



PRESSEMITTEILUNG

Vitakraft unveils comprehensive Brand Relaunch – with a new approach and clear strategic direction

After two years of development work and global market research, Vitakraft is consistently aligning its brand with pet owners – thereby setting itself clearly apart from the competition.

Bremen, June 22, 2026 – Vitakraft, one of Europe’s leading pet care specialists, is unveiling its comprehensive brand relaunch. Based on global market research involving approximately 15,000 respondents across six countries, the long-established Germany-based company has developed a new brand promise, a revamped corporate design, and a restructured product portfolio. The relaunch marks a decisive step: from a product-driven supplier to an emotionally anchored consumer brand.

Strategic background: From product to brand

Vitakraft has a corporate history spanning nearly 200 years and ranks among the best-selling pet brands in international retail within its core categories. The company has recognized that product strength alone is not enough to generate brand loyalty – especially in a market environment increasingly dominated by private labels and an overload of information.

Furthermore, many consumers are familiar with individual Vitakraft products – such as the Kräcker or the Beef Stick – without consciously associating them with the umbrella brand. Establishing this connection and giving the brand a clear, distinct profile is the central goal of the relaunch.

Vitakraft pet care GmbH & Co. KG
Communications & Corporate Affairs

Mahndorfer Heerstraße 9
28307 Bremen
Telefon +49 (0)421 48 96-150
presse@vitakraft.de

vitakraft.com

PRESSEMITTEILUNG

"In recent years, we've noticed that while many pet owners know and buy our products, they don't consciously perceive Vitakraft as a brand. With the relaunch, we're going to fundamentally change that."

Sarina Hamann, Managing Director & CMO, Vitakraft

A reinvented brand promise: Guidance instead of overload

At the heart of the relaunch is a new brand promise: "The most stress-free way to take good care of your pet."

"Pet owners today are faced with a flood of products, opinions, and recommendations – which can quickly become overwhelming. This is an issue that the pet industry has largely neglected until now. With our relaunch, we want to position ourselves as a brand that doesn't add to the pressure, but instead provides guidance, simplifies the shopping process and makes reliability something you can experience firsthand."

Sarina Hamann, Managing Director & CMO, Vitakraft

The new brand claim sums up this attitude: A deliberately simple phrase that works on three levels: as praise for the pet, as a statement of quality about Vitakraft products, and as confirmation of the pet owner's purchasing decision. A claim that resonates in international markets as well, thanks to culturally adapted localization rather than a literal translation. This new phrase will officially be released soon.

New Corporate Design: Simplicity creates clarity

The new visual identity consistently reflects the brand message in favor of a clearer and more streamlined look.



PRESSEMITTEILUNG

The redesigned logo gets rid of its 3D elements, the previous wave motif, and the heart symbol that has defined the brand for years.

Blue and white remain the core brand colors but will be used more prominently in the future. They will be complemented by vibrant accent colors that convey a sense of lightness. The typography is also becoming clearer; an expressive secondary typeface visualizes the brand's linguistic character.

The new design is being rolled out across all relevant touchpoints – from packaging and POS to the website and social media.

Added value for retailers: Better navigation, increased sales potential

For retail partners, the relaunch brings a structurally revised, focused portfolio with a clearly legible shelf layout. The new packaging design is based on the actual decision-making criteria of consumers at the shelf – not on product logic. Market research shows that pet owners find their desired product significantly faster with the new design. This improved orientation leads to higher consumer satisfaction and ensures a more pleasant shopping experience.

As a result, Vitakraft expects both a sustainable strengthening of consumer loyalty and the targeted acquisition of new buyer groups. The focus is particularly on consumers who have previously relied exclusively on established premium brands and who, thanks to Vitakraft's sharpened brand profile, now have a reason to switch brands. In addition, the brand will also target pet owners who have not previously considered Vitakraft in their purchasing decisions.

Vitakraft pet care GmbH & Co. KG
Communications & Corporate Affairs

Mahndorfer Heerstraße 9
28307 Bremen
Telefon +49 (0)421 48 96-150
presse@vitakraft.de

vitakraft.com

PRESSEMITTEILUNG

Rollout plan: The path to the new brand identity

The new brand identity will be introduced in phases: The first visible changes at the company headquarters in Bremen, Germany, are planned for late summer 2026, and the social media channels will be updated starting in November. The first product line featuring the new design will be launched in September 2026.

About Vitakraft

Vitakraft has been developing and manufacturing pet products since 1837 and is one of Europe's leading pet brands. The product range includes items for dogs, cats, birds, and small animals – developed with nearly two centuries of pet care expertise. Headquartered in Bremen, the company employs nearly 1,100 people worldwide, has its own branches in 20 countries, and exports to more than 50 markets globally.

Press Contact

Johanna Mueller, Vitakraft

Head of Communications & Corporate Communications

E-Mail: Johanna.mueller@vitakraft.de

Phone: +49 (0)175 / 4374 562

Jana Alfke, Fluent AG

Team Lead PR & Communications

E-Mail: Jana.alfke@fluent.ag

Mobil: +49 (0)177 / 32451 20

Vitakraft pet care GmbH & Co. KG
Communications & Corporate Affairs

Mahndorfer Heerstraße 9
28307 Bremen
Telefon +49 (0)421 48 96-150
presse@vitakraft.de

vitakraft.com