

# CONTRACT MANUFACTURING OF FREEZE-DRIED PET FOOD & TREATS

Let's Put More Meat in Every Pet's Bowl

2026



# Freeze Dry produces freeze-dried nutrition for dogs and cats made from raw meat



Freeze Dry Production Facility in Kazan, 2025

Preparing Raw Meat for  
Freeze-Drying

Raw meat-based nutrition is the latest development\* in pet diets.

Freeze Dry pet food and treats are made with meat ingredients suitable for human consumption, containing **up to 88% protein** and are processed at temperatures **no higher than 40°C**, to preserve the benefits of each ingredient.

We have been developing and refining our recipes for more than 5 years, and our mission is to **add meat to every pet's bowl**, to improve the quality of life of dogs and cats.

# We preserve the benefits of raw meat using freeze-drying technology, which is new to the Russian pet market

## Frozen Raw Meat



*Trays of Sliced Beef Lung, 2025*

We use raw materials from large-scale producers that are certified for human consumption and meet stringent veterinary requirements

## Freeze-Drying (Lyophilization)



We dry the product under vacuum at low temperatures. Ice evaporates from the product without turning into water.

The product is heated to **no more than 40°C**, helping preserve amino acids and vitamins

## Freeze-Dried Meat



*Trays of Freeze-Dried Beef Lung, 2025*

Freeze-dried meat retains its natural shape, color, aroma, and flavor. Shelf life is extended **to 18 months or longer**.

The meat can be easily rehydrated with water back to its raw state

# The result is a premium product whose quality is visible at a glance

Raw Beef Kidneys



Freeze-Drying

Freeze-Dried Beef Kidneys — SUPER-PREMIUM+



- **Visual Difference.** Recognizable color, shape, and aroma. The buyer can see what they are paying for.
- **Maximum Nutritional Value.** Helps preserve proteins, vitamins, and the benefits of raw nutrition
- **High Palatability** During Training Due to Retained Flavor and Aroma

Conventional Drying

Conventional Dried Beef Kidneys — MASS MARKET



- **Shape, Color, and Aroma Are Lost.** Different products become difficult to distinguish from one another. Buyers cannot tell from the appearance what is inside the package with dried treats
- **Lower Nutritional Value.** Proteins can denature when exposed to heat, and vitamins can degrade
- **Less Appealing** During Training

# We offer 5 product categories that can help you add more meat to your product lines and make them more premium

Price Segment, RUB/kg

2200-4000

## 1. Freeze-Dried Treats



17 SKUs,  
100% Meat

1600-2200

## 2. Toppers / Nuggets & Functional Add-Ins



7 SKUs, 93%  
Meat

1200-1400

## 3. Complete Freeze-Dried Pet Food



1 SKU, 80%  
Meat

300-1200

## 4. Blends



2 SKUs, 52-  
62% Meat

More Meat

# 01

## TREATS

- **Ingredients:** 100% Beef
- **Purpose:** Training rewards, treats after unpleasant procedures such as nail trimming, eye drops, and injections, and as a dietary supplement
- **Product Range:** 17 unique SKUs made from beef organ meats
- **Price:** RUB 2,000–4,400/kg
- **Pack Sizes:** 30 g, 35 g, 40 g, 50 g, 60 g, and 100 g

## We offer 14 sliced organ-meat treats for dogs and 3 finely chopped options for cats

### 14 Sliced SKUs for Dogs

Start with 5-7 SKUs!

| Product        | Intended Use             | Protein / Fat / Ash / Calories                       |
|----------------|--------------------------|------------------------------------------------------|
| Beef Lung      | Popular Choice, Training | Protein - 77.4%, Fat - 8.3%, Ash - 0.9%. 384.3 kcal  |
| Beef Udder     | Popular Choice, Training | Protein - 56.7%, Fat - 28.6%, Ash - 0.9%. 484.2 kcal |
| Beef Pizzle    | For Gums & Teeth         | Protein - 91.1%, Fat - 2%, Ash - 0.9%. 382.3 kcal    |
| Beef Liver     | Source of Vitamins       | Protein - 71.8%, Fat - 15.2%, Ash - 0.9%. 424 kcal   |
| Beef Kidney    | Source of Protein        | Protein - 78.5%, Fat - 16%, Ash - 0.9%. 458 kcal     |
| Beef Abomasum  | Source of Protein        | Protein - 83%, Fat - 8.2%, Ash - 0.9%. 405.8 kcal    |
| Beef Trachea   | For Gums & Teeth         | Protein - 53.6%, Fat - 18.3%, Ash - 0.9%. 379.1 kcal |
| Beef Tripe     | For Digestive Health     | Protein - 78%, Fat - 5%, Ash - 0.9%. 357 kcal        |
| Beef Tendons   | For Gums & Teeth         | Protein - 88%, Fat - 6.7%, Ash - 0.9%. 412.3 kcal    |
| Beef Tail      | For Gums & Teeth         | Protein - 54.3%, Fat - 18.3%, Ash - 0.9%. 381.9 kcal |
| Beef Esophagus | For Gums & Teeth         | Protein - 56.7%, Fat - 28.6%, Ash - 0.9%. 484.2 kcal |
| Beef Testicles | Source of Vitamins       | Protein - 67%, Fat - 28%, Ash - 0.9%. 520 kcal       |
| Beef Ears      | Source of Protein        | Protein - 78%, Fat - 8%, Ash - 0.9%. 384 kcal        |
| Beef Snouts    | Source of Collagen       | Protein - 62%, Fat - 5%, Ash - 0.9%. 382.4 kcal      |



