

# FirstMate

The Best Nutrition is Simple™



Our Story



## Why FirstMate Pet Foods?

In a world where quality is constantly being outsourced, it is important to know where your pet's food is coming from. All FirstMate, KASIKS, and SKOKI diets are made in our Canadian facilities.

- Family Owned & Operated, Since 1989 | Over 30 Years of Manufacturing Excellence
- Own & Operate a Dry Facility & Human Grade Cannery
- CFIA, USDA, & European Union Approved Facilities

## Not Your Average Kibble — Feed Better, Poop Better, Spend Better

Our company originally started as a fish feed producer, which requires a unique extruder and essential nutrient application process. Over 30 years later, pet parents have come to expect a highly digestible, calorically dense (490 – 510/kcal avg) product that feeds better. Our **Unique Vacuum Infusion Process** ensures that essential nutrients are added at room temperature and that we have continuity throughout every batch.

## Limited Ingredient Leader | Originally Introduced in 1995 Grain Free, Legume Free

Our Limited Ingredient line has been trusted to address **food allergies** and **stomach sensitivities** for nearly 30 years. Our diets are truly limited and include only **1 protein** and carbohydrate source, often meeting the needs of pet parents where other diets did not.



## Grain Friendly. Quality, Digestible Grains. Quality & Affordability.

Our Grain Friendly line was originally introduced in 1989 under our Classic category. Today, we continue to meet the needs of our Indie retailers offering **quality, affordability, and performance**.



## KASIKS. Grain Free, Potato Free. Quality & Affordability for the Grain Free Pet Parent

KASIKS, by FirstMate, was designed for the **quality-focused, price-conscious pet parent**. Single meat protein, peas, chickpeas, lentils, berries, coconut and kale.



## SKOKI — 40lbs, 3 Meat & Wholesome Grains Combining Quality with Everyday Low Price.

## All Cans Are Artificial Thickener Free | Raw Meats Cooked Once in the Can

A Whipped Pate, 95% meat protein, complete and balanced for dog and cat.





"WE FEEL THAT TO TRULY PRODUCE A SUPERIOR PRODUCT YOU MUST HAVE CONTROL OVER THE QUALITY OF YOUR INGREDIENTS AND MANUFACTURING."



**MICHAEL FLORIAN**  
FOUNDER & PRESIDENT

## We are a Partner in your Business

### NEIGHBOURHOOD PET CHANNEL STRATEGY

- Strictly Enforced MAP & IMAP Policy | Historical 90% + Fill-Rate
- Knowledgeable Sales Team | Education and Partnership Focus
- Everyday Profitability | Volume Buy Program Enhances Everyday Margin
  - Promoboxx
  - eTail Pet & eSocial
  - Astro Loyalty & Offers
- Rescue, Kennel, Breeder Program **exclusive to Brick-and-Mortar**
- Frequent Buyer Transition Program (accept up to 9 purchases from another card)  
**Ask Your FirstMate Representative about 5lb Trial Bag Programs**
  - 85g/3oz Samples for Most Dry Formulas

## Are You Missing Out?



Ask FirstMate how we can help you retain and connect with price-conscious & quality-focused pet parents.



Did you know that our FirstMate, KASIKS, and SKOKI diets are often more nutrient and physically dense than other pet food varieties?



Ambient  
Infusion of  
Essential  
Nutrients



Unique  
Cooking



Quality  
Ingredients