Expandly

Forthglade®

Natural Dog Food, Scaling Sustainably

Natural Nutrition to Keep Tails Wagging

Founded in 1971 in the heart of Devon, UK, Forthglade has been a pioneer in natural pet nutrition for over five decades. What began as a small-scale operation - transforming underused, high-quality meat cuts into nutritious meals for working dogs – has evolved into one of the UK's most trusted dog food brands.

"In many ways, our founder was ahead of his time. He was making natural dog food with no additives and nutrient-rich ingredients long before it became a trend," commented Daniel Rios-Perez, Head of Retail Online and International, Forthglade.

Forthglade's ethos is simple: create honest, wholesome food for dogs using natural ingredients, with no fillers or artificial additives. The product range has grown from wet dog food to include dry food, treats, dental chews, and complementary meals, each crafted with the same commitment to quality and transparency.

> ***"In many ways, our founder was ahead of his time. He was making natural dog food with no additives and nutrient-rich ingredients long before it became a trend"***
>
> *Daniel Rios-Perez*
> **Head of Retail Online and International, Forthglade**

Leading the Pack, from Local Roots to National Recognition

For over 30 years, Forthglade operated as a small, local business. But in the late 2000s, the company faced financial difficulties and entered administration. That's when two entrepreneurs stepped in, one with a background in food manufacturing, the other in marketing, and they began the process of revitalising the brand.

Daniel explains **"They professionalised the business, brought in food safety standards such as BRC, and eventually created the Forthglade brand we know today."**

A pivotal moment came with a high-value contract, which provided the volume and profitability to invest further in the brand. With the help of branding agency Big Fish, Forthglade underwent a full rebrand and began expanding into independent pet stores and major supermarkets.

Today, Forthglade operates from a purpose-built factory in Okehampton, Devon, and is a leading name in the UK's natural pet food market. Their products are stocked nationwide and sold online through Amazon and their own e-commerce platform.

> ***"They professionalised the business, brought in food safety standards such as BRC, and eventually created the Forthglade brand we know today."***
>
> *Daniel Rios-Perez*
> *Head of Retail Online and International, Forthglade*

Expanding a Beloved British Brand into Europe Post-Brexit

With a strong UK presence and booming online sales, especially during the COVID-19 pandemic, Forthglade set its sights on international expansion. Germany, with its similar consumer preferences and pet ownership trends, was the next natural step.

But post-Brexit, entering the EU market was anything but straightforward.

Daniel recollects, **"We didn't really know what we were doing. VAT, labelling, warehousing, logistics, it was a bit of a minefield."**

Forthglade needed a partner who could help them navigate the complexities of cross-border trade, compliance, and fulfilment – without compromising on their high standards.

> ***"When it comes to product compliance and Responsible Person services, we were really impressed with Chris Rolfe and his team's capabilities. When expanding into unknown European countries we felt that Chris was somebody you'd want on your side if you got into a tricky situation."***
>
> *Daniel Rios-Perez*
> *Head of Retail Online and International, Forthglade*

A Strategic Partnership to Fetch Results

Forthglade was introduced to Expandly through a mutual partner. What began as a conversation quickly evolved into a full-service partnership covering:

Product Compliance & Responsible Person Services

Expandly's team ensured Forthglade's products met EU regulations, including label compliance and translations, packaging approvals, and nutritional ingredient compliance.

"The compliance process was seamless. Everything was checked, translated, and approved. We've renewed the service; it's been that reliable."

Daniel continued, **"When it comes to product compliance and Responsible Person services, we were really impressed with Chris Rolfe and his team's capabilities. When expanding into unknown European countries we felt that Chris was somebody you'd want on your side if you got into a tricky situation."**

Warehousing & Distribution in the Netherlands

Expandly's 3PL network provided warehousing and fulfilment services in the EU. While initial audits revealed areas for improvement, the teams collaborated to bring the facility up to meet some additional BRC food safety requirements.

Daniel reflects on improvements made to the process, **"There was a learning curve, but the team adapted quickly. They were open to feedback and made the changes we needed to stay compliant."**

Expandly successfully provided the following services

- Value Added Tax Registration
- Product and Label Compliance
- Responsible Person
- Warehousing and Fulfilment
- Animal Product Certifications

Launch Lessons, Logistics & Learning Curves

Forthglade's first shipment to Amazon Germany included a large amount of stock on multiple pallets which Amazon requested up front. While the launch was ultimately successful, it wasn't without its challenges:

Packaging – Some products were damaged in transit and had to be reworked or donated to charity, Amazon – Initial deliveries were rejected due to mis-communications with carriers, Stock Levels – Some products were damaged in transit and had to be reworked or donated to charity, Market Education – German consumers were unfamiliar with Forthglade's tray format, preferring canned wet food.

"We're introducing a new brand, in a new tray format that's not familiar in Germany, in a new language. It's a tough ask, but we're making progress."

Despite the hurdles, Forthglade is now live on Amazon Germany and preparing to launch a new range of dry food and dental sticks.

A Foundation for Future Growth

While sales in Germany are steadily growing, the groundwork has been laid for long-term success. Forthglade is now preparing to launch a German-language website and expand its marketing efforts.

“This phase is about proving the model. We’re not chasing millions overnight; we’re building something sustainable.”

Daniel continues, **“The partnership with Expandly has been instrumental in this journey, providing the infrastructure, expertise, and flexibility needed to scale internationally.”**

Looking Ahead with a Loyal

As Forthglade transitions from launch to business-as-usual, they’re planning to deepen their relationship with Expandly.

Daniel is optimistic, **“We’re entering a new phase. It’s time to optimise, streamline, and scale. Expandly will be a big part of that.”**

With regular Amazon orders expected from Autumn 2025 and new product lines in the pipeline, Forthglade is poised for steady, strategic growth in Europe.

> ***The partnership with Expandly has been instrumental in this journey, providing the infrastructure, expertise, and flexibility needed to scale internationally.***
>
> *Daniel Rios-Perez,*
> *Head of Retail Online and International, Forthglade*

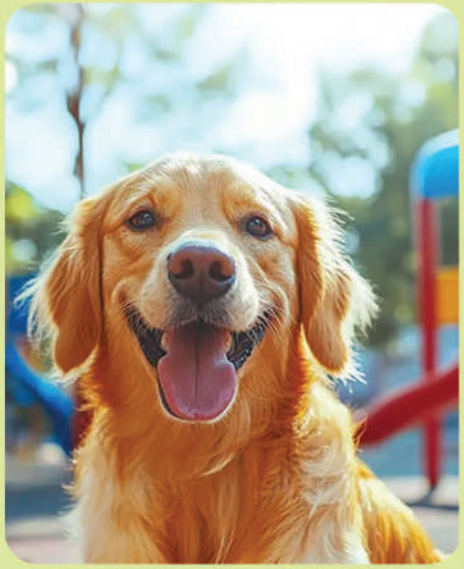
Expandly

Forthglade

Unleashing the Future

Forthglade's journey into Europe hasn't been easy, but with Expandly's support, they've overcome regulatory, logistical, and operational challenges to establish a foothold in a competitive market.

Reflecting on the journey, Daniel concludes, **"We needed a partner who had walked this path before. Expandly helped us navigate the unknowns and build a foundation for growth."**



> *"We needed a partner who had walked this path before. Expandly helped us navigate the unknowns and build a foundation for growth.*

To find out more about Expandly, visit:

www.expandly.com
+44 (0) 2039491980
grow@expandly.com