

Smile King

B2B BRAND DECK · 2026

Food, treats and litter for pets.

Own production and product manufacturing
under partners' private labels.

76+ SKUs

6 categories

Made in Belarus

Pet food · treats · litter · Private Label



Smile King

COMPANY & PRODUCTION

Own
production
full-cycle.

Recipe development, raw material preparation,
production, packing and shipment.

2022

year founded

76+

SKUs in the range

Little King LLC · Belarus

ONE PRODUCTION SITE · MINSK REGION

Production process

- | | | |
|----|---------------|--------------------------------|
| 01 | RECIPE | developed and adapted |
| 02 | RAW MATERIALS | prepared and mixed |
| 03 | PRODUCTION | product forming |
| 04 | PACKING | packed for the required format |
| 05 | SHIPMENT | finished batch shipped |

18-MONTH SHELF LIFE · 6 CATEGORIES

Product range Smile King

Pet food, treats and litter for animals.

01 Food for
rodents

02 Food for
birds

03 Treats for
rodents

04 Treats for
birds

05 Treats for
dogs

06 Corn-based
litter

76+ SKUs

6 categories

Consolidated shipment

Terms for systematic range development

Production, documentation, shipment and support in one process.

- 01 Direct terms Direct cooperation with the manufacturer.
- 02 Six categories One supplier for several pet segments.
- 03 Ready documents TR BY, declarations, Chestny Znak, BelCCI.
- 04 Supply experience Retail chains and marketplaces in Russia and Belarus.
- 05 Samples Product samples available for evaluation.
- 06 Private Label Recipe, packaging and production under your brand

Open to long-term cooperation and partner sales development.



Raw materials, recipes and quality control

Each category is developed for the specific animal type,
product format and storage conditions.

- 01 No preservatives or GMOs
- 02 Recipes developed with specialists
- 03 Natural ingredients
- 04 Control at production stages

Shelf life of regular food lines and most treats: 18 months.



Food for rodents

Dedicated recipes for rats, hamsters, rabbits, chinchillas and guinea pigs.

BASIC

Everyday grain mixes

400 g – 10 kg

Retail and bulk packs

PREMIUM

Enhanced recipes

RABBITS · RATS · HAMSTERS · CHINCHILLAS · GUINEA PIGS



RODENT FOOD

Food for five rodent species

The range includes dedicated packs and recipes for each animal type.

BASIC + PREMIUM

13 current items

rabbits
Rats
Hamsters
Chinchillas
Guinea pigs

Full ingredients and pack formats are listed in the product catalogue.





Smile King

LINES & PACK FORMATS

Pack formats by animal type

Basic and Premium. Recipes are adapted to each animal type.

01	rabbits	400 g · 800 g · 1.5 kg · 10 kg
02	Rats	400 g · 800 g · 1.5 kg · 10 kg
03	Hamsters	400 g · 600 g · 1 kg · 10 kg
04	Chinchillas	400 g · 600 g · 800 g · 10 kg
05	Guinea pigs	400 g · 600 g · 800 g · 1.5 kg · 10 kg

Full ingredients and logistics are listed in the product catalogue.

Food for birds

Nine recipes for ornamental birds
and different parrot species.

9

food types

500 g

retail pack

10 kg

bulk pack

RECIPES DEVELOPED WITH ORNITHOLOGISTS



Nine recipes

01 Canaries

02 Budgerigars

03 Molting period

04 Medium parrots

05 Large parrots

06 Australian parrots

07 Macaws

08 African grey parrots

09 Amazon parrots

Pack formats: 500 g and 10 kg. Selected lines: 500 g.



Treats for rodents

Formats for supplementary feeding,
activity and natural tooth wear.

BALLS

STICKS

TARTLETS

Natural grain, vegetable, fruit and berry recipes.



Product formats

01 Ball treats and MIX sets

1, 3, 6 and 12 pcs

02 Grain sticks

vegetable, fruit, berry

03 Baskets and tartlets

single items and MIX sets

04 Natural products

carrot, apple, carob, seeds

05 Houses and tunnels

treat, activity and shelter



Treats for birds

Grain formats, sticks and natural
supplements for ornamental and park birds.

10 CURRENT ITEMS

Shelf life: 18 months



Key formats

- 01 Tasty swing treat
180 g
- 02 Sticks
grain, nut and berry
- 03 Seeds
sunflower and millet
- 04 Abyssinian niger seed
plain or with sesame
- 05 For park birds
classic and vitamin MIX



Natural dog treats

Single-ingredient beef offal treats.
Slow-dried at low temperature.

NO COLORANTS

NO FLAVOUR ENHANCERS

SHELF LIFE · 12 MONTHS



DOG TREATS

Four single-ingredient recipes

- | | | |
|----|---------|-----------------------------|
| 01 | Liver | 60 g · 1 kg |
| 02 | Stomach | 40 g · 500 g |
| 03 | Heart | 50 g · 600 g |
| 04 | Lung | 30 g · 100 g · 350 g · 1 kg |

Suitable for dogs of different breeds and ages.



Corn-based litter

Plant-based granulated material
with high absorbency.

2 kg

3 kg

10 kg

For cats, small dogs, rodents and reptiles.



