on request.



Flexibility

Minimum 1000 pieces of packaging +/- 20%, the unused packaging are stored in our warehouse

PACKAGING COST ?

| Oasis - Shadrin Group | | Other suppliers | |
|---|---------|--|----------|
| 12 kg | | 12 kg | |
| Plate fees per composition | FREE | Plate fees per composition | 2 800€ |
| Minimum production 1000 pieces at 1,75€ | 1750€ | Minimum production 5000 pieces at 1,08€ | 5 400€ |
| Cost of graphic design | FREE | Cost of graphic design | 500€ |
| Total Ex. VAT | 1750€ | Total Ex. VAT | 8 700€ |
| 2 kg | | 2 kg | |
| Plate fees per composition | FREE | Plate fees per composition | 2 800€ |
| Minimum production 1000 pieces at 0,95€ | 950€ | Minimum production 20 000 pieces at 0,65€ | 13 000€ |
| Cost of graphic design | FREE | Cost of graphic design | 500€ |
| Total Ex. VAT | 950€ | Total Ex. VAT | 16 300€ |
| Total (average 5 compositions selected in 2 types of packaging) | 13 500€ | Total (average of 5 compositions selected in 2 types of packaging) | 125 000€ |

WHAT KIND OF PACKAGING ?



A wide choice of packaging are available, from **100g to 12kg**

Various **supports**:

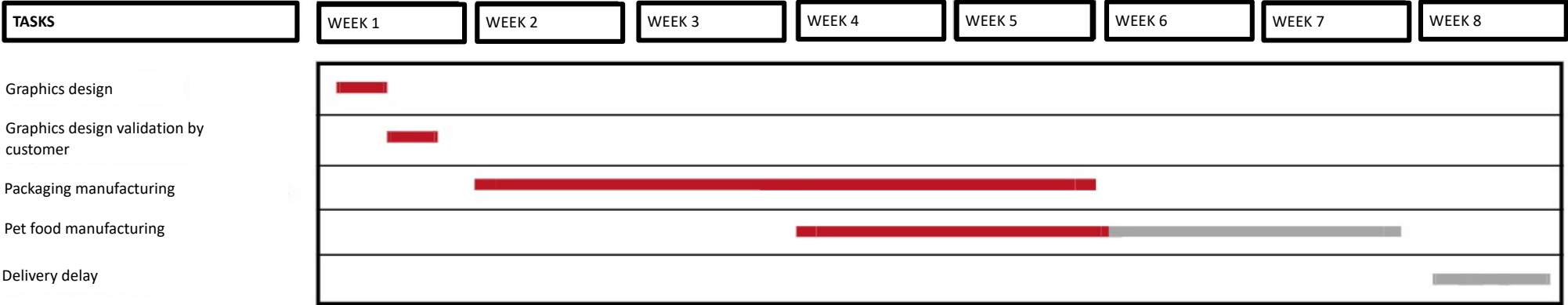
- Polyethylene terephthalate / Aluminium
- Polypropylene / Aluminium
- Paper / Aluminium
- Polyethylene / Aluminium

As well as adapted **finishes** to your needs :

- matt
- glossy

HOW LONG DOES IT TAKE ?

The following timeline shows you the average delay for a turnkey private label development



- Turnkey private label creation
- Existing label with packaging on stock in our warehouse



55 AVAILABLE COMPOSITIONS

We propose a wide choice among our **55 different compositions**, grouped into different categories:

- **Premium product:** competitive public price, first ingredient is chicken
- **Super premium product:** high meat content first ingredient + rice (without wheat or corn)
- **Cereal-free product:** first ingredient fresh meat, dehydrated meats



Here is an **example** of a private label that we have recently created.



DOG FOOD

SUPER PREMIUM PRODUCTS

*As an **example**, here are some possible compositions*

Dog food compositions

Packaging in 2kg and 12kg

Puppy

Composition: Chicken (rehydrated 55%), rice (rehydrated 18%), animal fat (rehydrated 6,5%), potato flour (rehydrated 5%), peas, animal proteins hydrolyzed (rehydrated 3%), pulp of beetroot, brewer's yeast, fish oil (0,5%), sodium chloride, F.O.S., M.O.S, herbs (0,2%: grape seeds, olive pulp, thyme, oregano, marjoram, parsley, sage and citrus).

