



Powered by Igieneo and Doggy Meal

# Your brand in 2 weeks

From 100kg to full container loads, made in Italy's Food Valley.  
Premium private label pet food — no minimum order, fast delivery.

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*Private label, easy.*

Formula is Europe's most flexible private label pet food service. We manufacture premium dog and cat kibble under your brand — from recipe to packaging — with delivery in just 2 weeks. Powered by Igieneo's technology and Doggy Meal's decades of manufacturing excellence, we support projects of any size: from small test batches to industrial volumes.

## Why choose Formula?

- **No minimum order**

Start from just 100kg. Test your concept without financial risk, validate your market, and scale production when you're ready.

- **Ready in 2 weeks**

From recipe selection to packaged product on your shelf in 14 days. The fastest turnaround in the European private label market.

- **Made in Italy's Food Valley**

Produced in Emilia-Romagna, the global capital of food excellence. The same region behind Parmigiano, Prosciutto di Parma, and Barilla.

- **Premium ingredients**

Selected local raw materials from trusted Italian suppliers. High meat content, no fillers, transparent sourcing.

- **Complete service**

Recipe formulation, nutritional optimization, packaging design, multilingual labeling, regulatory compliance — we handle everything.

- **EU-wide delivery**

Fast shipping across all of Europe with no customs, no paperwork, no delays. From our facility to yours, clear and simple.

# Production excellence from Italy's Food Valley

Igieneo's digital platform meets Doggy Meal's manufacturing expertise. Located in the heart of Emilia-Romagna, Doggy Meal brings decades of experience in premium kibble production — from artisan batches to full industrial runs.

## Production highlights

- High meat content recipes (up to 70% animal protein)
- Grain-free and traditional formulations available
- Gentle cooking process to preserve nutrients
- Flexible batch sizes — from 100kg to full container loads
- Private labeling with your brand, your design, your identity
- Multilingual packaging for all European markets

## Who is Formula for?

### Pet shops & retail chains

Create your own exclusive brand to build customer loyalty and improve margins.

### Breeders & kennels

Offer breed-specific or specialized formulations under your kennel name.

### Startups & emerging brands

Launch your pet food brand without massive upfront investment.

### Established brands & distributors

Scale production with a reliable partner — from niche lines to high-volume supply.

## How it works

- 1 Choose**  
Select from our recipe catalog or request a custom formulation.
- 2 Design**  
Send your logo and brand guidelines. We create your packaging.
- 3 Produce**  
We manufacture your order in our Food Valley facility.
- 4 Deliver**  
Your branded product ships directly to you within 2 weeks.

## Ready to create your brand?

Visit us at Interzoo 2026 — Hall 9, Stand 9-532  
Together with Doggy Meal • [info@igieneo.com](mailto:info@igieneo.com)