



The special manufactory
for handcrafted
dog and cat snacks

Your top-performing PARTNER
for developing INNOVATIVE
snack CONCEPTS



**Huge product
variety**
All products
from our own
handcrafted
production

OUR ASPIRATION

Our aim is simple yet ambitious and always up to date. We manufacture HB pet food products to meet the highest quality standards: we use only natural raw materials and fresh meat in human consumption quality (guaranteed without any abattoir by-products) in our recipes. Chemical additives or attractants are absolutely taboo.

We do, of course, also follow current nutritional trends and can, on request, also manufacture products for you based on strictly **vegan recipes** or on **insect protein**.

We consciously rely on craftsmanship and on proven processes in our production, to which we bring our extensive, science-based, professional expertise as well as many years' experience in the manufacture of premium pet food. This enables us to offer snack products in a wide variety of recipes, shapes and colours* to fulfil even the most sophisticated requirements.

HB thus stands for professional competence and uncompromising quality that merit your full confidence.

* We use only natural colours made from fruit or vegetable extracts.





Would you like to realise **YOUR IDEAS**, develop **YOUR OWN PRODUCTS** and market them under **YOUR BRAND**?

YOU'LL FIND OUR HB IMMEDIATE PROGRAMME on page 9

OUR RANGE OF SERVICES

HB is the right partner for you when it comes to high-quality, species-appropriate snacks for dogs and cats. Here, we have our own, very specific ideas – and we're certain you'll agree:

We simply don't make any compromises when it comes to recipe creation, the quality of raw materials used and the production processes for our pet food products.

"Recipe, shape, colour – the huge variety of snacks and packagings leaves nothing to be desired."



We design, develop and produce: a complete service from a single source

We manufacture individual products as private labels, also in smaller quantities. Of course, we also package the products for you - in our standard packaging or in packaging that you provide or which we completely develop and procure for you on request.

Before and during the project, we'll support you with detailed advice to guarantee that your project will run smoothly.

Having your own brand enables you to independently position yourself on the market and to retain customers in the long term.

At our special manufactory, we're ideally suited to fulfil our ambitious quality targets without the unavoidable constraints of industrial production.

HB Bakery and Meaty Snacks are not just a welcome treat for our animal friends: if used responsibly and in moderation, they can also contribute greatly to their general well-being and also support active occupational therapy.

When understood in this way, there's no danger of snacks being fattening: that's something we seek to prevent.

Your idea & our expertise: a recipe for success.



The easy path to YOUR BRAND – attain THE GOAL IN 6 STEPS

You can rely on our expertise on your path from idea to recipe and product development, to the selection of the type and design of the packaging, to the production and the final product ready for sale.



Get in touch with us:
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Here you can find our products



The Heiden and Billerbeck IMMEDIATE SNACK PROGRAMME for specialist dealers

ARE YOU FAMILIAR WITH OUR IMMEDIATE SNACK PROGRAMME?

HB offers a select assortment of snack items especially for specialist dealers. These are available at short notice, delivered in neutral, tasteful transparent bags and come with our standard labels. You can of course also have your own labels attached to the bags: we'll gladly arrange it on request. However, special individual recipes or packagings are not possible in this case.

Please ask us for our **IMMEDIATE SNACK PROGRAMME OVERVIEW**, which contains pictures and prices of all the available products in this range.

Details are also available on our website www.heiden-billerbeck.de.



*Clip, tie, ribbon
or top card
+ individual labels*