



Press release

AstaReal targets pet food market with new collaboration

Stockholm, October 1, 2022 / AstaReal AB, announces a new strategic partnership with IQI Trusted Pet Food Ingredients to bring its innovative, science-based health ingredient to the Pet Food market in Europe.

The partnership will combine the strengths of both companies into a greater whole. AstaReal will provide its well-researched, natural algae-derived ingredient, astaxanthin, while IQI Trusted Pet Food Ingredients will act as a growth engine for Europe, connecting AstaReal with local and regional players in the Pet Food industry looking for high-quality, pure solutions. IQI Trusted Pet Food Ingredients is a supplier of high quality, premium ingredients.

"We are very happy to work with IQI Trusted Pet Food Ingredients, as their team has a large amount of market and customer information and strategic insight, which enables us to respond quickly to potential customers in this industry," said Peter Ahlm, Marketing & Sales manager AstaReal AB. "The Pet Food industry is a huge growth hub for AstaReal. We have already had success in the US and hope to expand into the European market together with IQI.", adds Peter Ahlm.

About AstaReal

AstaReal AB is part of the AstaReal Group which is fully owned by the Japanese pharmaceutical company [Fuji Chemical Industries Co., Ltd.](#) The AstaReal Group is a global pioneer and expert in natural astaxanthin production, R&D and clinical science. As a global leader in the market, we recognize our responsibility to educate the world about natural astaxanthin's outstanding benefits for human and animal health whilst also setting the highest standards of product quality and purity.

About IQI Trusted Pet Food Ingredients

IQI Trusted Petfood Ingredients is a global provider of premium-claim ingredients to the top brands in the Pet Food industry. Founded in 1994 as a trading company in raw pet food materials, today IQI offers an extensive variety of services to aid and assist customers and suppliers worldwide. IQI Trusted Pet Food Ingredients employs highly skilled personnel, owns and operates a global network of logistical hubs, and relies on a global supply network to obtain the purest natural resources available.

For IQI, quality is key. IQI Trusted Pet Food Ingredients goes to great lengths to ensure the quality of its products and develop innovative new products. IQI also invests a great deal in maximizing the quality of its partnerships. Since this business is all about trust, IQI needs to bond with its partners to succeed. By working closely with both its customers and suppliers, IQI creates full transparency in the supply chain. IQI oversees and controls every step in the process from source to shelf and supplies products that are pure and traceable to their original source.

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