Beef Lung

### 3 Sliced SKUs for Cats

| Product                | Protein / Fat / Ash / Calories                       |
|------------------------|------------------------------------------------------|
| Beef Lung              | Protein - 77.4%, Fat - 8.3%, Ash - 0.9%. 384.3 kcal  |
| Beef Udder             | Protein - 56.7%, Fat - 28.6%, Ash - 0.9%. 484.2 kcal |
| Beef Udder + Liver Mix | Protein - 64.3%, Fat - 21.9%, Ash - 0.9%. 454.1 kcal |



Beef Tripe

## We also offer freeze-dried molded treats made from ground meat and formed into small balls



### Turkey-Based Treats

- Price: **from RUB 900/kg**
- High Palatability
- **3 Ways to Use:** serve dry, rehydrate with water to make meatballs, or use as fresh ground meat
- **Functional Treat:** can be fortified with DHA + EPA (Omega-3), linoleic acid (Omega-6), and a vitamin complex



## Treats in Maxi Food Packaging. Launch freeze-dried products without the upfront investment required to develop your own packaging and brand



### Option 1. Fast & Cost-Efficient Launch

- No brand development costs (RUB 150,000–1,000,000)
- No packaging design costs (RUB 20,000–300,000)
- No upfront investment in packaging inventory (RUB 500,000–700,000)
- Shipments can begin in the month following the month of order

## Treats in Unbranded Bags with Your Own Label. Launch freeze-dried products under your own label without investing in packaging inventory



### Option 2. Basic Private Label

- Your Brand
- No packaging design costs (RUB 20,000–300,000)
- No upfront investment in a packaging run — standard bags currently in stock are used
- Label design and printing take 1–3 weeks, allowing shipments to begin in approximately 1–1.5 months

# Treats in Bags with Your Own Design and Pack Sizes. Seamlessly and attractively integrate treats into your existing product lines



## Option 3. Custom Branded Packaging

- Your Brand
- A custom solution that can be easily integrated into your existing or new product lines
- We can help you select a packaging printer and provide recommendations based on our experience launching private-label products with partners

Freeze Dry is a leading supplier of freeze-dried treats in the Russian market; **we manufacture products for 10 of the 14** freeze-dried brands widely represented in the market

## Our Brands:



## If your staff and veterinarians use treats as part of their services, you can order them in bulk



**Veterinary Clinics**



**Grooming Salons**



**Training Centers**

When you work with pets and use treats regularly, it can be more convenient to purchase them in a large bag or box rather than in individual retail packages.

In that case, we offer **bulk treats starting from 50 kg.**

# Clear-Side Bags with Your Branded Label — an Ideal Solution for Point-of-Sale Treat Sales in the checkout area

## Veterinary Clinics:

Give pet owners something they can use to **comfort** their pets after injections



## Grooming Salons:

Give pets something they can **enjoy** after unpleasant procedures



## Training Centers:

Give pet owners something they can use to **motivate** their pets to perform even the most difficult tricks





# 02

## TOPPERS / NUGGETS

- **Ingredients:** 93% meat — turkey; dried pumpkin / apple / carrot; antioxidant; vitamin complex
- **Purpose:** a topper to improve food palatability, supplement the diet, and serve as a training reward
- **Product Range:** 3 SKUs — Pumpkin, Apple, Carrot
- **Price:** from RUB 2,200/kg
- **Pack Size:** 60 g

# We offer a line of 3 toppers made with 93% turkey meat and pumpkin, apple, or carrot

| Product                     | Protein / Fat / Ash / Calories                                                                        |
|-----------------------------|-------------------------------------------------------------------------------------------------------|
| Turkey Nuggets with Pumpkin | Protein - 42.5%, Fat - 33.7%, Ash - 4.9%, Fiber - 2%, Calcium - 1.9%, Phosphorus - 1.07%. 473.3 kcal. |
| Turkey Nuggets with Apple   | Protein - 42.5%, Fat - 33.7%, Ash - 4.9%, Fiber - 2%, Calcium - 1.9%, Phosphorus - 1.07%. 473.3 kcal. |
| Turkey Nuggets with Carrot  | Protein - 42.5%, Fat - 33.7%, Ash - 4.9%, Fiber - 2%, Calcium - 1.9%, Phosphorus - 1.07%. 473.3 kcal. |

