



Your trusted custom manufacturing partner.

CAPABILITIES



MEET ALPHIA

PARTNERS DELIVERING GROWTH

Customers choose us as their trusted, entrepreneurial partner because we offer unparalleled marketplace intelligence, research and development expertise, as well as turnkey production and supply chain capabilities. It's how Alphaia leads, though, that makes us different. It's the means by which our partnerships deliver growth for our customers, our employees and our communities.

VALUE **VIA** SCALE

Alphaia creates value via scale through a national footprint, bringing our partners closer to pet parents. The scale Alphaia brings creates an advantage to customers through a best-in-class supply chain network focused on customer profitability.

GROWTH **VIA** INNOVATION

Growth is delivered to our partners via innovation. Forward thinking drives us to push boundaries, creating unique products to position our partners to capture growth. Market intelligence and category leadership fuel our brands to capture share as true innovators in the market.

EXCELLENCE **VIA** EXPERTISE

The Alphaia organization excels via expertise delivered through passionate, skilled and talented people. Alphaia's unwavering commitment to treat each brand as our own is a value thread into the fabric of our culture to deliver the safest, highest quality products on shelf. It's this diligence that has earned Alphaia's unshakeable reputation on which our partners trust is built.

Alphaia is an organization where hard work is rewarded, passion for product is exuded and professional growth is enabled. Buildings and machinery are important, but it's our talented, skilled and invested people that make the difference. After decades of delivering leadership and growth in the industry, the future has never looked brighter for Alphaia, our partners and our people.

ALPHIA BRANDS

OUR BRAND FAMILY



Alphia is your go-to manufacturing destination and difference maker. Our nationwide footprint and best-in-class supply chain network focused on customer profitability brings our partners closer to pet parents.



LANI is our ingredient milling company. With more than 60 years of pet food experience and a reputation for integrity and honesty, LANI gives us access to 800+ ingredients so we can create the perfect product for your brand.



Veracity is our vertically integrated logistics and supply chain company. As a complete end-to-end solution, Veracity provides warehousing, transportation and distribution services delivering a unique efficiency to our partners.

VALUE *VIA* SCALE



GROWTH *VIA* INNOVATION

Super Premium Products

Alpha is proudly rooted in a legacy of super premium pet food and treat production offering more than 60 house formulas from mainstream to super premium. We work with partners to develop, revise or expand their pet food brands in a way that appeals to consumers and their four-legged friends—from big-name products to boutique varieties. Because today's pet owners bring their own distinct values and preferences to the pet food aisle, and Alpha is here to ensure they find what they are looking for—in your brand.

Market Intelligence

Unique pet food products and treats developed on a foundation of deep market intelligence, decades of industry expertise and concept-to-shelf capabilities position our partners to capture more market share. Alpha is your personal brand advisor from concept to shelf bringing deep industry expertise and market insights to every engagement. We use everything from retail and cash register data to technical expertise to help our customers make better business decisions for their pet food category or individual brand.



**MARKET INSIGHTS &
CATEGORY INTELLIGENCE**



**INNOVATION FOCUSED ON
SPEED-TO-MARKET**



**WORLD CLASS RESEARCH
& DEVELOPMENT**



**ASSORTMENT ANALYSIS
& RECOMMENDATION**



**UNPARALLELED
TECHNICAL SERVICES**



**UNIQUE SUPPLY
CHAIN SOLUTIONS**

EXCELLENCE *VIA* EXPERTISE

Innovative R&D

Alpha's active and engaged R&D team members can help you capture trend opportunities and solve product challenges in record time. Constant creativity in formulations, shapes, ingredients, textures and tastes is essential to your long-term brand health, so we've made it an essential element of how we do business whether it's breed-specific, semi-moist, kibble with inclusions or something completely new and novel.

Customized Manufacturing

Alpha is more than just a manufacturer, we are your custom solutions provider. Our deep engineering and technical expertise means we are able to make some of the most complex formulas on market to help our partners achieve their goals. And we have more than 800+ ingredients at our fingertips through our ingredient milling sister company LANI, so we are able to source what you need to make a pet food or treat product that's right for your brand.



**CUSTOM
FORMULATION**



**KIBBLE, BAKED
TREATS & CANS**



**PRODUCT
VALIDATION**



**UNIQUE INCLUSION
BLENDING**



**REGULATORY &
AAFCO COMPLIANCE**



**HIGH-MEAT
FORMULAS**

CAPTURE TREND OPPORTUNITIES. SOLVE PRODUCT CHALLENGES. REALIZE BLUE-SKY CONCEPTS.

Whether you're a pet food brand seeking a co-manufacturer capable of producing exceptional products or a retailer looking to develop, revise or expand your consumer pet food brand, Alphaia can deliver. We help partners develop market-leading pet food from concept to distribution.

▶ **READY TO LEAD THE PACK?**

Lets talk....

(785) 336-6132 | ALPHIA.COM



ALPHIA

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