



wanpy[®]

Brand Book

Version 2.0

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A white dog, possibly a Golden Retriever, is sitting in the back of a car. The dog is looking out the window with its mouth open and tongue out. Next to the dog is a wicker basket containing a soccer ball. The Wanpy logo is in the top left corner.

wanpy®

About Wanpy

「wanpy」 a flagship brand of Yantai China Pet Food Co., Ltd., was established in 1998 and quickly became the leader in the pet snack category. Known for its jerky treats, Wanpy has earned the reputation that "Wanpy is jerky, and jerky is Wanpy." Over the past 26 years, Wanpy has deeply cultivated its supply chain, ensuring unparalleled quality and palatability. Today, we are proud to be the NO. 1 pet food exporter in China.

Committed to providing safe, nutritionally balanced, and widely formulated high-quality food for pets worldwide, we offer products for both cat and dogs, and comprises four series: basic nutrition, supplemental nutrition, functional nutrition and interactive (joyful) nutrition. The products are sold in 73 countries and regions worldwide, which are manufactured exclusively from human food-grade raw materials and produced in 22 advanced in-house factories globally.

Brand Values



Brand Values

We adhere to the concept that " Pets are our friends and part of our family" , and take pride in delivering high-quality, nutritious food for pets around the world.

Our Slogan

“Healthy, Happy, Wanpy! ”

Brand Features

Safety Diet | Nutritionally balanced | Widely formulated

Our Milestone

In 1998, the company started to manufacture Chicken Jerky, and successfully exported to Japan.

Between 2002 and 2005, Wanpy was first launched in the Southeast Asian, North American, and Middle Eastern markets.

In 2007, Wanpy officially expanded its exports to Europe, Australia, and New Zealand.

Wanpy was first featured in Pets International magazine in 2009

In 2012, Wanpy exported to India for the first time

Wanpy achieved "Great reception for the great packaging and the products by customers Worldwide" in the 20th Pet Fair Asiain Shanghai in 2017

In 2016, Wanpy was honoured to receive the "2016 Brand Building Award" at the Global Pet Forum

In 2015, Wanpy entered the African market and completed a full upgrade of its brand packaging.

In 2013, Wanpy was awarded the first "China Famous Trademark" in the Chinese pet food industry

In 2014, Wanpy held its inaugural brand upgrade press conference.

In 2018, Wanpy entered the American market, extending the company's presence to five continents worldwide.

In 2022, Wanpy expanded its exports to Panama, Pakistan, Brunei, and other regions, and continues to explore new markets.

In 2023, Wanpy was honoured to receive the "FMCG Pearls" award in Poland

Our DNA

wanpy®



Industry Chain DNA:

Integrated Resources, Global Layout

Leveraging the global industry resources of Yantai China Pet Food Co., Ltd., the company ensures full integration across the supply chain—from raw material sourcing and production to global distribution and market presence. This comprehensive approach guarantees efficiency and quality at every stage.

R&D DNA:

Innovation-Driven, Scientific Protection

Home to the most advanced R&D center in the Chinese pet industry, we gather interdisciplinary talents from around the world and engage top European, American, and Chinese experts as R&D consultants. We have established China's first 10,000 m² garden-style pet nutrition and health research institute to ensure formula reliability. To date, the company has obtained 275 national patents, including 15 national invention patents.

Product DNA:

Superior Quality, Diverse Choices

Yantai China Pet Food Co., Ltd. offers a full range of products including pet dry food, wet food, treats, freeze-dried food, biscuits, dental chews, and chew toys. With over 1,000 varieties, it is one of the companies with the longest product lines and the most comprehensive product categories in the Chinese pet food industry.

Our Consumer

Main consumer Portrait:

Female 25-45 years old
Middle to high income group

Pet owners who want high quality nutrition at a more affordable price

“China Top Brand”

“Attractive packaging”

“High quality”

“Competitive price”



