



BACKGROUNDER

BOM BOM is Singapore's pioneering pet nutrition company, ensuring pets have access to biologically appropriate and nutritionally balanced, fresh meals. BOM BOM's meals are scientifically formulated by an in-house team of certified nutritionists and animal scientists. Every meal is optimised for maximum bioavailability and individualised according to a multi-factor nutrition model.

BOM BOM prides itself upon using only top-quality ingredients, sourced from the most ethical farms worldwide. To preserve farm-to-bowl freshness and deliver the most hygienic meals, meticulously engineered cold chain management and independent laboratory testing are central to its procurement ethos.

BOM BOM is a results-driven market leader that bases its success on the well-being of its pet clients with a mission to achieve measurably higher quality of life and extended longevity. To date, BOM BOM's holistic approach has helped thousands of pets recover from persistent dermatological, immunological, digestive and physiological issues.

Founder's quote (Jason Wang, CEO of BOM BOM):

"It's a pleasure working with the Royal Albatross on a haute cuisine menu that is aesthetically enticing and nutritionally beneficial. While pets savour the freshness of BOM BOM's curated meals, owners can experience first-hand what it's like to feed fresh and balanced cuisine. Dogs are foodies too and there's no better way to enjoy a luxury cruise than being served a delicious meal with their beloved owners and friends! After all, why should humans have all the fun?"

BOM BOM

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