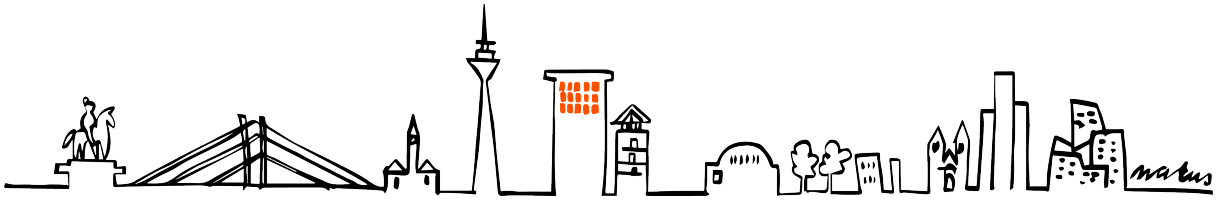
GLADE MICHEL WIRTZ
CORPORATE & COMPETITION



22 May 2026

PRESS RELEASE

GLADE MICHEL WIRTZ advises The Nutriment Company on the acquisition of Frostfutter Perleberg and eBarf

GLADE MICHEL WIRTZ has advised The Nutriment Company on the acquisition of the German pet-food businesses Frostfutter Perleberg and eBarf.

The Nutriment Company (TNC), one of Europe's leading suppliers of natural premium pet food, has acquired the German online stores Frostfutter Perleberg and eBarf from K&K Petfood GmbH. With this acquisition, TNC is strengthening its position as the market leader in the premium natural pet food sector.

For over 15 years, Frostfutter Perleberg has been producing high-quality pet food in-house and is known for its superior product quality and consistently species-appropriate nutrition. The product range includes fresh frozen products in the BARF category, wet food, chews, and supplements. With the acquisition of these two pet-food businesses, TNC is also taking over an established German direct-to-consumer platform for premium raw pet food. Through its integration into the existing structure, operational synergies are expected to be leveraged and further growth fostered.

"The combination of in-house production, regional sourcing, and a strong direct-to-consumer business makes Frostfutter Perleberg and eBarf an ideal addition to our portfolio," says Julius Adrian, Managing Director Western Europe at TNC.

The Nutriment Company, based in Stockholm, Sweden, is Europe's leading supplier of natural premium pet food. In recent years, the M&A team at GLADE MICHEL WIRTZ has advised TNC on numerous acquisitions in Germany, including the acquisition of Graf Barf and BAF Petfood by Fressnapf.

Advising lawyers

GLADE MICHEL WIRTZ (Düsseldorf): Dr Jan Hermes (Salary Partner),
Dr Athanasia Milousi (Associate), Dr Lea Drees (Associate) – all Corporate/M&A

GLADE MICHEL WIRTZ Partnerschaft von Rechtsanwälten mbB
Kasernenstraße 69 · D-40213 Düsseldorf
www.glademichelwirtz.com

About GLADE MICHEL WIRTZ

GLADE MICHEL WIRTZ, with currently approx. 30 lawyers and a total of approx. 60 legal and non-legal employees, specializes in the areas Corporate & Competition, as well as in the fields of M&A, litigation, and compliance. As a focused boutique law firm, GLADE MICHEL WIRTZ advises, nationally and internationally, companies listed on the DAX, MDAX or TecDAX, medium-sized companies as well as foreign, globally active groups and investors in corporate law, on mergers and acquisitions, on restructuring and reorganization, in cartel fine and merger control proceedings as well as on compliance issues. In the area of litigation, the focus is on resolving conflicts under corporate law, capital markets law and antitrust law.

For further information please contact:

V.i.S.d.P.:

Deborah Batz
Marketing Manager

Kasernenstraße 69
40213 Düsseldorf

T +49 211 20052-191
F +49 211 20052-100

d.batz@glademichelwirtz.com

See also:

www.glademichelwirtz.com
www.glademichelwirtz.com/en/#pressemitteilungen