

YowUp!

LICK LIFE[®]



OUR VISION

We strongly believe on improving the wellness of our pets through proper nutrition.

YowUp! specializes in fun and functional, low-calorie, liquid treats.

Our commitment to innovation and quality can be seen in each of our products which act as natural sources of hydration, and help support digestion, joint health, and immune system.

Happy, healthy pets, one lick at a time.



360° CONTROL

We control the entire process to ensure quality, safety, and functionality.



R&D and formulation

We develop our own functional nutrition solutions, based on scientific knowledge and tailored to the needs of dogs and cats.



INGREDIENTS AND ORIGIN

We select ingredients under strict European standards and with complete traceability from the source.



PRODUCTION AND SAFETY

We manufacture in Spain following certified processes, ensuring food safety, product stability and functional integrity throughout its shelf life.



SALES & MARKETING

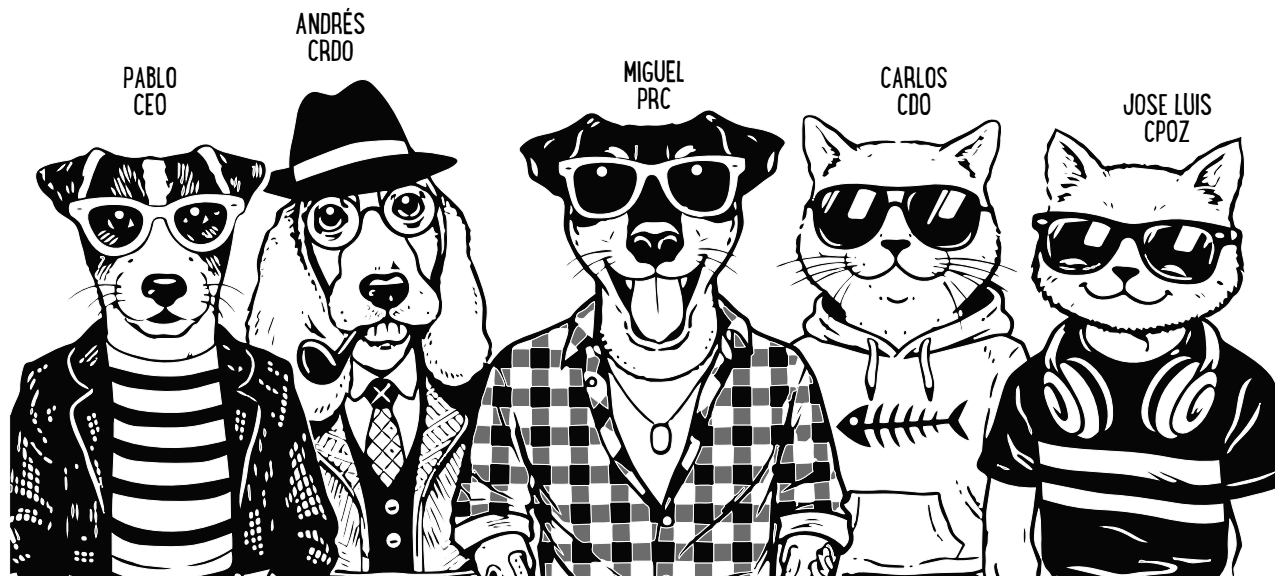
We directly manage the brand, the product and its market implementation, guaranteeing consistency, quality and a differentiated retail experience.



EXPERIENCE, EXPERTISE AND PASSION

YowUp! was born from the union of professionals with extensive experience in the food sector and fast moving consumer goods innovation, combined with a clear vocation to improve the nutrition and wellbeing of dogs and cats.

A multidisciplinary team that brings together expertise in formulation, production, quality and marketing to develop safe, effective and differentiated functional solutions.



OUR APPROACH TO FUNCTIONAL NUTRITION

Healthy and happy pets, one lick at a time

TASTY:

High palatability and pleasant textures that dogs and cats enjoy from the first moment.