LITTER

Six variants

01 Unscented

02 Bur-marigold

03 Green tea

04 French lavender

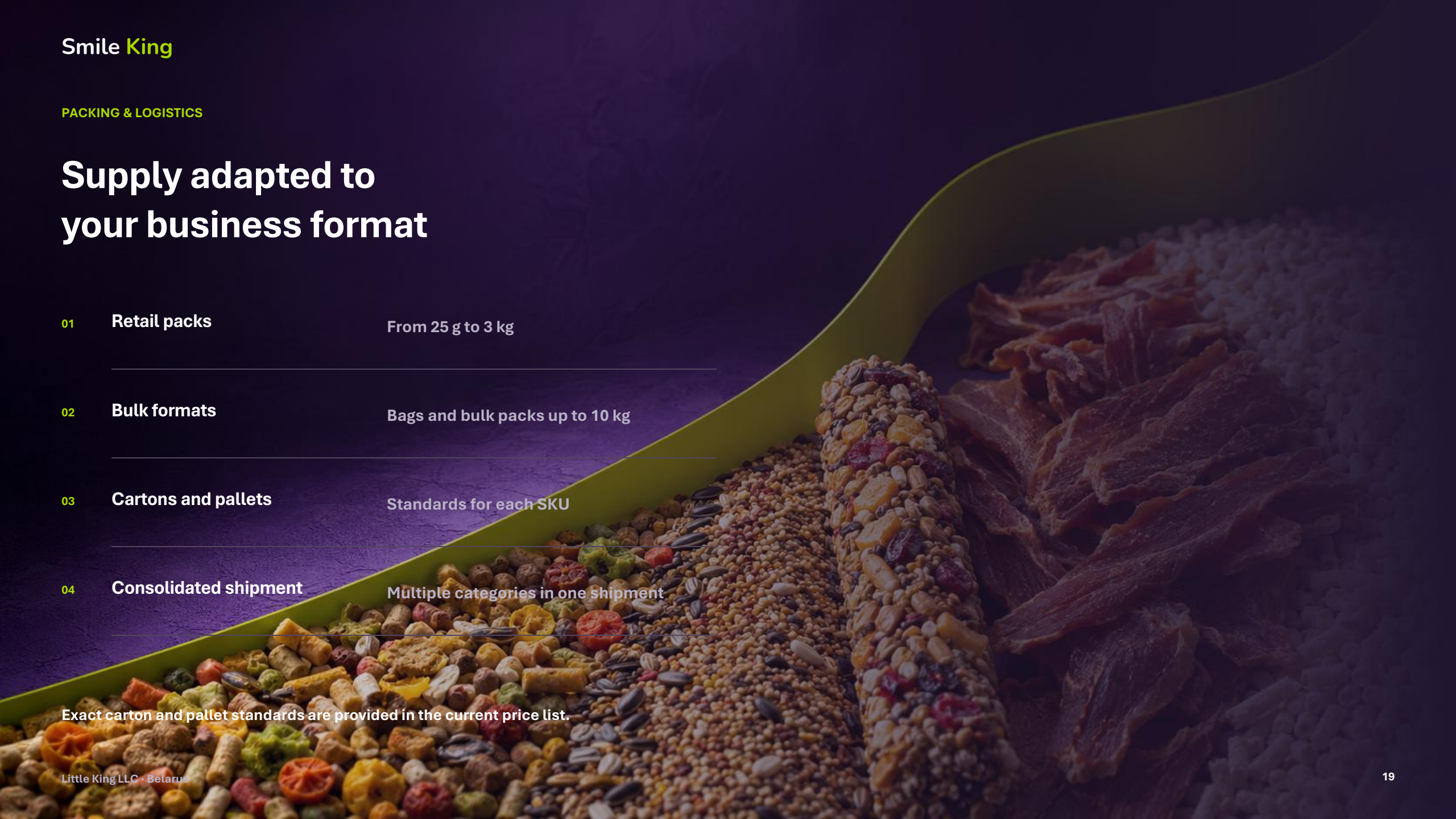
05 Eucalyptus

06 Oriental breeze

Plant-based material · 18-month shelf life



Supply adapted to your business format

- 
- 01 Retail packs** From 25 g to 3 kg
 - 02 Bulk formats** Bags and bulk packs up to 10 kg
 - 03 Cartons and pallets** Standards for each SKU
 - 04 Consolidated shipment** Multiple categories in one shipment

Exact carton and pallet standards are provided in the current price list.

Production under your private label

Ready-made or custom recipe. Shape development, packaging, documentation and serial production.

- 01

Recipe

Ready-made or new
- 02

Product

Shape and product line
- 03

Packaging

Under your brand
- 04

Production

Serial batch

Already producing for GRUMS and ExoPrima

Samples and cost calculations are available on request.



New product for the partner’s requirements

Recipe, shape, weight and packaging can be adapted,
or a new seasonal item can be developed.

01	Brief	Objective, market, audience
02	Prototype	Recipe and shape
03	Sample	Testing and approval
04	Series	Packaging and production



How to start cooperation

Five steps from initial request to shipment.

- 01 Request** Market, range, volume and objectives.
- 02 Samples** We provide products for evaluation.
- 03 Terms** We agree prices, volumes and timelines.
- 04 Contract** Smile King supply or private label production.
- 05 Shipment** We produce and ship the batch.

Product samples are available on request.



CONTACTS

Ready to discuss supply or private label

Tell us about your market, product range
and planned volumes.

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