



VON BARF

Product Catalogue 2026

Biologically Appropriate Raw Food



WHAT IS BARF - BARF IS NUTRITION ALIGNED WITH DOGS' NATURAL BIOLOGY.

THE NATURAL EVOLUTION OF PET FOOD RETAIL

Biologically Appropriate Raw Food is a nutrition philosophy based on the fact that dogs are carnivores and should be fed a diet as close as possible to what they ate at the beginning of their coexistence with humans, before the advent of industrial pet food.

Food should be raw and free from harmful additives, which are common in other feeding methods. Raw meat is what a dog's body recognizes best, digests most easily, and utilizes most efficiently. This is because only raw meat is rich in easily digestible proteins, enzymes, vitamins, and minerals in their natural form.

Raw dog food has been the fastest-growing segment of dog nutrition for several years.



WHO ARE WE



YOUR BARF PARTNER FOR RETAIL GROWTH

Von BARF is a leading European BARF producer, exclusively focused on raw and gently cooked natural dog food for modern pet retail. We partner with both professional big retail chains to local pets shops who are looking for a pan-European ready supplier — built for scalability, reliability and long-term cooperation.

Our production is established in **three European countries (Austria, Croatia and Hungary)**, supported by **four strategically positioned warehouses (Croatia, Austria, Serbia and Bulgaria)**. This infrastructure enables secure, flexible and scalable frozen supply for national and multi-country retail operations of both our own brands and private label brands for diverse partners.

Von BARF and private label products are currently sold at over 200 pet shops in 11 European markets - spanning from Spain in the south of Europe, through Western Europe (Italy, Belgium), Central Europe (Slovenia, Croatia, Hungary) and Eastern Europe (Serbia, Romania, Bulgaria), to Estonia in the north of Europe and all the way in Cyprus in the furthest southeast of Europe demonstrating our ability to operate across diverse regulatory, logistical and consumer environments.

With over 30 years of meat processing expertise and 10 years dedicated exclusively to BARF, our multidisciplinary team combines veterinary, medical, pharmaceutical and FMCG know-how to deliver products that are nutritionally sound, commercially viable and retail-ready.

...WITH EXPERIENCE IN DEALING WITH RETAIL AND WHOLESALE PARTNERS ACROSS THE EUROPE

WHY RETAIL CHAINS CHOOSE VON BARF



- Pan-European readiness – multi-country production, warehousing and proven cross-border distribution
- Retail-proven scalability – expandable capacity designed for national and international rollouts
- Frozen category expertise – deep know-how in cold-chain logistics and in-store freezer execution
- Category performance driver – BARF attracts younger, affluent and highly loyal customers
- True partnership approach – dedicated key account support, staff training and premium POS solutions

Von BARF understands what both large retail organizations and independent retailers value most: consistency, scalability and trust.

We don't just supply products — we build the BARF category together across Europe.

Whether you require a single pallet or a full-scale private label portfolio, we deliver solutions tailored to your growth.



VON BARF - CLASSIC LINE

A line of complete meal, frozen products.
Offers reliable nutrition for everyday pet needs, ideal for
long-time customers looking for trusted products.

VON BARF STARTER 2,5 kg

Mono Beef Recipe – 100% Single Protein

PACKAGING: 20x125 g; 10x250 g

INGREDIENTS:

beef 63%, ground beef bone and
cartilage tissue 15%, beef heart 10%,
seasonal fruits and vegetables 6%,
beef liver 5%, sweet red pepper.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 757 kJ / 181 kcal, |
| protein | 15,8 g, |
| fat | 11,9 g, |
| fiber | 0,8 g, |
| ash | 4,1 g, |
| moisture | 65,5 g. |



VON BARF CLASSIC 2,5 kg

Mono Beef Recipe – 100% Single Protein

PACKAGING: 20x125 g; 10x250 g; 5x500 g

INGREDIENTS:

beef meat 40%, beef rumen 20%,
ground beef bone and cartilage tissue 18%,
beef heart 10%,
seasonal fruits and vegetables 6%,
beef liver 5%, garlic 0.5%, sweet red pepper.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 753 kJ / 180 kcal, |
| protein | 15,6 g, |
| fat | 12,1 g, |
| fiber | 0,8 g, |
| ash | 4,8 g, |
| moisture | 65,5 g. |





