

CANILAND IS CEASING ITS OPERATIONAL ACTIVITIES – FUTURE FOCUS WILL BE ON DEUKA DOG



Caniland will cease its operational activities on 30 June 2026. Caniland's existing stock will be sold off in the near future and operations will be wound up in an orderly manner. With the discontinuation of caniland and Pauls Beute a few weeks ago, deuka Tiernahrung Cremer is simultaneously drawing conclusions from its involvement in the pet food sector and will, in future, focus its pet food business on the tried-and-tested deuka dog brand, which has only recently undergone a revamp. Find out more...

The **caniland** brand **will cease operations on 30 June 2026**. caniland was and remains a specialist snack brand for dog owners who want to treat their dogs to something special – whether as a reward for successful training, to keep them occupied after an active day, or as a little treat between meals.

Innovative products, but limited commercial prospects

The brand has distinguished itself through a **diverse range and innovative product ideas**. These included, amongst other things, insect-based snacks, with which caniland was one of the **first German dog food brands** to make a distinctive **mark on the market** at an early stage. Natural meat snacks and plant-based alternatives also reflected the brand's commitment to offering suitable snacks for as many dogs and dietary preferences as possible.

Phased clearance sale

caniland's suppliers, retailers and other partners have been or will be informed directly. **Existing stock will be sold off** whilst stocks last. No further production is planned. The relevant contact persons will remain available until business operations cease. This decision also affects staff and roles associated with the caniland brand. We are handling this situation responsibly and are exploring where internal opportunities may be available.



The highly competitive pet food market

The market for dog and cat food in Germany is highly competitive. As was the case with Pauls Beute a few weeks ago, caniland has also failed, despite intensive efforts, to develop and establish the brand to the extent that would have been necessary for a sustainable long-term economic outlook. **The cessation of operational activities** is therefore the **logical consequence** of this development.

Reorganisation of our pet food operations

With the discontinuation of business operations at Pauls Beute and caniland, we are reorganising our operations in the pet food sector. The FIETE and FLORIE brands had already been discontinued. As a result, **we will be focusing** on our long-established brand, deuka dog, **in the pet food sector going forward**.

deuka dog combines **established brand awareness** with **stable demand** and a distribution model that is **closely aligned with our core business**. The brand utilises the existing distribution network in the pet sector. The brand's pet food is aimed at families and private dog owners in rural areas.



Logo deuka dog ((C) deuka Tiernahrung Cremer).

Key points at a glance

- **Caniland is ceasing operations:** the brand will cease trading on **30 June 2026**.
- **Existing stock will be sold off:** There are no plans for further production; sales will continue whilst stocks last.
- **The business outlook is not favourable:** Despite a diverse product range, bold product ideas and clear positioning, caniland was unable to establish a sustainable long-term economic foundation.
- **Partners are being informed directly:** Suppliers, retailers and other partners are being, or have been, informed about the cessation of operations.
- **Staff and roles associated with the brand are affected:** deuka is handling the situation responsibly and is assessing where internal opportunities may be available.