Press release Insolvency

PLUTA attorney Dr Ria Brüninghoff secures investor for pet food manufacturer Bunny

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UK manufacturer Burgess Pet Care retains all staff and accelerates global expansion through acquisition

Insolvency administrator Dr Ria Brüninghoff from PLUTA Rechtsanwalts GmbH has delivered positive news in the search for an investor for Bunny Tierernährung GmbH: UK pet food manufacturer Burgess Pet Care has acquired the business by way of an asset deal and retained all approximately 90 employees. The creditors' committee unanimously approved the acquisition today. The transaction's economic effective date is 1 July 2026.

Bunny Tierernährung GmbH had been involved in provisional insolvency proceedings since 24 March 2026. The Local Court of Osnabrück opened the proceedings on 1 July 2026 and appointed Dr Ria Brüninghoff as insolvency administrator. In recent months, Dr Ria Brüninghoff and her team have conducted a structured process to find an investor, which has now been successfully concluded. This M&A process attracted strong interest from several renowned investors. Burgess Pet Care ultimately prevailed with the best offer in the highly competitive process. The business has continued operating without restrictions since the commencement of the proceedings, and customers have been able to place orders as usual. The continuation of the business was an important prerequisite for the successful search for an investor.

Dr Ria Brüninghoff from PLUTA said, "We have secured Bunny's future with this investor solution. I am particularly pleased that all of the jobs have been saved. This is a very good outcome of the proceedings, and all stakeholders have played their part in achieving it. The employees showed full commitment, and the customers have stayed loyal to the business. I would also like to acknowledge the outstanding collaboration of all involved in the M&A process."

The PLUTA team comprises attorney Dr Ria Brüninghoff, attorney Mr Leon Linz and Mr Christian Dartsch. In addition to Bunny Tierernährung GmbH, the associated management company World of Pets Verwaltungs GmbH is also involved in insolvency proceedings. Attorney Mr Marc Selker, also from PLUTA, is the insolvency administrator for that business. As both companies are closely interlinked, a coordinated approach has been needed. The employees of the management company have also been taken on by the investor.

Mr Moritz Miller and Ms Sophie Schmeißner from Auxil Management GmbH have been responsible for the M&A process. Mr Christoph Chardon and Dr Benjamin Büttner from elsässer Rechtsanwälte und Steuerberater GmbH have handled the legal aspects of the process. Ms Daniela Gunreben, also from elsässer, has provided employment law support. Attorney Mr Oliver Ruhe-Schweigel from law firm ks rechtsanwälte und notare, based in Essen, has been advising Burgess Pet Care on matters of insolvency law on the German side during the process.

Bunny Nature to be maintained as a distinct brand

Burgess will maintain Bunny Nature as a distinct brand within the group, preserving its identity, long--standing customer relationships and product quality. The existing team and the established structures will ensure continuity.

Founded in 1988, Bunny is known for its high-quality small animal feeds and has an established distribution network in the EU, North America and Asia. This international presence gives Burgess imme-

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diate access to a broad customer base and supports its ongoing strategy to further scale its global reach.

The combination of Burgess and Bunny Nature brings together two established brands that are rooted in science and share common values as well as a clear focus on animal health and nutrition. Both companies are highly complementary and will now have opportunities to bring tried-and-tested products to new markets via existing distribution networks.

Mr Mark Womersley, managing director of Burgess Pet Care, said, “This is a significant milestone for Burgess. Bunny Nature is a highly respected brand with genuine international reach, and its values, expertise and reputation align perfectly with our long-term ambition to create the world’s leading small animal nutrition brand.”

Oliver Petzoldt, managing director of Bunny, added, “Bunny Nature has built a loyal customer base and strong reputation in Germany and internationally, and we are pleased to be joining a business that shares our values around animal welfare and nutrition. Burgess brings both expertise and long-term commitment, and we are looking forward to continuing to grow the brand together.”

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