VON BARF SENSITIVE 2,5 kg

Mono Beef Recipe – 100% Single Protein

PACKAGING: 20x125 g; 10x250 g

INGREDIENTS:

beef rumen 93%,
green leafy vegetables 7%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 657 kJ /157 kcal, |
| protein | 13.5 g, |
| fat | 10.3 g, |
| fiber | 1.2 g, |
| ash | 1.6 g, |
| moisture | 72 g, |



VON BARF ADRIATIC 2,5 kg

PACKAGING: 10x250 g

INGREDIENTS:

Adriatic sardines 45%, beef 25%,
ground beef bone and cartilage tissue 13%,
seasonal fruits and vegetables 6%,
beef liver 5%, beef heart 5%,
Mediterranean herbs (oregano, basil, sage).

AVERAGE NUTRIENT VALUES per 100 g:

| | |
|----------|------------------|
| energy | 695 kJ/166 kcal, |
| protein | 15.5 g, |
| fat | 11.2 g, |
| fiber | 0.8 g, |
| ash | 4.7 g, |
| moisture | 65.5 g, |



VON BARF - PREMIUM SELECTION

A line of complete meal, frozen products.
A sophisticated choice for pet owners
who prioritize high-quality, luxury ingredients.

VON BARF PREMIUM SELECTION DUCK 2 kg

Mono Duck Recipe – 100% Single Protein

PACKAGING: 8x250 g

INGREDIENTS:

duck meat 55%, duck neck and back 16%,
fruits and vegetables 15%, duck hearts 10%,
duck liver 4%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 753 kJ / 180 kcal, |
| protein | 14,3 g, |
| fat | 11,1 g, |
| fiber | 2,2 g, |
| ash | 2,9 g, |
| moisture | 66,8 g. |



VON BARF PREMIUM SELECTION GAME 2 kg

Mono Game Recipe – 100% Single Protein

PACKAGING: 8x250 g

INGREDIENTS:

game meat 50%,
entrails (tripe, heart, liver) 25%,
bone and cartilage 10%,
fruits and vegetables 15%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 594 kJ / 142 kcal, |
| protein | 24 g, |
| fat | 4 g, |
| fiber | 2,5 g, |
| ash | 1,1 g, |
| moisture | 68 g. |





VON BARF PREMIUM SELECTION HORSE 2 kg

Mono Horse Recipe – 100% Single Protein

PACKAGING: 8x250 g

INGREDIENTS:

horse meat 50%, entrails
(heart, liver, kidneys, lungs) 25%,
bone and cartilage 10%,
fruits and vegetables 15%.

AVERAGE NUTRITIONAL VALUES per 100 g:

energy 753 kJ / 180 kcal,
protein 23.4 g,
fat 5.5 g,
crude fiber 2.2 g,
ash 1.1 g,
moisture 66.8 g.



VON BARF PREMIUM SELECTION RABBIT 2 kg

Mono Rabbit Recipe – 100% Single Protein

PACKAGING: 8x250 g

INGREDIENTS:

rabbit meat 55%,
ground rabbit bones and
cartilage 18%,
fruits and vegetables 15%,
rabbit offal (heart, liver) 12%.

AVERAGE NUTRITIONAL VALUES per 100 g:

energy 682 kJ / 163 kcal,
protein 21.8 g,
fat 7.6 g,
fiber 2 g,
ash 4.8 g,
moisture 62.3 g.



VON BARF - PREMIUM SELECTION

A line of complete meal, frozen products.
A sophisticated choice for pet owners
who prioritize high-quality, luxury ingredients.

VON BARF PREMIUM SELECTION LAMB 2 kg Mono Lamb Recipe – 100% Single Protein

PACKAGING: 8x250 g

INGREDIENTS:

lamb meat 45%, lamb tripe 15%,
lamb offal (heart, liver, lungs, kidney) 15%,
bone and cartilage 10%,
fruits and vegetables 15%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 727 kJ /150 kcal, |
| protein | 16,8 g, |
| fat | 8,1 g, |
| fiber | 2,2 g, |
| ash | 0,9 g, |
| moisture | 72 g. |



VON BARF PREMIUM SELECTION TURKEY 2 kg Mono Turkey Recipe – 100% Single Protein

PACKAGING: 8x250 g

INGREDIENTS:

turkey meat 40%,
turkey neck and back 20%,
fruits and vegetables 15%,
turkey stomach 10%,
turkey heart 10%, turkey liver.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-----------------|
| energy | 553kJ/ 132kcal, |
| protein | 17,8 g, |
| fat | 5,9 g, |
| fibre | 1,9 g, |
| ash | 3,9 g, |
| moisture | 67,3 g. |



VON BARF - PROFESSIONAL SELECTION

A line of complete meal, frozen products.
Budget-friendly options that don't compromise on essential nutrition, perfect for practical pet owners seeking value for money.

