



## Advising leading pet food producer and distributor Arden Grange Pet Foods

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PDT Solicitors (now Cripps) are delighted to have advised Wendy and Emma Stephens on the sale of **Arden Grange Pet Foods** to **AlphaPet UK Venture Limited**, one of Europe's leading technology driven companies and multi-channel distributors of premium pet foods.

The sale of Arden Grange is a very British success story. Wendy Stephens and her late husband, Graham, were renowned for their expertise in breeding and showing highly acclaimed Ardenburg German Shepherds. Harnessing their knowledge of canine dietary requirements, they set up Arden Grange in 1996 with a mission to deliver nutrition without compromise for dogs and cats across the world.

The family owned and run business achieved their goal and Arden Grange is now one of the most recognised brands in the pet food market. Arden Grange products are available in over 30 countries worldwide, including well-known stores such as Pets at Home, Paws, Amazon and Zooplus.

AlphaPet, which is based in Germany, is expanding into the UK with nutrition and dog and cat well-being as their main priority, values they share with Arden Grange. The deal will enable the strong and well-positioned Arden Grange premium brands to break further into the European market.

Emma Stephens commented: "We worked on the deal for some time and there were a number of complex considerations which needed to be dealt with. PDT were proactive in responding to the circumstances and to give us the reassurance we needed in a clear way. We appreciate the advice given and would definitely recommend PDT to anyone going through a transaction process."

The team was led by partners [Rebecca Glazebrook](#) and [Noel Ruddy](#) (corporate) and assisted by [Sian Webber](#) (corporate), [Victoria Jackson](#) (corporate), [Laura McMaster](#) (employment), [Ian Lindley](#) (commercial) and [Craig Burton](#) (real estate).

Rebecca commented, "We were all very excited to be able to work with Emma and Wendy on this deal as it's not often you get to work with a household name. The process was conducted in an extremely collaborative manner which allowed us to overcome challenges as they arose in a seamless manner. We could see that it was important to Wendy and Emma that they found someone who shares their passion and vision for their family-run business and I'm confident that in Alpha Pet they have found an excellent new home. We wish Emma and Wendy, as well as Alpha Pet, every success in their future ventures".

Corporate Finance advice was provided to Arden Grange by Kirsty Wilson and Catherine Lambeth at Knill James.



[Rebecca Glazebrook](#)

Partner



[Noel Ruddy](#)

Partner