

Matt Simister takes over as CEO of Fressnapf | Maxi Zoo to lead next phase of international growth

European retail leader with 30 years of expertise to guide Fressnapf's transformation and expand its presence across Europe.



Krefeld, September 1, 2025 – Building on the executive changes announced earlier this year, the Fressnapf Group today officially welcomes Matt Simister as its new Chief Executive Officer. He takes over from Peter Pritchard, who will become Co-Chair of the Non-Executive Board alongside company founder and Chairman Torsten Toeller. This leadership change also extends to the management structure of Fressnapf Holding SE, where Matt Simister assumes as Managing Director.

Matt Simister joins Fressnapf with over 30 years of leadership experience in European retail, most recently as CEO Central Europe at Tesco. In this role, he led the transformation of the company's Central European business and was the longest-serving member of the Tesco Executive Committee. Simister brings with him deep expertise in category management and assortment strategy across both food and non-food sectors, along with a strong track record in leading international, customer-focused organizations.

His arrival comes at a key moment in the company's transformation journey. Over the past year, Fressnapf has evolved its executive structure to sharpen its operational excellence and customer experience across its growing pan-European business. As the company continues to scale its customer focus and expand into new markets, Simister's leadership will further strengthen Fressnapf's strategic and international capabilities.

"I'm delighted to join such an exceptional and ambitious company. Fressnapf is uniquely positioned to shape the future of pet care across Europe," said Matt Simister. "At this stage, my focus will be on deeply understanding our customers, the different markets we operate in, and how we can bring together teams and capabilities across the business to deliver on our promise and grow the business. In my first weeks, I'll be visiting our countries and listening closely to colleagues on the ground. I believe great leadership starts with proximity – to our stores, our teams, and most importantly, our customers."

Torsten Toeller welcomed the new CEO with a clear message: "Matt is a great leader of international caliber. His global perspective, experience, and mindset are exactly what we need to strengthen Fressnapf's international growth path. We are delighted to have him on board. At the same time, I want to express my sincere thanks to Peter Pritchard for his outstanding leadership throughout the company's transformation."

The leadership transition marks another step forward in Fressnapf's ongoing evolution as a leading omnichannel pet retailer across Europe. With a presence in 15 countries and more than 2,750 stores under the Fressnapf and Maxi Zoo and Arcaplanet brands, the group continues to build on its strong momentum in international markets.

[About Fressnapf | Maxi Zoo:](#)

Fressnapf | Maxi Zoo is the European market leader in pet food and supplies. Since the opening of the first "Fressnapf" retail store in 1990 in Erkelenz (NRW), founder Torsten Toeller has been the company owner and majority shareholder. The company's headquarters are located in Krefeld, with additional branches in numerous European countries. Today, around 2,750 Fressnapf and Maxi Zoo stores, employing more than 20,000 people (incl. Franchise) from over 50 nations, are part of the group. In Germany, the majority of the stores are operated by independent franchise partners, while in other European countries, the stores are owned directly. Furthermore, Fressnapf | Maxi Zoo is committed as a sponsor of various charitable animal welfare projects and continues to expand its social engagement through the "together for pets" initiative. With the vision "Happier Pets. Happier People.", Fressnapf | Maxi Zoo positions itself as a customer-oriented omnichannel retailer. The product range includes various brands from all price categories, as well as products exclusively available at Fressnapf | Maxi Zoo. The company's mission is: We do everything we can to make the lives of pets and pet parents easier, better and happier.

Contact and further information

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