HEALTHY:

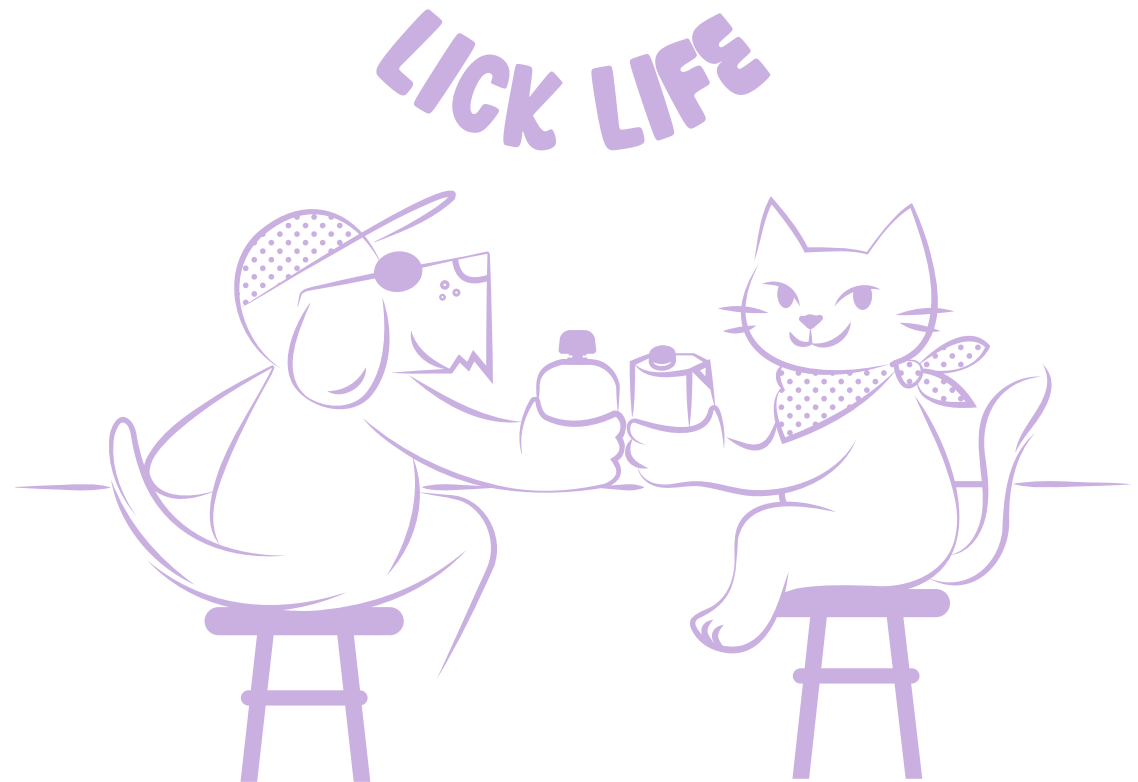
Functional solutions developed with ingredients and certified functionalities, designed for everyday wellbeing.

FUN:

Versatile formats and uses that make mealtime a special moment: straight from the pack, as a topper, in interactive toys or frozen.

HYDRATING:

Liquid treats that help maintain proper hydration and easily complement daily nutrition.



INNOVATION IN 4 PAWS



SHELF LIFE WITHOUT REFRIGERATION

Formulas designed to be sold without refrigeration and with a long shelf life.

FUNCTIONAL FORMULATION

Solutions developed to support digestive health, immune health, and daily hydration.

