



# Odjanoor

EXCLUSIVE OFFER FOR  
OUR REMARKABLE AMBASSADORS

Delamour

# Enhance your dog's wellness



## Our story



Delamour is not just a brand—it's a **French premium experience** for dogs, founded in 2023 by Jordan Zaluski and his partner, Raphaëlle Toledano (Chief Marketing Officer at Le Bon Marché).

After living in the UK for 15 years, Jordan returned to France in 2021 and realized there was no premium offer of snacks and treats for dogs:

- **Providing delight, but also contributing to their health**
- **Proudly rooted in French identity and know how**, which so many dog parents like him appreciate.



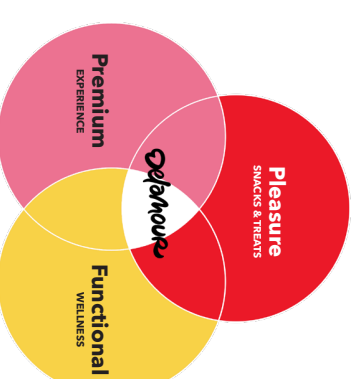
JORDAN ZALUSKI - FOUNDER

Believing that love is best expressed through actions, not words, Jordan founded Delamour to provide nothing but the best for his adored pug.

## Our promise

Delamour was born out of a simple, yet profound desire: to make every day an opportunity for pet parents to **enhance their dog's happiness and well-being**.

With our range of delicious, balanced, and health-boosting complementary foods, Delamour offers an **extraordinary daily ritual for dogs** and their owners to share together.





# Our DNA

To create **the most innovative** complementary foods  
for dogs on the market, we've teamed up with **top veterinary  
nutrition experts** and some of **the finest talents in French gastronomy**.

**A scientific  
approach**

**Unmatched  
culinary expertise**

**Strong  
commitments**

Led by **Dr. Eric Charles,  
Veterinary Doctor**  
specializing in nutrition  
with over 40 years of  
expertise, former  
President of FACC0 and  
FEDIAF organizations.



Partnering with **three  
leading laboratories**  
specializing in animal  
nutrition.

Crafted by **Stéphane  
and Laurent Bernardoni,  
Master Ice Cream Artisans**  
since 1956, and **Vianney  
Bellanger**, one of the  
**world's best pastry chefs**  
and member of the  
prestigious Relais  
Desserts association.

Our flavors are developed  
in collaboration with  
**MANE**, a world-renowned  
natural flavor company  
based in Bar-sur-Loup,  
ensuring an irresistible  
taste your dog will love.

We donate  
**1% of our profits**  
to three amazing  
animal welfare  
associations.



All our products are  
proudly made in France,  
our packaging is fully  
recyclable, and we  
prioritize sourcing from  
local suppliers.



A brand identity  
**that's powerful,  
elegant,  
emotional, and  
delightfully  
offbeat.**





LINDA RODIN AND WINKS. PHOTO CREDIT WINNIE AU

# Why Offer Delamour to your clients?



1

## Perfect alignment with your brand positioning

Offering Delamour and its bold, distinctive universe helps you stand out. Partnering with us means sharing our commitment to quality, innovation, and craftsmanship—delivering the finest experience for both dogs and their owners.

2

## Attract and retain a demanding, high-value clientele

Delamour was designed for a new generation of dog parents who seek more than the typical pet product.

This hard-to-recruit, high value clientele will resonate deeply with our exclusive offer and its bold storytelling.

3

## Benefit from the popularity of our products on social media

With our eye-catching packaging and a ritual that strengthens the bond between dogs and their owners, moments of joy are shared widely on social media\*, increasing visibility for your brand.