Analysis: Crude protein 26%, crude fat 18%, crude fiber 2%, crude ash 6,5%, calcium 1,5%, phosphorus 0,9%.

Metabolic energy 3800 kcal/ kg.

Adult Chicken

Composition: Chicken (rehydrated 56%), rice (rehydrated 18%), potato (rehydrated 5%), animal fat (rehydrated 5%), peas, hydrolyzed animal protein (3%), pulp of beetroot, chloride, sodium, brewer's yeast, fish oil (0.5%), calcium, carbonate, F.O.S., M.O.S, herbs (0.2%: grape seeds, olive pulp, thyme, oregano, marjoram, parsley, sage and citrus).

Analysis: Crude protein 26%, crude fat 16%, crude fiber 2%, crude ash 7%, calcium 1,5%, phosphorus 0,9%.

Metabolic energy 3700 kcal/ kg.

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SUPER PREMIUM PRODUCTS

*As an **example**, here are some possible compositions*

Dog food compositions

Packaging in 2kg and 12kg

Adult lamb

Composition: Lamb (rehydrated 40%), rice (rehydrated 28%), fish meal (rehydrated 12%), animal fat (rehydrated 6,5%), peas (rehydrated 4%), hydrolyzed animal proteins (3%), pulp of beetroot, brewer's yeast, sodium chloride, fish oil (0,2%), potassium chloride, F.O.S, M.O.S, herbs (0,2%: grape seeds, olive pulp, thyme, oregano, marjoram, parsley, sage and citrus).

Analysis: Crude protein 25% crude fat 16%, crude fiber 2%, crude ash 8%, calcium 1,7%, phosphorus 0,8%.

Metabolic energy 3600 kcal/ kg.

Senior

Composition: Chicken (rehydrated 42%), rice (rehydrated 28%), oats, peas, fat animal (rehydrated 3%), pulp of beetroot, animal protein hydrolyzed (2,5%), sodium chloride, brewer's yeast, potassium chloride, chondroitin, sulfate, glucosamine, F.O.S., M.O.S, herbs (0,2%: grape seeds, turmeric, olive pulp, thyme, oregano, marjoram, parsley, sage and citrus).

Analysis: Crude protein 21%, crude fat 9%, crude fiber 3,5%, crude ash 6,5%, calcium 1,2%, phosphorus 0,8%.

Metabolic energy 3300 kcal/ kg.

GRAIN FREE PRODUCTS

As an example, here are some possible compositions

Dog food compositions

Packaging in 2kg and 12kg

Adult chicken

Composition: Poultry (fresh 40% * and dehydrated 19%), dehydrated meat from duck and turkey 11%, mixed fruit and vegetables 20% (green peas, pulp of beetroot, dried apples, dried cranberries, dried blueberries, dried raspberries, dried goji berries), dried potatoes, dried potato pulp, poultry fat 7%, hydrolyzed animal protein (2%), fish oil (1%), yeast, fructo-oligosaccharide (dried chicory root), yucca, dried herbs (nettle, chamomile, mint extract, marigold leaves, gentian, fennel), glucosamine, chondroitin sulfate.

Analysis: Crude protein 27, crude fat 14%, crude fiber 3,5%, crude ash 7,5%, calcium 1,4%, phosphorus 0,95%.

Metabolic energy 3700 kcal/ kg.

* before extrusion

Adult salmon

Composition: Salmon (fresh 40% *, dehydrated 10%), dehydrated turkey meat 18,5%, mix of fruits and vegetables 20% (green peas, pulp of beetroot, seaweed, dried apples, dried cranberries, dried blueberries, dried raspberries), dried potatoes, poultry fat 9%, dehydrated potato pulp, dehydrated tuna meat (2,5%), hydrolysed animal protein, potato protein, yeast, fructo-oligosaccharide (dried chicory root) yucca, flaxseed, fish oil, dried herbs (nettle, chamomile, mint extract, marigold leaves, gentian, fennel), glucosamine, chondroitin sulfate.