Top Seller
Jerky Series:
NO.1 Seller



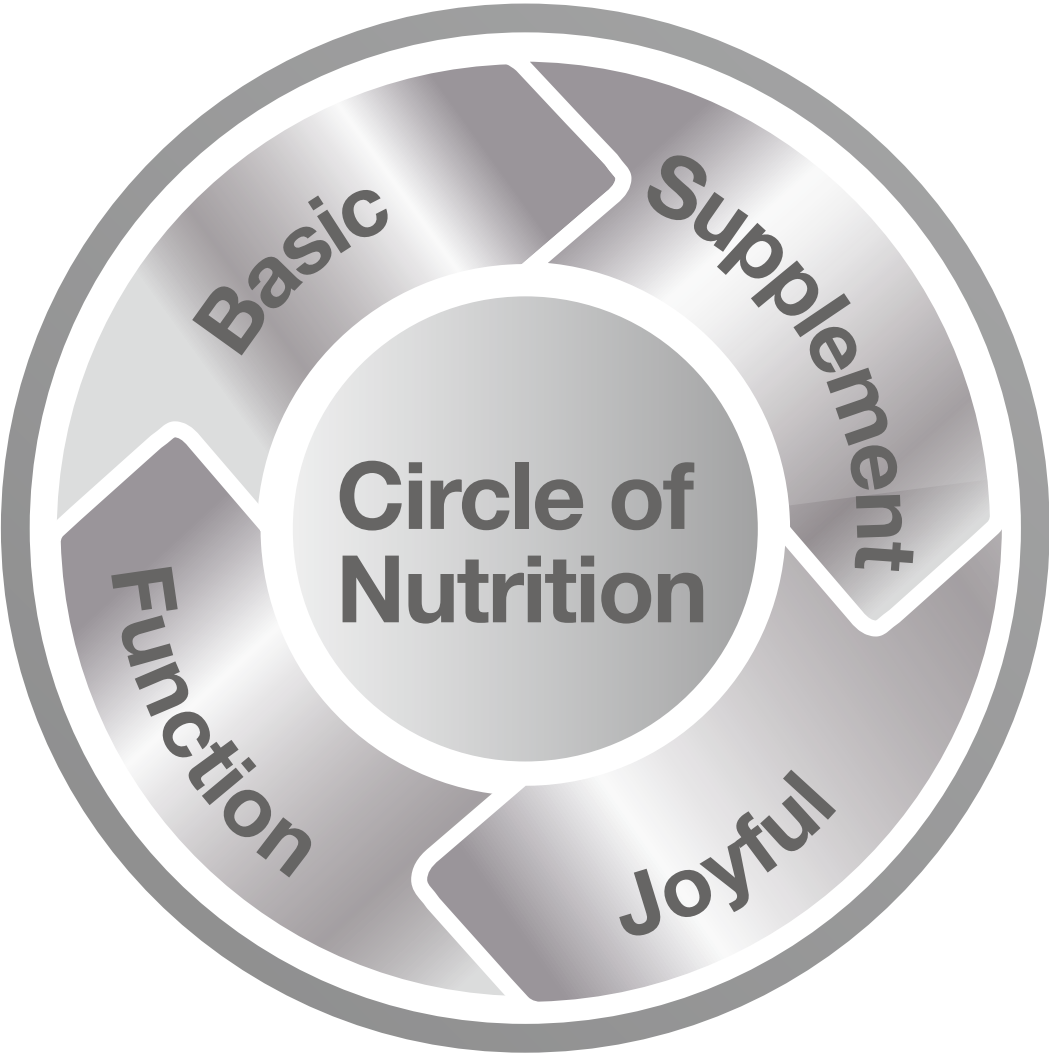
Star New Products
Complete Grain Free Food series:
Balanced Nutrition Functional bite,
Grain Free



Top Rated Reviewer
Creamy Treat series:
"Best cat treat Ever!"

Our Product

Four nutritional structures provide comprehensive care for your beloved pets.
Crafted for Love, all in Wanpy.



1



Supplemental Nutrition:
Offers additional nutrients to support specific health needs and enhance the primary diet, ensuring pets receive optimal nourishment.

2



Joyful Nutrition:
Tasty treats and snacks designed for playtime and training sessions, providing delightful rewards that bring joy to pets while maintaining high-quality nutrition.