*\*Over 4,000 dog parents shared their experience with our Ice Cream on social media last summer.*







## A Network of Outstanding Ambassadors

### in France

Our first distributors in 2024 :	
Specialized pet stores	Animalis CLUB MEXIE ALPHA Dogs Food Two Tails CABOT ! FULL BLOOD CAFE BRIGAND merci mурphy
Veterinary clinics	VETINPARIS CIVIL PARIS VETERINAIRE CIVIL
5-star hotels & luxury restaurants	ACCOR AIRELLES MONT-CARLO SOCIETE DES BAINS DE MER MAISONS PARIENTE PARIS SOCIETY
Concept stores & department stores	ARTY DANDY LE BON MARCHE caldesi L'Espresso
Delicatessen store	épIC LA GRANDE EPICERIE PARIS
Coffee shops, ice cream shops, and more	LE BONE APPARI

## & in Europe



## A close relationship between our ambassadors and Delamour



« Since May, our clients and their dogs have enjoyed Delamour products as part of our menu. It's been a fantastic experience, and we can't wait for the launch of Le Moelleux! »  
Magalie Murillo, Director of SO/Paris (Paris)



« We're proud to offer Delamour in our Parisian clinics. The ice cream's formula is exceptional for digestion, and thousands of dogs have benefited from it all summer. »  
Isabelle Pasquet, Founder of VetinParis veterinary clinics (Paris)



« Finally something new, something fresh and exciting, with an exquisite range of ice creams. Our customers loved this new daily ritual with the three colorful versions. Well done! »  
Adeline Darriberouge, Founder of Babine Concept Store (Bayonne)

## Humans and their dogs both delighted

« Silver's digestion and vitality have improved dramatically in just a few weeks! Plus, she now hydrates effortlessly during the hot weather. »

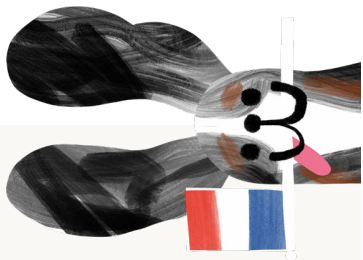
Silver and Nathalie, Saint-Tropez



More than  
**30,000 cups\***  
sold in France  
and in Switzerland

# La Glace

Launched in May 2024



## Ingredients tailored for your dog's health

Each La Glace recipe has been carefully crafted by Master Ice Cream Artisans and our Veterinary Doctor to ensure a perfect balance of indulgence and well-being, while hydrating dogs.

Mix of prebiotics  
& probiotics  
Strengthening intestinal flora

Organic Coconut Oil  
Immune, dermatological,  
and digestive benefits

Organic Agave Syrup  
In small quantity, for pleasure  
while preserving health

Lactose-free Skimmed Milk  
Gentle on the tummy and low in fat

Lactose-free Milk Protein  
Healthy muscles and bones

Natural roasted chicken flavor  
Unbeatable, irresistible taste

So much more than just an ice cream ...

Boosts **digestive system performance** with prebiotics and the probiotic *Bacillus subtilis*

No added sugar, lactose-free, gluten-free, preservative-free, no artificial coloring

About **2x less fat** and **30% less sugar** than traditional ice cream

A range of 4 healthy and nutritious ice creams



### L'Originale

**Prebiotics + Probiotics**  
Strengthens intestinal flora for better digestion.



### La Vitaminée

**L'Originale + Vitamin B9**  
Supports optimal metabolic balance.



### La Spirulinée

**L'Originale + Spirulina**  
Promotes healthy immune system function.



### La Fruitée (New)

**L'Originale + Raspberry**  
Packed with antioxidants and vitamins A, B, C, and E.



### Frozen Product

To find out more about  
our freezers and cool bags :  
see page 20.





