

THIS USED TO BE WASTE. NOW IT GENERATES REVENUE.

**My dog doesn't care about sustainability.
Your customers do. And they buy it.**

HOLY PULP is a premium dog treat made from upcycled fruit and vegetable pulp — a by-product of cold-pressed juice production. We turn waste into a retail-ready, high-margin product.

PROVEN IN MARKET

- **15,000+** UNITS SOLD SINCE LAUNCH 09 /2025
- **1,500+ KG** UPCYCLED RAW MATERIAL
- ALREADY TRUSTED BY: **ROSSMANN, KIFLI.HU, ALPHAZOO**
- **LIDL** PILOT COMPLETED

WHY IT WORKS

- **HIGH-MARGIN IMPULSE** PRODUCT
- **STRONG SHELF STORY** → DRIVES CONVERSION
- **NO NEED** FOR HEAVY **MARKETING**
- **LIGHTWEIGHT, LONG SHELF LIFE, EASY LOGISTICS**

INTERNATIONAL AWARD WINNER

EWWR - BUSINESS CATEGORY WINNER

K&H BANK SUSTAINABILITY AWARD WINNER



**NO EXTERNAL FUNDING.
BUILT FROM REAL MARKET DEMAND.**

WE ARE **LOOKING FOR**
DISTRIBUTION **PARTNERS** IN **EUROPE:**

- **RETAIL & WHOLESALE READY**
- **SAMPLES AVAILABLE**