Analysis: Crude protein 32, crude fat 19%, crude fiber 3,2%, crude ash 8,5%, calcium 1,6%, phosphorus 1%.

Metabolic energy 3800 kcal/ kg.

* before extrusion

GRAIN FREE PRODUCTS

*As an **example**, here are some possible compositions*

Dog food compositions

Packaging in 2kg and 12kg

Adult lamb

Composition: Lamb meat (fresh 35% * and dehydrated 16%), dehydrated meat 11% (including French pork), mixed fruits and vegetables 25% (green peas, pulp of beetroot, dried apples, dried cranberries, dried raspberries), dried potatoes, poultry fat 10%, potato protein, dried potato pulp, yeast, hydrolyzed animal protein (2%), fructo-oligosaccharide (dried chicory root), yucca, dried herbs (nettle, chamomile, mint extract, marigold leaves, gentian, fennel), glucosamine, chondroitin sulfate.

Analysis: Crude protein 31%, crude fat 18%, crude fiber 3%, crude ash 7,8%, calcium 1,5%, phosphorus 1%.

Metabolic energy 3800 kcal/ kg.

* before extrusion





CAT FOOD

SUPER PREMIUM PRODUCTS

*As an **example**, here are some possible compositions*

Cat food compositions

Packaging in 2kg (12kg possible on request)

Kitten

Composition: Chicken (rehydrated 60%), rice (rehydrated 15%), animal fats, peas, hydrolyzed animal protein, pulp of beetroot, sodium chloride, fish oil (0,2%), yeast extracts, M.O.S., F.O.S., olive pulp, herbs (0,2%: thyme, oregano, marjoram, parsley, sage and citrus).

Analysis: Crude protein 35%, crude fat 21%, crude fiber 1,8%, crude ash 7,2%, humidity 7%, calcium 1,45%, phosphorus 1,05%.

Metabolic energy 4000 kcal/ kg.

Adult sterilized

Composition: Chicken (rehydrated 41%), salmon (rehydrated 20%), rice (rehydrated 9%), potato (rehydrated 9%), peas, animal fat, pulp of beetroot, hydrolyzed animal protein, potato protein, sodium chloride, yeast, fish oil (0,2%), yeast extracts, M.O.S., F.O.S., pulp olive, herbs (0,2%: thyme, oregano, marjoram, parsley, sage and citrus).

Analysis: Crude protein 33%, crude fat 12,5%, crude fiber 2,5%, crude ash 8.7%, humidity 7%, calcium 1,45%, phosphorus 1,15%.

Metabolic energy 3500 kcal / kg.

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SUPER PREMIUM PRODUCTS

*As an **example**, here are some possible compositions*

Cat food compositions

Packaging in 2kg (12kg possible on request)

Adult sensitive

Composition: pheasant meat (fresh 45% *, dehydrated 14%), dried poultry (28%), mixture of fruits and vegetables 15% (green peas, chicory pulp, yucca schidigera, pomegranate, oregano, parsley, marjoram, sage, thyme) flour potatoes, poultry fat 6%, dried potato pulp 6%, hydrolyzed poultry protein 4%, hydrolyzed liver and heart proteins 2%, flax, brewer's yeast, pulp of beetroot, salmon oil

Analysis: Crude protein 33%, crude fat 17%, crude fiber 3,5%, crude ash 8%, calcium 1,4%, phosphorus 0,9%.
Protein of animal origin >80%

* before extrusion

Adult sterilized

Composition: chicken meat (fresh 45% *, dehydrated 14%) dried poultry (25%) mixture of fruits and vegetables 15% (green peas, chicory pulp, yucca schidigera, pomegranate, oregano, parsley, marjoram, sage, thyme), potato flour, poultry fat 6%, dried potato pulp, hydrolyzed poultry protein 5%, hydrolyzed liver and heart protein 2%, greaves (2%), linseeds (0,9%), powdered cellulose, brewer's yeast (0,9%), salmon oil (0,5%), pulp of beetroot, chicory pulp

Analysis: Crude protein 32%, crude fat 17%, crude fiber 4,5%, crude ash 8%, calcium 1,4%, phosphorus 0,9%.
Protein of animal origin >80%.

* before extrusion

Contact person

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QUESTIONS?

You need more information?

