

PRESS RELEASE

CHOMPÉTIT, BY WILLIE LAUNCHES ALL-NATURAL AND ADDITIVE-FREE MEATLESS BAKED TREATS FOR PETS AT PET EXPO SINGAPORE 2018



ALL-NATURAL  BAKED TREATS

CHOMPÉTIT[™]
BY WILLIE

Enjoy 15% off your first online purchase

PROMO CODE **PETEXPO15**

* Valid from 6 April to 20 April 2018.

www.chompetit.com

Real Healthy Treats for Pets!



Pixie Williams loves her Cookie Supreme!

6 April 2018 (Singapore) - Chompétit, by Willie will launch its all-natural and additive-free baked treats for pets at Pet Expo Singapore 2018 from 6 to 8 April 2018, 11 a.m. to 8 p.m. daily, at Singapore Expo Hall 7, Booth B24.

Chompétit, by Willie's range of natural baked treats have been especially developed and produced by Belgium-based Bake4Pets, for dogs, cats, birds, rabbits, hamsters, squirrels, chinchillas and guinea pigs.

The tasty baked muffins, cakes, burgers, and buns are non-GMO, all-natural and additive-free, and are presented in attractive shapes, and natural colours. The treats do not contain artificial flavours, colours, additives, or E numbers, and enjoy a shelf life of 20 months.

100% natural ingredients are used. Fresh broccoli, spinach, beets, raisins, berries and carrots are mixed in the dough. For the topping, sesame seeds, linseeds, pumpkin seeds and sunflower seeds are used. For the bird and little animal snacks, dried raisins and berries are used for the toppings.

‘We are very excited about working with Bake4Pets to launch these tasty and healthy baked treats. We spoke to several paw-parents, and most shared that the treats they give their pets often contain meat, and we believe that Chompétit, by Willie’s treats that contain only vegetables, fruit and seeds are certainly much healthier for our pets,’ says Elaine Chan, Executive Director of Straits Union, which owns Chompétit, by Willie.

The facility in which the baked treats are produced, is incredibly strict in terms of hygiene and food safety. Even wooden pallets carrying ingredients are forbidden in the production facility.

‘Pet lovers can be assured that these baked treats are produced under the strictest health, hygiene and safety conditions,’ says Willem van Kruijsbergen, founder and Chief Executive Officer of Bake4Pets, Belgium.

Chompétit, by Willie has launched its ecommerce site to sell the baked treats locally in Singapore. The brand is also actively seeking partnerships, distributors and retailers in Singapore, Malaysia and Australia.

The Chompétit, by Willie’s baked treats are priced reasonably. The Nana’s Carrot Buns cost \$7 per piece, while the Duchess Muffin Juju cost \$10 for three pieces, and the Cookie Supreme buns are priced at \$7 for two pieces. The Pixierito cakes cost \$11 for three pieces, and the Oscar Punch hamburgers cost \$7 each.

Chompétit, by Willie also offers the Chompétit Combo at *\$47.25 per month (U.P. \$52.50), a limited special offer to celebrate its launch. The monthly combo includes one piece of Nana's Carrot Bun, three pieces of Duchess Muffin Juju, three pieces of Cookie Supreme buns, three pieces of Pixierito cakes and two pieces of Oscar Punch hamburgers, delivered to the home for **free. Paw-parents may choose from a six-month or a 12-month subscription order.

In celebration of the launch of Chompétit, by Willie, paw-parents can enjoy 15% discount off all products on www.chompetit.com (except the Chompétit Combo) from 6 to 20 April 2018, using PROMO CODE 'PETEXPO15'.

'More products will be introduced in the coming months, and we are sure that paw-parents will be thrilled with our new range of semi-moist treats and macarons, which contain minerals and antioxidant. We will also be launching our gluten-free collection, as well as functional treats and sticks, which contain fish oil and Omega3 for shiny and healthy fur, green lipped mussels to relieve pain in the joints & bones, ***CBD oil to provide the fur-baby with calming sensation and pain relief, , as well as eucalyptus for healthy teeth and gums,' says Elaine Chan.

What's in the name Chompétit, by Willie? - 'Chomp' represents how our pets always enthusiastically chomp on their favourite food or treats, whilst 'étit' is short for bon appétit. 'By Willie' is short for Willem, the founder of Bake4Pets, Willem van Kruijsbergen, who made these delicious and nutritious baked treats for pets possible and available. 'Willie' is also short for William Chin, who founded Straits Union in 1971.

*The Chompétit Combo's special price of \$47.25 per month is valid for a limited period only.

**Free delivery is also offered for a limited period only.

*** Cannabidiol (CBD) is a substance that is found in a cannabis plant. CBD is not a psychoactive stimulus, but rather provides your dog with a calming sensation and pain-relieving sensations without harming them with potential intoxicating effects (Source: <https://www.certapet.com/cbd-oil-for-dogs/>)

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Editor's Note:

Straits Union was set up in 1971 as industrial and commodities traders. In 1985, the company diversified its business, and was appointed authorised distributor for Gold Medal Products Co., industry-leading manufacturer and producer of fun food equipment and ingredients, from USA.

Over the past 32 years, Straits Union has established itself as one of the leading importer and distributor of fun food equipment and ingredients. To date, Straits Union supplies to a majority of fun food clientele, including movie theatres, integrated resorts, private gourmet popcorn labels, event organisers, hotels etc, in Singapore, India, Vietnam, Thailand, Maldives, Indonesia, Seychelles, Mauritius and Brunei.

Diversification is key in 2017. In an effort to expand into new markets, yet, keeping to its fun food concept, the company chanced upon Willem van Kruisbergen's Bake4Pets, Chief Executive Officer and founder of healthy and tasty baked treats for pets, produced by Diversi Foods, a leading player in the world of bakery from Belgium.

Media Contact:

Elaine Chan

Straits Union Holdings Pte Ltd

E: elaine.chan@straitunion.com.sg | M: +65 8533 1063

For more information, please visit www.chompetit.com