QUALITY INGREDIENTS

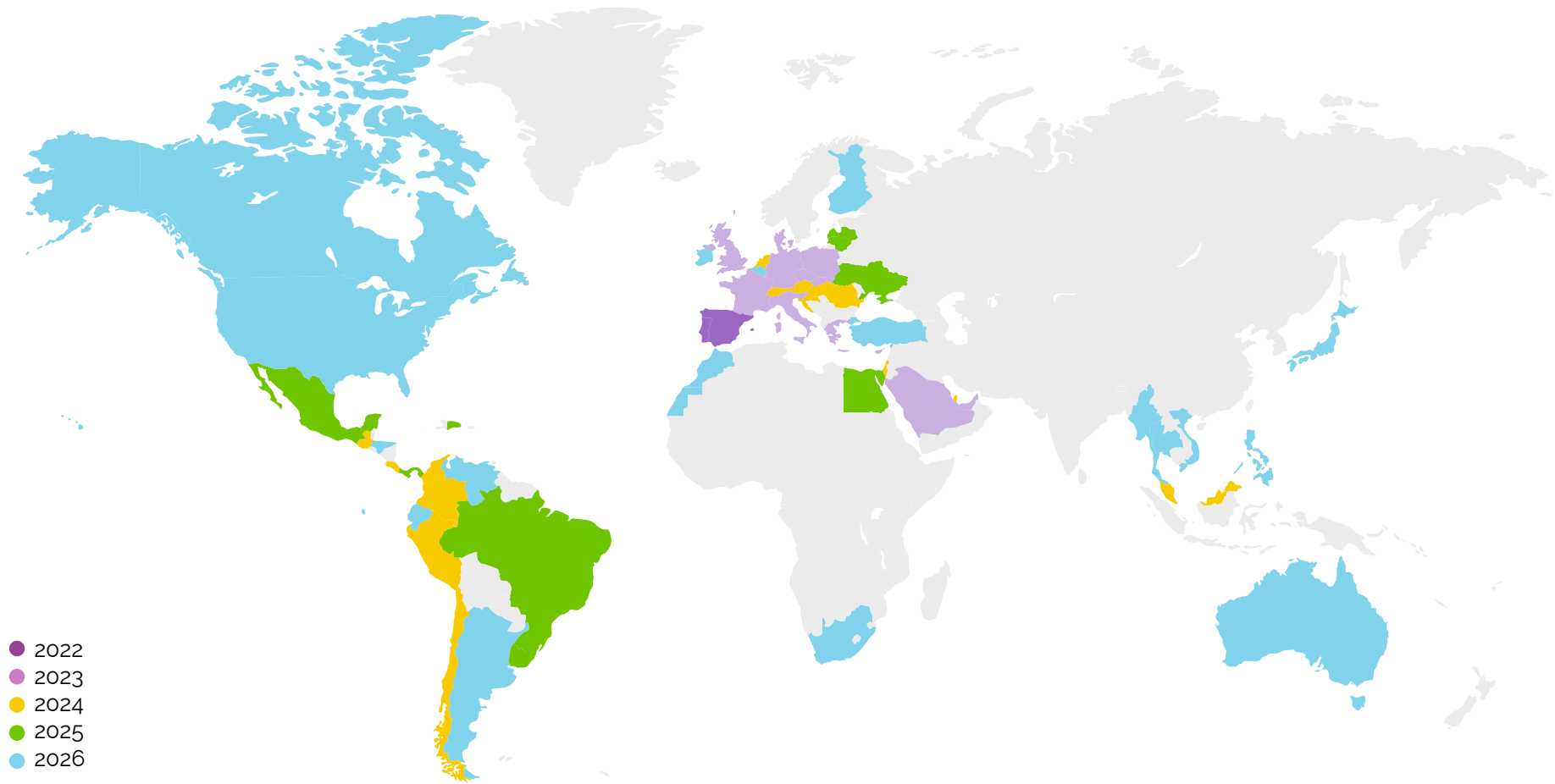
Fresh ingredients selected under European standards and quality.

CONVENIENT PACKAGING

Practical, easytouse and easytodose formats.

INTERNATIONALISATION

The World's leading Dairy for Pets brand.



YOWUP! NUTRITIONAL DENSITY

Nutrient-rich treats

WHAT IS DAIRY?

A 100% natural food that provides **CALCIUM AND PHOSPHORUS**, essential minerals for the maintenance of bones and teeth, as well as **VITAMINS** naturally present in this food.

WHAT ARE PREBIOTICS?

Functional fibers that feed beneficial gut bacteria, helping maintain a balanced **intestinal microbiota**.

WHAT ARE POSTBIOTICS?

Bioactive compounds derived from beneficial microorganisms without the presence of live bacteria. They improve **digestive tolerance** and support the **intestinal barrier function**.

HEALTHY
GUT

NUTRIENT
ABSORPTION

PREBIOTIC
EFFECT

CALCIUM, PHOSPHORUS AND VITAMINS



YOGURT

Creamy yogurt with prebiotics and functional ingredients for daily digestive, joint, skin and coat support

DIGESTIVE
PREBIOTICS 

SKIN & HAIR
COLLAGEN & OMEGA 3 & 6 

ARTICULAR
COLLAGEN & CHONDROPROTECTORS 

LOW FAT || **LACTOSE FREE**

TASTY & HEALTHY

DIGESTIVE HEALTH

PREBIOTICS

NO FRIDGE NEEDED

24 MONTH SHELF LIFE



L.CASEI

Functional L. Casei solution with prebiotics and posbiotics to support the immune and digestive system of dogs and cats.