VON BARF PROFESSIONAL BEEF 1 kg

Mono Beef Recipe – 100% Single Protein

PACKAGING: 1000 g

INGREDIENTS:

beef meat 35%, beef rumen 30%,
ground beef bone and cartilage tissue 20%,
fruits and vegetables 10%,
beef liver 5%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 753 kJ /180 kcal. |
| protein | 14,8 g. |
| fat | 12,9 g. |
| fiber | 1,1 g. |
| ash | 5 g. |
| moisture | 66 g. |



VON BARF PROFESSIONAL RABBIT 1 kg

Mono Rabbit Recipe – 100% Single Protein

PACKAGING: 1000 g

INGREDIENTS: rabbit meat 55%,
ground rabbit bones and cartilage 18%,
fruits and vegetables 15%,
rabbit offal (heart, liver) 12%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 682 kJ /163 kcal. |
| protein | 21,8 g. |
| fat | 7,6 g. |
| fiber | 2 g. |
| ash | 4,8 g. |
| moisture | 62,3 g. |



VON BARF - PROFESSIONAL SELECTION

A line of complete meal, frozen products.
Budget-friendly options that don't compromise on essential nutrition, perfect for practical pet owners seeking value for money.

VON BARF PROFESSIONAL DUCK 1 kg

Mono Duck Recipe – 100% Single Protein

PACKAGING: 1000 g

INGREDIENTS:

duck meat 55%,
duck neck and back 16%,
fruits and vegetables 15%,
duck hearts 10%, duck liver 4%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 753 kJ /180 kcal, |
| protein | 14,3 g, |
| fat | 11,1 g, |
| fiber | 2,2 g, |
| ash | 2,9 g, |
| moisture | 66,8 g, |



VON BARF PROFESSIONAL TURKEY 1 kg

Mono Turkey Recipe – 100% Single Protein

PACKAGING: 1000 g

INGREDIENTS:

turkey meat 40%,
turkey neck and back 20%,
fruits and vegetables 15%,
turkey stomach 10%,
turkey heart 10%, turkey liver.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-----------------|
| energy | 553kJ/ 132kcal, |
| protein | 17,8 g, |
| fat | 5,9 g, |
| fibre | 1,9 g, |
| ash | 3,9 g, |
| moisture | 67,3 g, |





VON BARF PROFESSIONAL LAMB MONO 1 kg

Mono Lamb Recipe – 100% Single Protein

PACKAGING: 1000 g

INGREDIENTS:

lamb meat 45%, lamb tripe 15%,
lamb offal (heart, liver, lungs, kidney) 15%,
bone and cartilage 10%,
fruits and vegetables 15%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 727 kJ /150 kcal, |
| protein | 16,8 g, |
| fat | 8,1 g, |
| fiber | 2,2 g, |
| ash | 0,9 g, |
| moisture | 72 g, |



VON BARF PROFESSIONAL LAMB MIX 1 kg

PACKAGING: 1000 g

INGREDIENTS:

lamb 55% (meat 30%, tripe 10%,
bones and cartilage 10%, liver and heart 5%),
beef 35% (meat 30%, tripe 5%),
seasonal vegetables and fruits 10%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 623 kJ /149 kcal, |
| protein | 16,9 g, |
| fat | 8,2 g, |
| fiber | 1,9 g, |
| ash | 1,1 g, |
| moisture | 71 g, |



VON BARF - BURGERS

A line of complete meals, frozen products. Fun and flavorful, these are perfect for pet owners who want to treat their pets to delicious, playful meals. The burgers are easy to portion and can be broken into smaller pieces, making them particularly convenient for owners of small and miniature breeds.



