



# Champion Facts

Champion Petfoods is an award-winning pet food maker with a reputation of trust spanning 35+ years. Including both our ACANA and ORIJEN brands, we are proud to be among the top 5 premium pet food companies in the world, and we're focused entirely on making premium pet food<sup>1</sup>. Founded in a small town in Alberta, Canada, Champion is a key player in the global premium pet food industry across three major geographic regions. In the last five years, we have produced more than 5.5 billion meals for pets.

## Number of employees

Nearly 800

## Offices

- Edmonton, Alberta, Canada
- Boulder, Colorado, USA
- Shanghai, China
- Amsterdam, Netherlands

## Kitchen locations

- NorthStar - Morinville, Alberta, Canada
- New NorthStar - Acheson, Alberta, Canada
- DogStar - Auburn, Kentucky, USA

## Categories

- Kibble
- Freeze-Dried Food
- Wet
- Treats

## Donated

- Champion Petfoods donates more than 3.5 million meals a year to dogs and cats in need through our sponsorship of Best Friends Animal Society (BFAS) and at 40 local animal welfare organizations near our Acheson, Alberta and Auburn, Kentucky kitchens.

## Brands



## Our VISION

**The Global Leader in Advancing Premium Foods for Pets**



## Our PURPOSE

**To Earn Pet Lover Trust Every Day so Pets Thrive for a Lifetime**

## Values

**Teamwork** - Enjoy Working & Winning Together

**Responsibility** - Do What's Right

**Authenticity** - Earn Trust in Every Interaction

**Innovation** - Drive Change for the Better

**Leadership** - Make a Positive Impact, Every Day

## Global Presence (North America, Asia Pacific, and Europe, Middle East and Africa)

- Including both our ACANA and ORIJEN brands, Champion is the #5 brand leader in premium pet food, globally<sup>1</sup>.
- We are one of Canada's top premium pet foods<sup>1</sup>, which is the company's home market.
- Champion brands are available in 10 of the top 12 markets in the world and those 12 markets combined make up 75% of global pet sales.<sup>1</sup>

<sup>1</sup>Derived through a third-party assessment of Euromonitor and company sales metrics. Based on April 2022 Euromonitor classification of premium pet food, not including treats or mixers. (Euromonitor does not include treats or mixers in the premium set.)