IMMUNE SYSTEM
PRE + POSTBIOTICS & VITAMINS
TURKEY 🐔

LOW FAT || **LACTOSE FREE**

TASTY & HEALTHY

IMMUNE SYSTEM SUPPORT



PREBIOTICS + POSTBIOTICS

VITAMINS

NO FRIDGE NEEDED

24 MONTH SHELF LIFE

KEFIR

Creamy fermented dairy with kefir cultures, duck, pumpkin, prebiotics and postbiotics for gut microbiome and digestive support.

 **PREBIOTICS
+ POSTBIOTICS**

LOW FAT || **LACTOSE FREE**

 **TASTY &
HEALTHY**

 **GUT
HEALTH**



FLORA PLUS
PRE + POSTBIOTICS
DUCK & PUMPKIN

NO
FRIDGE
NEEDED

24
MONTH
SHELF LIFE

MILK

Functional, lactose-free, low-fat milk, a natural source of hydration and nutrients, enriched with taurine and vitamins.

HYDRATION
TAURINE & CALCIUM
NATURAL 

LOW FAT || **LACTOSE FREE**

 **TASTY & HEALTHY**

 **DAILY HYDRATION**



 **NUTRIENTS & VITAMINS**

NO FRIDGE NEEDED

16 MONTH SHELF LIFE

FROZEN YOGURT

Lactose-free, low-fat, low-calorie, shelf-stable frozen yogurt that is ready to freeze.

The perfect healthy indulgence for hot weather or just as a refreshing treat.

BACON
CAKE 

HOT DOG
& CHEESE 

CHICKEN
& APPLE 

SALMON
TARTAR 

LOW FAT || LACTOSE FREE

TASTY & HEALTHY

REFRESHING AND FUN

NO MIXING REQUIRED



FREEZE FOR 30 MIN

24 MONTH SHELF LIFE

PET FLURRY

Irresistible combination of low-fat, lactose-free yogurt with natural 100% protein bites.

Mix and enjoy in room temperature, chilled, or even frozen.

100% DUCK BITES 

100% TURKEY BITES 

LOW FAT || LACTOSE FREE

TASTY & HEALTHY

CHILL & MIX



100% PROTEIN 



24 MONTH SHELF LIFE

MILKY LICKS

Creamy and healthy lickable treats for cats in squeeze tube format.

A delicious chicken and milk purée enriched with prebiotics, the perfect combination of function and fun.

CHICKEN & MILK PURÉE
ORIGINAL

CHICKEN & MILK PURÉE
SERRANO HAM



LOW FAT || **LACTOSE FREE**

TASTY & HEALTHY

SINGLE-DOSE PACKAGING

SUUUPER CREAMY

MILK BASE

PREBIOTICS

CHICKEN & MILK PURÉE

24 MONTH SHELF LIFE

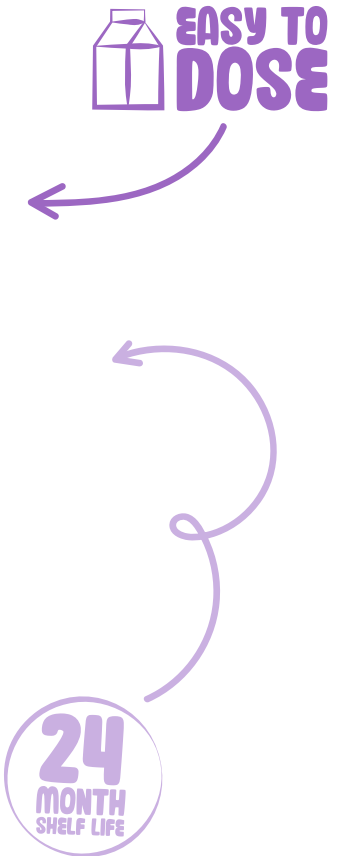
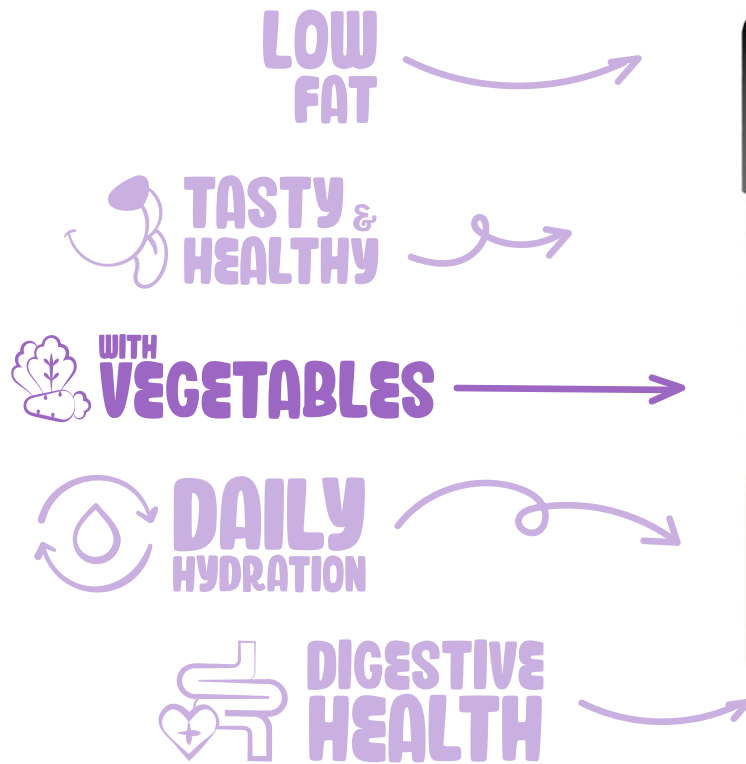
BONE BROTH

