



**Pala**

# ABOUT PALA

Nordic Brand – Produced in Estonia.

Focus on highest nutritional quality and bio availability.

Natural sources of vitamins, minerals, amino acids and fatty acids – no preservatives, synthetic vitamins or minerals.

All Pala complete recipes and treats produced entirely by us in our own kitchen.

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- Gently air-dried at low temperatures
- Small batches (max 175kg)
- Not cooked
- Not extruded
- No ultra-high heat processing

Moisture reduced to 10–12%  
Raw meat typically 70–75% moisture.

This creates:

- High energy density
- Concentrated nutrients
- Shelf stability

# OUR FOOD



**OVER 3 KILOS  
OF FRESH  
INGREDIENTS  
IN A 1 KILO  
BAG.**



**AT LEAST 82%  
MEAT IN EVERY  
RECIPE.**



**NO PRESERVATIVES.  
NO SYNTHETIC  
VITAMINS OR  
MINERALS.**

**DEVELOPED  
WITH  
DOGRISK –  
UNIVERSITY OF  
HELSINKI.**





**A GREAT BARF  
OPTION.**

# FEEDING PORTIONS

## Most kibble:

Feed 2–3% body weight.

## Pala:

Feed approx. 1% body weight

2% only if extremely active or underweight.  
It's calorie-dense (~450–500 kcal/100g).

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# WATCH THE STOOL

- Check your dog's stool as a simple at-home test
  - Highly bioavailable food → better absorption
  - Results in smaller, firmer, less frequent stools
  - Large, frequent, or loose stools → poor absorption
  - Indicates much of the food is passing through unused
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# OUR PRODUCTS LINE



COMPLETE RECIPES  
100% Barf approved

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TREATS  
100% monoprotein

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NATURALS  
Chews & snacks

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Suitable for all life stages - puppies, adults & seniors.

# COMPLETE RECIPES

Meat: Chicken, beef, lamb, rabbit, turkey, duck  
Fish: Salmon & herring

- Available in 1kg , 400g and 100g packs
- High quality proteins, 82-86%
- Wholesome vegetables and berries, 11-16%
- Boosters – Icelandic seaweed, wheatgrass, turmeric, pepper, etc. 2-5%
- High in digestible Omega 3 & 6 fatty acids

High caloric value ~4800 kcal/kg a little goes a long way



# TREATS

Made from 100% single ingredient meat – no added fillers or flavours.

Monoprotein

Air-dried at 65°C

Strong aroma and flavour – even the pickiest of dogs love our treats

Suitable for all life stages - puppies, adults & seniors.



# NATURALS

Pala Naturals is a range of fully air-dried chews for dogs.

Each product is made from 100% single animal ingredient, with no additives or preservatives.

These treats are suitable for activation and stimulation and can be used as part of a healthy diet or as an addition to regular feeding.

**MORE QUESTIONS?**

**VISIT OUR  
FAQS PAGE**

**FOR ANSWERS TO COMMON  
CUSTOMER QUESTIONS.**



# CONTACT US

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