# Discover Le Moelleux

**THE NEW ERA OF DOG SNACKING**  
Launch November 2024

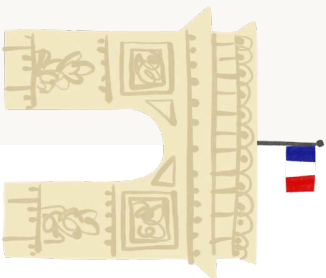


More than  
**45,000**  
**Moelleux**  
sold during the  
Christmas Season

# Le Moelleux

New

## Launch in November 2024



## Ingredients tailored for your dog's Health

Nutrients, vitamins,  
superfoods and plants  
known for their health  
benefits

Rich in protein.  
Low in sugar, using  
Yacon syrup

Hypoallergenic  
No risk of  
intolerance

So much more than just a pastry...

5 healthy and nutritious flavors



### Vitality

**Turmeric - Glucosamine - Taurine**  
Helps restore energy and vitality.



### Healthy skin & silky coat

**Lemon balm extract - Vitamin E - Zinc**  
Promotes healthy skin and a silky coat.



### Serenity

**Chamomile - L-Tryptophan - PeptoPro®**  
Helps to soothe and reduce stress.



### Immunity

**Inulin - Vitamin D - Yestimun®**  
Strengthens the immune system.



### Oral hygiene

**Green tea extract - Peppermint - Common sage**  
Promotes dental health and fresh breath.



**Egg White Proteins**  
Healthy muscles



**Tiger nut Flour**  
Rich in fiber  
and micronutrients



**Yacon Syrup**  
Very low glycemic index  
and rich in prebiotic fibers



**Rapeseed Oil**  
Rich in omega 3 and 9



**Collagen**  
Strengthens joints and bones



**Natural Roast Chicken Flavour**  
Simply irresistible

## A balanced, delicious pastry and a topping for wellness

After more than a year of research and development, led in collaboration with our Veterinary Doctor and one of the world's top pastry chefs, Vianney Bellanger, Le Moelleux represents the perfect fusion of a scientific approach to animal health and unparalleled French culinary know-how.

Store at room temperature







## Delamour's 2025 acceleration

- **February-  
July 2025**  
Strategic communication plan (social media, influencer campaigns, online ads, SEO, specialized press)
- **February-  
April 2025**  
Participation to the « Je t'aime comme un chien » (I love you like a dog) exhibition at **Le Bon Marché**
- **March 2025**  
Presence at the **Expozoo** fair in Paris  
Press launch of Delamour
- **May 2025**  
Presence at the **Zoomark** fair in Bologna (Italy)
- **September 2025**  
New product launch: **La Barre**
- **October 2025**  
Launch of our **Advent Calendar**



## Become one of our ambassadors

**Jordan ZALUSKI**  
Founder and CEO  
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**Christelle CHABANE**  
CEO's right-hand  
christelle@delamour-paris.com / +33 (0)6 38 30 69 24





# Our Premium Freezers

Each of our freezers is decorated with an eye-catching window sticker on the freezer door designed by Artist Agathe Troussel



**COOLHEAD - 50 liters**  
**Contains 140 cups**  
50cm (width), 53.5cm (depth), 53cm (height)



**TEFCOLD - 90 liters**  
**Contains 200 cups**  
61cm (width), 54cm (depth), 67cm (height)



**COOLHEAD - 200 liters**  
**Contains 220 cups**  
59.8cm (width), 67.9cm (depth), 83.8cm (height)



**COOL HEAD - 196 liters**  
**Contains 220 cups**  
63m (width), 44.5cm (depth), 195cm (height)



## Our cool bags

Our branded cool bags help boost sales in stores by allowing customers to buy and carry home up to 6 cups in one freeze bag.

Our bags contain up to 6 cups and keep La Glace frozen for up to 1 hour.





JOIN THE MOVEMENT  
OF EXCEPTIONAL DOG-LOVING BRANDS,  
AND LET'S REDEFINE THE FUTURE OF PET CARE  
TOGETHER WITH DELAMOUR

*Delamour*

Shlomo is a simplified joint stock company with capital of 1,076,22 euros, registered with the Creteil Trade and Companies Register under number 979 667 342 and whose registered office is at 161 rue de Paris, 94220 Charenton-le-Pont.