Functional bone broth in carton format, formulated to complement your dog's daily diet.

The perfect combination between hydration, nutrition, and digestion thanks to their added veggies, turmeric and ginger.

VEGETABLES & TURMERIC
CHICKEN 🐔

VEGETABLES & GINGER
BEEF 🐮



TEAM DOG



TEAM CAT



INSTRUCTIONS FOR USE



COOK



LICK



FREEZE



FILL



TOPPER

WHEN TO USE IT?

- Changes in your pet's diet
- After antibiotic treatment
- Seasonal changes, routine changes or travel
- Sensitive digestion and loose stools
- Oral inflammation or convalescence

They also enhance the palatability of daily meals and help maintain proper hydration.

BENEFITS

- Supports beneficial bacteria
- Helps stabilize loose stools
- Strengthens the immune system
- Healthy hydration

TRADE MARKETING



PDQ DISPLAY CASE



TABLE DISPLAY

Holds up to 8 cases

Mix and match SKUs

TRADE MARKETING



FLOOR DISPLAY

Holds 20 cases



FROYO FLOOR DISPLAY

Holds 15 cases



HANG STRIP

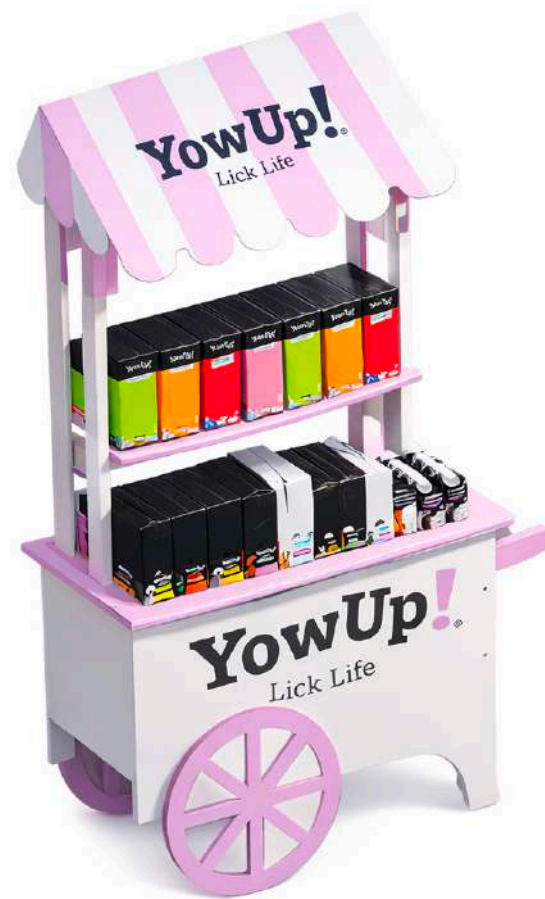
Holds 1 case



HANGABLE PACKAGING

Pouches and cups

TRADE MARKETING

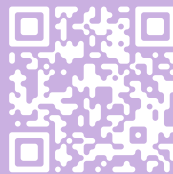


ICE CREAM CART DISPLAY

Holds up to 28 cases
Full YowUp! product lineup

YowUp!

LICK LIFE®



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