

PAWR

# Plant pawred dog food

PAWR brochure - Interzoo 2024  
Booth 3-336





## Hi, nice to beet you!

At PAWR, we're more than just a company - we're a family! We are Erik and Fia, the father-daughter team behind our pawsome brand. As an experienced veterinarian and a nutritionist of the next generation, we are dedicated to providing the best diet for our furry friends with the power of plants.

We strive to make a difference not only in the well-being and happiness of dogs but also in creating a positive influence on the world.

We firmly believe that plant-based dog nutrition is a win-win solution, benefiting both our furry friends' health and the world around us. With PAWR, we have crafted a brand that offers optimal nourishment for dogs while promoting a more sustainable future. We invite you to join us on this journey and discover why PAWR is the fur-real deal for a happier dog and a healthier world!

# Why PAWR?



## Eco-friendly

Every proces in our brand is as sustainable as possible.



## Cruelty-free

No other animals are harmed.



## Hypoallergenic

Free of animal proteins and gluten.



## Local product

Developed and produced in The Netherlands.



## High palatability

Developed with years of experience.



## 100% recyclable

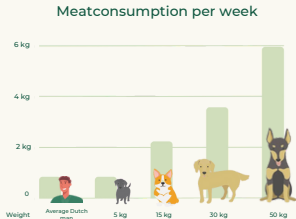
Packaging is 100% recyclable and made of recycled materials.

## THE PROBLEM

# 20%

of the meat  
industry goes  
towards feeding  
our beloved cats  
& dogs!

**"An average dog consumes almost 3 times more meat than an average Dutch man."**



Source: National Institute for Public Health and the Environment | RIVM

# Our *plantastic* menu

Explore our complete, hypoallergenic plant-based range filled with colorful superfoods, health benefits, and delicious flavors! Tailored for 100% plant-loving pups, dogs with food allergies, or sustainable Meatless Monday enthusiasts. They're also perfect as supplementary nutrition alongside BARF diets.

## Superfood diner

*Diner mix of kibble and dried superfood flakes*

- Can be added with hot water for special semi-moist food
- 3 flavours
- Perfect as supplementary alongside BARF diets

## Superfood crunchies

*Colourful kibble mix for daily wellness*

- Adult, puppy & senior
- Daily wellness
- 2 packaging sizes available



**PAWR**

**Visit us:  
Booth 3-336**

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