

# REITSPORT BRANCHE RETAILER AWARD 2025 POWERED BY SPOGA HORSE STAR-STRUCK

The Reitsport BRANCHE Retailer Award Germany/International 2025 powered by spoga horse recognised the achievements of the award-winning equestrian retailers from Germany and world-wide by presenting them with award stars and certificates. In front of an enthusiastic audience,

the winners received their prizes on the large spoga horse STAGE in a festive award ceremony. Numerous manufacturers, suppliers and specialist retailers worldwide watched the event via the spoga@home live stream.



In front of an enthusiastic audience, the winners received their prizes on the large spoga horse STAGE. Congratulation to the winners: J. Bernd Voss, spoga horse director (middle), Jessica Kaup and Michael Meenen, Reitsport BRANCHE (right / left)



**Demand – watch it now!**

Missed the award ceremony on site or in the live stream? No problem. You can watch the video of the 2025 Retailer Award on the spoga horse website: [www.spogahorse.com](http://www.spogahorse.com); click on "Events" and "Reitsport BRANCHE Retailer Award"





# RETAILER AWARD 2025



Tom Büttner Saddlery, Dresden  
**Best Retailer Germany 2025**  
Unmatched competency,  
and sustainable at that



## "MY FAVOURITE EQUESTRIAN RETAILER" TRAUMPFERD LINGEN

Customers' vote:  
This year, the Reitsport BRANCHE Retailer Award was determined not only by the decisions made by the expert jury but also by a vote conducted among customers throughout Germany. Horse enthusiasts from Flensburg to Munich and from Aachen to Görlitz cast their votes to win their favourite shop the title of "Favourite Equestrian Retailer". In the end, Reitsport Schudt/Schenefeld and Reitsport Frölich/Weiterstadt took second and third place. The winner of this first-time vote was Sina Bauer from Traumpferd Lingen, who was delighted to accept her certificate on the spoga horse STAGE.



## SPECIAL CATEGORIES



Equiva, Dorsten  
**Special category Shop Fitting**  
Model store of the Equiva  
chain with perfect ambience



Loesdau Pferdesport, Biesingen  
**Special category Business Concept**  
Family business and stores with an  
individual signature



Horse Shop Landenhausen  
**TOP Retailer Germany**  
Well-established flagship  
specialist retailer



Pferdesport Hofmeister, Gevelsberg  
**TOP Retailer Germany**  
Great depth of range intertwined  
with creativity



Reitsport Manski, Güstrow  
**TOP Retailer Germany**  
From pragmatic all-rounder  
to inspiring trendsetter



Reitsport von Nüx, Bad Sachsa  
**TOP Retailer Germany**  
Pioneering spirit and new  
momentum



HippoSport, Schwäbisch-Gmünd  
**Special category Animal Feed**  
Competent and reliable feed advice



Reitsport Live, Konstanz  
**Special category Advisory Concept**  
Unique concept of saddle fitting  
and advice



Ströh E-Commerce, Hamburg  
**Special category Online**  
Top service, reasonable prices,  
many extras

Fotos: Koelmesse



TOP RETAILER  
INTERNATIONAL  
2025



**Emmers Equestrian, Belgium**  
**Top Retailer International 2025**  
Forty years of experience in the established family business, now led by Lisa Schreurs in the second generation. Three beautifully presented locations in Belgium and the Netherlands



**Hobukeskus, Estonia**  
**Top Retailer International 2025**  
Kristina Lätti and Hendrik Lätti have been running their equestrian retail shop in Tallinn since 2011. Market leader in the country with only around 10,000 horses.



**The Tack Shop Singapore**  
**Top Retailer International 2025**  
Owner Audrey and her general manager Angelina specialise in equestrian fashion. The shop is also a hub for equestrian sports enthusiasts from neighbouring Asian countries.

IMPRESSIONS



Fotos: Koelnmesse

Put in a festive mood by a casual champagne reception from Reitsport BRANCHE in close proximity to the event location, THE STAGE, equestrian retailers from Germany, Belgium, Estonia, and Singapore were all set up to receive the award stars and certificates of this year's Retailer Awards. The event has evolved into the international come-together of the global specialist retailer scene. Our editorial team is already receiving enquiries from shops in Germany and abroad that would like to take part in the next edition of the Retailer Award in 2026.

RETAILER AWARD-JURY



(v.l.n.r.) Stefan Schwanbeck (European Equestrian Business Association, EEBA/1th chairman); Frank Hölscher (Bundesverband der Deutschen Sportartikel-Industrie, BSI/board member), J. Bernd Voss (director spoga horse/Koelnmesse), Karl-Heinz Turner (Ladenbau Turner), Team Reitsport BRANCHE: Jessica Kaup, Sebastian Reichert, Michael Meenen