3



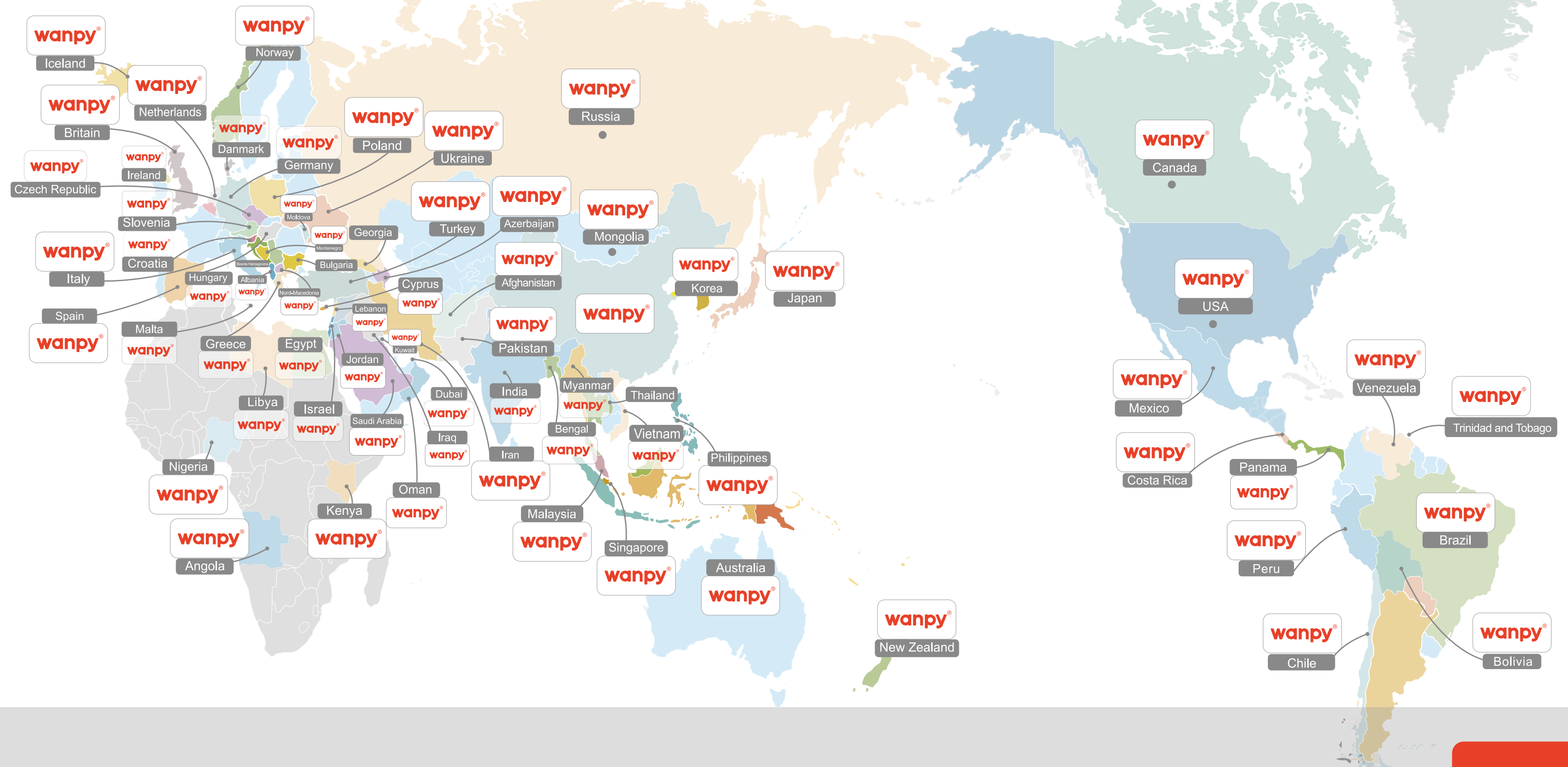
Functional Nutrition:
Targeted formulas addressing specific health concerns or life stages, such as joint health, digestive support, and weight management, to promote overall wellness.

4



Basic Nutrition:
Designed to meet the essential dietary needs of pets, providing complete and balanced nutrition for everyday health and well-being.

Global Market



The business has a global reach, with operations spanning over 2,000 professional channels, mainstream e-commerce platforms, global supermarket chains, and specialised channels across the globe.



