



The **special manufactory**
for handcrafted
dog and cat snacks

Your top-performing **PARTNER**
for developing **INNOVATIVE**
snack **CONCEPTS**



**Huge product
variety**
All products
from our own
handcrafted
production

OUR ASPIRATION

Our aim is simple yet ambitious and always up to date. We manufacture HB pet food products to meet the highest quality standards: we use only natural raw materials and fresh meat in human consumption quality (guaranteed without any abattoir by-products) in our recipes. Chemical additives or attractants are absolutely taboo.

We do, of course, also follow current nutritional trends and can, on request, also manufacture products for you based on strictly **vegan recipes** or on **insect protein**.

We consciously rely on craftsmanship and on proven processes in our production, to which we bring our extensive, science-based, professional expertise as well as many years' experience in the manufacture of premium pet food. This enables us to offer snack products in a wide variety of recipes, shapes and colours* to fulfil even the most sophisticated requirements.

HB thus stands for professional competence and uncompromising quality that merit your full confidence.

* We use only natural colours made from fruit or vegetable extracts.

**PRIVATE
LABEL
COMPETENCE**





Would you like to realise **YOUR IDEAS**,
develop **YOUR OWN PRODUCTS**
and market them under **YOUR BRAND**?

OUR RANGE OF SERVICES

HB is the right partner for you when it comes to high-quality, species-appropriate snacks for dogs and cats. Here, we have our own, very specific ideas – and we're certain you'll agree:

We simply don't make any compromises when it comes to recipe creation, the quality of raw materials used and the production processes for our pet food products.

YOU'LL
FIND OUR HB
IMMEDIATE
PROGRAMME
on page 9



*"Recipe, shape, colour –
the huge variety of
snacks and packagings
leaves nothing to be desired."*

We design, develop and produce: a complete service from a single source

We manufacture individual products as private labels, also in smaller quantities. Of course, we also package the products for you - in our standard packaging or in packaging that you provide or which we completely develop and procure for you on request.

Before and during the project, we'll support you with detailed advice to guarantee that your project will run smoothly.

Having your own brand enables you to independently position yourself on the market and to retain customers in the long term.

At our special manufactory, we're ideally suited to fulfil our ambitious quality targets without the unavoidable constraints of industrial production.

HB Bakery and Meaty Snacks are not just a welcome treat for our animal friends: if used responsibly and in moderation, they can also contribute greatly to their general well-being and also support active occupational therapy.

When understood in this way, there's no danger of snacks being fattening: that's something we seek to prevent.

Your idea & our expertise: a recipe for success.





The easy path to **YOUR BRAND** – attain **THE GOAL** IN 6 STEPS

You can rely on our expertise on your path from idea to recipe and product development, to the selection of the type and design of the packaging, to the production and the final product ready for sale.



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Here you can find our products

