

Jerel Kwek Biography

Jerel Kwek is the co-founder of Addiction Foods, a NZ based natural pet food manufacturer and exporter. He spends time between Addiction Foods' North American headquarters in Seattle and its Asia Pacific Headquarters in Singapore, but travels the world to market pet food made from premium NZ products.



Kwek came from a family of strong female entrepreneurs; his maternal grandmother Laura Tan was the founder of Singapore's largest outdoor bus banner agency, and his mother Jayne Kwek is the chief executive of advertising agency Moove Media. His father is a former air force colonel turned business consultant, now retired.

It was apparent from an early age Jerel was going to be successful in business: at just five years old he started selling stickers to kids at his kindy and had various small "businesses" ranging from selling basketball cards to dog breeding and hydroponic farming. At 17, he launched his first company, an e-services consultancy which Kwek had to register under his father's name because he was under-age. His first client was energy drink maker Red Bull, who engaged him to build their website.

Despite being accepted into the prestigious Wharton Business School, Kwek decided he'd rather focus on his own technology start-ups, a move that flabbergasted his family and friends.

At age 22 he received the inaugural IT Youth Award, part of the Singapore Computer Society's IT Leader Awards, for outstanding achievements in developing innovative IT products.

Kwek has consulted for Sembcorp Industries, Philips Electronics, and Tech Semiconductor to name a few. He lectures around the world sharing his thoughts on entrepreneurship and continues to influence businesses across the globe.

In 2002, at 23 years of age, Kwek put \$6,000 of his savings towards co-founding a pet food company in partnership with a Singapore-based veterinarian and animal nutritionist. Today, Addiction Foods is a multi-million dollar global business success with a range of pet food that is manufactured in Te Puke, New Zealand.

Kwek is innovative, energetic, and committed to sustainable business and environmental principles.

Addiction Foods is the product of that dynamic mix – it has shunned traditional commercial pet food sources to create gourmet meals for pets using unique, ultra-premium meat sources free from harmful fillers, additives, and preservatives. Sold throughout the US, Canada, Asia, Europe, and now New Zealand to over 3000 specialty pet shops, it appeals to fussy eaters, animals with allergies and special dietary requirements.

It's a fantastic success story for the man who heads this global business at the tender age of 34.