VON BARF BURGER SELECTION BEEF 1 kg

Mono Beef Recipe – 100% Single Protein

PACKAGING: 5x200 g

INGREDIENTS:

beef 63%,
ground beef bone and cartilage tissue 15%,
beef heart 10%,
seasonal fruits and vegetables 6%,
beef liver.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 757 kJ /181 kcal, |
| protein | 15,8 g, |
| fat | 11,9 g, |
| fiber | 0,8g, |
| ash | 4,1 g, |
| moisture | 65,5 g. |





VON BARF BURGER SELECTION DUCK 1 kg

Mono Duck Recipe – 100% Single Protein

PACKAGING: 5x200 g

INGREDIENTS:

duck meat 55%, duck neck and back 16%,
fruits and vegetables 15% , duck hearts 10%,
duck liver 4%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 753 kJ /180 kcal. |
| protein | 14,3 g. |
| fat | 11,1 g. |
| fiber | 2,2 g. |
| ash | 2,9 g. |
| moisture | 66,8 g. |



VON BARF BURGER SELECTION TURKEY 1 kg

Mono Turkey Recipe – 100% Single Protein

PACKAGING: 5x200 g

INGREDIENTS:

turkey meat 40%,
turkey neck and back 20%,
fruits and vegetables 15%,
turkey stomach 10%,
turkey heart 10%, turkey liver.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-----------------|
| energy | 553kJ/ 132kcal. |
| protein | 17,8 g. |
| fat | 5,9 g. |
| fiber | 1,9 g. |
| ash | 3,9 g. |
| moisture | 67,3 g. |



The BARF

A line of complete meal, frozen products.
Cost-effective product line that offers a rich mix of proteins, appealing to consumers looking for balanced nutrition without a high price tag.

THE BARF DUCK & BEEF 0,5 kg

PACKAGING: 500g

INGREDIENTS:

duck 45% (meat 25%, back and neck 20%),
beef 40% (meat 30%, heart 5%, liver 5%),
vegetables and fruits 15%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|-------------------|
| energy | 145 kcl/a/ 607kJ, |
| protein | 16%, |
| fat | 8%, |
| fiber | 1%, |
| ash | 2.1%, |
| moisture | 71%. |



THE BARF TURKEY & BEEF 0,5 kg

PACKAGING: 500g

INGREDIENTS:

turkey 45% (meat 15%,
back and neck 20%,
heart 5%, liver 5%), beef 40%,
vegetables and fruits 15%

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|------------------|
| energy | 674 kJ/161 kcal, |
| protein | 17.2%, |
| fat | 9%, |
| fiber | 0.8%, |
| ash | 2.2%, |
| moisture | 69%. |



THE BARF LAMB & BEEF 0,5 kg



PACKAGING: 500g

INGREDIENTS:

lamb 50% (meat 20%, lamb tripe 15%, lamb bones and cartilage 15%),
beef 35% (meat 25%, liver 5%, heart 5%),
vegetables and fruits 15%

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 724 kJ / 173 kcal, |
| protein | 14%, |
| fat | 11.9%, |
| fiber | 0.9%, |
| ash | 2.5%, |
| moisture | 67%. |



THE BARF DUCK & TURKEY 0,5 kg

PACKAGING: 500g

INGREDIENTS:

duck 45% (meat 25%, duck back and neck 20%),
turkey 40% (meat 30%, liver 5%, heart 5%),
vegetables and fruits 15%

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 753 kJ / 180 kcal, |
| protein | 16.5%, |
| fat | 11.7%, |
| fiber | 0.8%, |
| ash | 3%, |
| moisture | 67%. |



THE BARF RABBIT 0,5 kg

PACKAGING: 500g

INGREDIENTS:

rabbit meat 55%, minced rabbit bones and cartilage 18%,
fruit and vegetables 15%, rabbit offal
(heart, liver) 12%.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|--------------------|
| energy | 681 kJ / 163 kcal, |
| protein | 21%, |
| fat | 6.5%, |
| fiber | 2%, |
| ash | 3.8%, |
| moisture | 62.3%. |



VON BARF DOG ICE CREAM

Frozen product, an ideal cooling comfort for happy tails!