1st public offering by an SME in the China pet industry



180,000+

Annual Production
Capacity

12,000m²

R&D
Center

22

Factories
Worldwide

1000+

Product
Categories

67+

Countries
and Regions



APPROVED BY ISO9001



APPROVED BY ISO22000



APPROVED BY ISO14001



APPROVED BY HACCP



APPROVED BY GMP



APPROVED BY BRGS



APPROVED BY ISO/IEC17025



APPROVED BY MSC



APPROVED BY MAFF



FDA REGISTRATION



EU REGISTRATION



APPROVED BY DAFF



APPROVED BY CFIA



APPROVED BY BSCI



APPROVED BY SMETA



APPROVED BY COSTCO



APPROVED BY ASC



Wanpy Culture

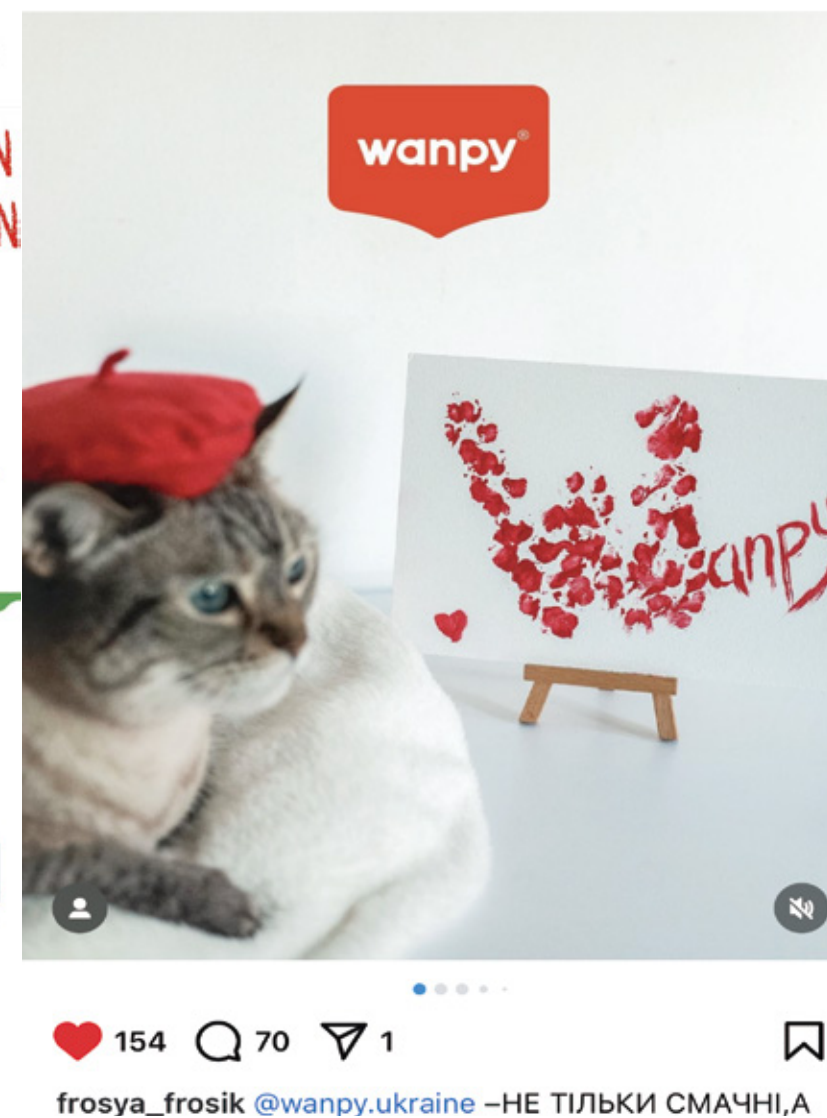
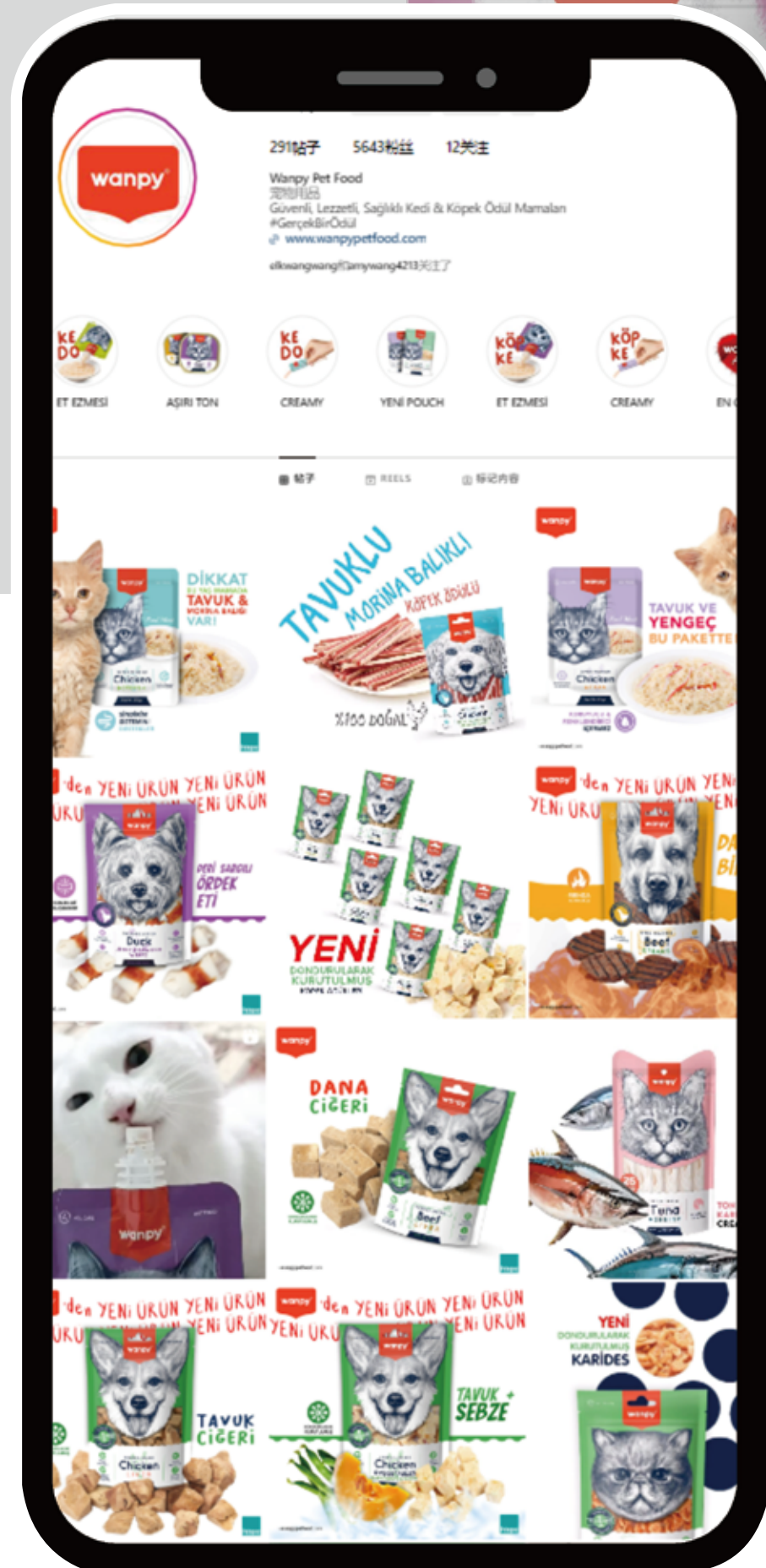
Wanpy Promotional Giveaways

