**Fetch and Tesco’s partner**

**to bring customers a complete specialist pet offering**

**London, United Kingdom, August 2024 -** Tesco, the UK’s largest Supermarket chain has secured an exclusive brand partnership with online pet retailer, Fetch, to bring a complete pet offering to Tesco’s online shoppers.

The exclusive partnership will provide pet loving Tesco customers, across the UK, access to a full range of products from Fetch. Through the collaboration, ‘Pet Parents’ will be able to select from more than 4,600 products, ranging from food and treats to specialist healthcare, toys, bed accessories, and much more for a whole host of animals.

Fetch was acquired by Paramount Retail Group (PRG) in March 2023, alongside three other major online retailers; Medic Animal, Pet Supermarket and Pet Meds, and two petfood brands; Bob & Lush and K9 Choice from Paws Group - joining a strong stable of pet and lifestyle companies already owned by PRG including Pet Brands – an industry leader in the design and manufacture of accessories and treats for pets and wild birds and leading pet product wholesaler - Vital Pet Group.

Sunny Sharma, Director at Paramount Retail Group, added: “*Fetch is a uniquely positioned and much-loved retailer. Its previous association with Ocado provided the business with a reach into 3.5 million pet parents, and this partnership now brings its pet care expertise to the nation’s largest supermarket, benefiting pet owners across the country. This is an exciting move for Fetch, and we believe will help us to scale for the brand’s ambitious growth plans.”*

**ENDS**

For media inquiries, please contact:

Teams@stellarpublicrelations.com

**About Paramount Retail Group**

Paramount Retail Group is owned by the Sharma family and owns several diverse companies, including Pet Brands, Vital Pet Group, Dibor and Bristows of Devon. It employs over 350 people across sites in the Midlands and South-west.

The Paramount portfolio includes a majority stake in Pet Brands – an industry leader in the design and manufacture of accessories and treats for pets and wild birds. As well as producing its own brands and licensed brands, Pet Brands exports to 58 countries around the world. The

company has long-standing partnerships with major retailers and is responsible for producing bespoke and innovative own-label ranges.

In 2017, Paramount expanded after acquiring a majority stake in leading pet product wholesaler Vital Pet Group, adding to its capabilities in operations and logistics, as well as growing partnerships with a wider network of customers and suppliers that extends throughout the industry.

Further acquisitions of two confectionery companies in 2018 added to the company’s stable of British brands and expertise in export. Over the same period, Paramount’s lifestyle brand and online retailer Dibor has grown incrementally.