VON BARF DOG ICE CREAM BEEF & CARROT 90 ml

INGREDIENTS:

lactose free yogurt (lactose < 0.1g), carrots 6%,
agave syrup, beef 5%, rapeseed oil,
flaxseed oil, inulin,
additives: thickeners guar gum
and locust bean gum.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|---------|
| protein | 4,2 g. |
| fat | 5,7 g. |
| fiber | 0,3 g. |
| ash | 0,6 g. |
| moisture | 72,6 g. |





VON BARF DOG ICE CREAM BANANA & APPLE 90 ml

INGREDIENTS:

lactose free yogurt (lactose < 0.1 g),
agave syrup, bananas and apples 5%,
rapeseed oil, linseed oil, inulin,
additives: thickeners guar gum
and locust bean gum.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|---------|
| protein | 4,2 g, |
| fat | 5,7 g, |
| fiber | 0,3 g, |
| ash | 0,6 g, |
| moisture | 72,6 g, |



VON BARF DOG ICE CREAM WILD SALMON 90 ml

INGREDIENTS:

lactose free yogurt (lactose < 0.1g),
carrots 6%, agave syrup, wild salmon 5%,
rapeseed oil, flaxseed oil, inulin,
additives: thickeners guar gum
and locust bean gum.

AVERAGE NUTRITIONAL VALUES per 100 g:

| | |
|----------|---------|
| protein | 4,2 g, |
| fat | 5,7 g, |
| fiber | 0,3 g, |
| ash | 0,6 g, |
| moisture | 72,6 g, |



Von BARF Natural Dry Treats

Natural Dry Products - Irresistible Crunch in Every Bite

VON BARF LAMB SKIN 500 g

INGREDIENTS: 100% lamb skin

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 65,4 g, fat 22,6 g, ash 4,4 g, moisture 6,5 g



VON BARF BUFFALO SKIN 500 g

INGREDIENTS: 100% buffalo skin

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 83,7 g, fat 4,3 g, ash 1,9 g, moisture 9 g



VON BARF BEEF TRACHEA 500 g

INGREDIENTS: 100% beef trachea

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 69,1 g, fat 10,9 g, ash 4 g, moisture 7,7 g



VON BARF BEEF NECK TENDON 500 g

INGREDIENTS: 100% beef neck tendon

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 84,3 g, fat 6,8 g, ash 1 g, moisture 7,5 g



VON BARF BEEF TRAINING BITES 200 g

INGREDIENTS: 100% beef meat

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 68,8 g, fat 15,8 g, ash 4,3 g, moisture 9 g



VON BARF HORSE TRAINING STRIPES 200 g

INGREDIENTS: 100% horse meat

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 81 g, fat 5,9 g, ash 2,6 g, moisture 8,5 g



VON BARF BEEF ROLLS 80 g

INGREDIENTS: 100% beef esophagus

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 81 g, fat 5,9 g, ash 2,6 g, moisture 8,5 g



VON BARF BEEF TRIPE 80 g

INGREDIENTS: 100% beef tripe

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 60 g, fat 17 g, ash 15 g, moisture 8 g



VON BARF DUCK NECKS 100 g

INGREDIENTS: 100% duck necks

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 60 g, fat 17 g, ash 15 g, moisture 8 g



VON BARF LAMB TRIPE 80 g

INGREDIENTS: 100% lamb tripe

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 75 g, fat 11 g, ash 6 g, moisture 8 g



VON BARF BEEF SKIN 130 g

INGREDIENTS: 100% beef skin

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 81 g, fat 8 g, ash 3 g, moisture 8 g



VON BARF HORSE LUNGS 80 g

INGREDIENTS: 100% horse lungs

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 83 g, fat 7 g, ash 2 g, moisture 8 g



VON BARF CHICKEN NECKS 500 g

INGREDIENTS: 100% chicken necks

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 52,6 g, fat 22,6 g, ash 17,4 g, moisture 6,5 g



VON BARF DOG PRALINES 40 g

INGREDIENTS: 100% beef meat

AVERAGE NUTRITIONAL VALUES per 100 g:
protein 81 g, fat 6 g, ash 5 g, moisture 8 g



PRIVATE LABEL

We offer custom-developed private label products, tailored to meet the specific needs of our partners, with flexible production options to match your brand's vision and market demands. Currently, we produce private label products for 4 partners across 7 countries.





CAN YOU AFFORD AND STAY OUT OF THE FASTEST GROWING SEGMENT IN THE PET FOOD MARKET?

INVITE US FOR A MEETING - we would love to present our company, show you our products and discuss how Von BARF can support your retail growth as a reliable long-term partner.

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