Wanpy Costomer Gifts

Wanpy Lifestye

Social Media

Find us in Instagram and Facebook





Hairball Control



Codfish & CHICKEN



Social Media Video Content Support



顽皮® 满分桶
- FULLMARK100 -



Promotional Support

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Lickable Treat Spoon



Pet Silicon Mat



Pet Training Bell

More Product-related gifts

**COMING
SOON**



Spill Turntable toy



Outgoing Foldable Cup



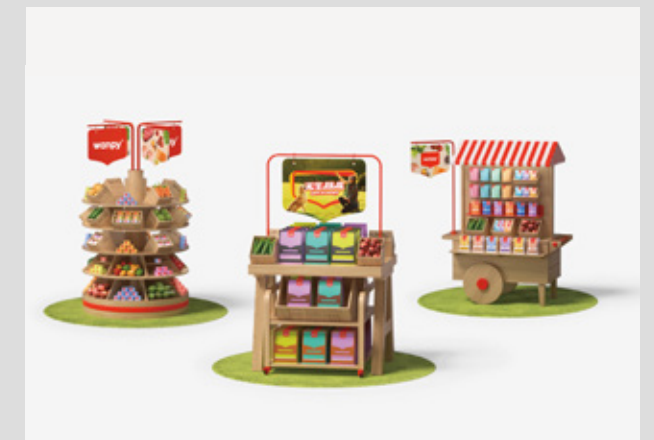
Foam Floating Toys

wanpy®

Offline Showcase

More Off-line Channels POSM

All size of standard Pet Industrial Exhibition Stand showcases



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