## A Topper Is a Flavorful and Nutritional Addition to a Pet's Diet:

- Improves the palatability of extruded food
- Adds the benefits of raw-meat nutrition
- Can be used to improve the palatability of therapeutic diets

## Freeze Dry Toppers:

- Made with 93% ground turkey
- Formed into nuggets
- Easily crumbled into a meal topper,
- Fully rehydrate with water to a raw-meat texture



Rehydrate with water to restore a raw-meat texture



Crumble and add to dry food



You can order toppers in Maxi Food packaging, use metallized bags, or develop your own custom packaging



Turkey Nuggets with Apple in Wellement Packaging

# 03

**NEW!**

## COMPLETE PET FOOD

- **Ingredients:** 80% turkey meat, rice flour, dried carrots, apples, Jerusalem artichoke, vitamin complex, antioxidant
- **Purpose:** complete pet food based on raw meat
- **Product Range:** 1 SKU
- **Pack Size:** 1 kg bags

## Russia's First Complete Pet Food Based on Raw Meat. 80% Meat Ingredients, a Complete Formula, Super-Premium Quality, and Exceptional Palatability



80% RAW MEAT

Результаты исследования сухого корма для собак  
"Лиофилизированный корм"

| Поедаемость                       | День 1 | День 2 | День 3 | Среднее значение |
|-----------------------------------|--------|--------|--------|------------------|
| Средняя оценка по мелким породам  | 1.1    | 0.9    | 1.1    | 1.05             |
| Средняя оценка по средним породам | 1.7    | 1.7    | 1.7    | 1.70             |
| Средняя оценка по крупным собакам | 1.8    | 1.7    | 1.5    | 1.65             |
| Средняя оценка по всем породам    | 1.62   | 1.53   | 1.47   | 1.49             |

Степень привлекательности корма оценивалась по трехбалльной шкале:

0 - отказ от корма

1 - собака попробовала / ела как обычно

2 - собака ела с удовольствием

Минимальный средний балл по поедаемости (1.05) был в группе мелких собак. При этом средний балл по всем собакам составляет 1.49, это означает что большинство собак ели корм с удовольствием (лучше, чем обычно).

Владельцы мелких собак отметили, что корм был крупный для их собак, им было неудобно его есть, вероятно, с этим и связана плохая поедаемость в этой группе.

Поедаемость, в среднем, остается стабильной в группах средних и мелких собак, но начинает падать в группе крупных собак. Вероятно, это связано с большим количеством корма (по объему), который предлагали крупным собакам.

Palatability Ratio: 1.7 for Medium-Sized Dogs

A close-up photograph of a white bowl filled with a mixture of dark brown, round kibble and light-colored, irregularly shaped freeze-dried ingredients. A large white number '04' is overlaid on the left side of the image.

# 04

**NEW!**

## KIBBLE & FREEZE-DRIED BLENDS

- **Ingredients:** from 52 to 80% turkey meat, meat-and-bone meal, rice flour, dried carrots, apples, Jerusalem artichoke, vitamin complex, antioxidant
- **Purpose:** add freeze-dried ingredients to extruded food to increase nutritional value and improve palatability, at an inclusion rate of 3% to 25% by weight
- **Product Range:** 3 SKUs with 52/62/80% meat
- **Price:** RUB 300–1,200/kg
- **Pack Size:** 10 kg bags

Blends are the future of the market. They have been successfully launched by brands such as Acana, Orijen, and Stella & Chewy's. Core positioning: Boost your dog's meal with raw nutrition

## Boost your dog's meal with raw nutrition



[Orijen](#)

**Stella & Chewy's**

Shop Dog ▾



[Stella&Chewy](#)



[Acana](#)

## We offer 3 freeze-dried formulas for use in blends: 52%, 62%, and 80% meat

### Adding Freeze-Dried Ingredients Creates:

- A Visually Distinctive Product
- The Benefits of Raw-Meat Nutrition
- Improved Food Palatability
- A Complete Nutritional Formula

### You can experiment with different inclusion rates of freeze-dried ingredients in your food



25% Freeze-Dried  
Ingredients



15% Freeze-Dried  
Ingredients



5% Freeze-Dried  
Ingredients

You can also add freeze-dried treats — 100% meat with excellent palatability



Morrigan food with pieces of Freeze Dry freeze-dried beef lung — photo from an Ozon customer review

# 05

**NEW!**

## FUNCTIONAL ADD-INS

- **Ingredients:** 80% turkey meat, rice flour, dried carrots, apples, Jerusalem artichoke, vitamin complex, antioxidant, functional additive
- **Purpose:** different applications depending on the functional additives used
- **Product Range:** 4 SKUs
- **Pack Size:** 30 g

## FREEZE DRY CONTACTS



**Company:** TPK FREEZE DRY, Tax ID 1686027982

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**Website:** <https://www.pettreats.ru/>

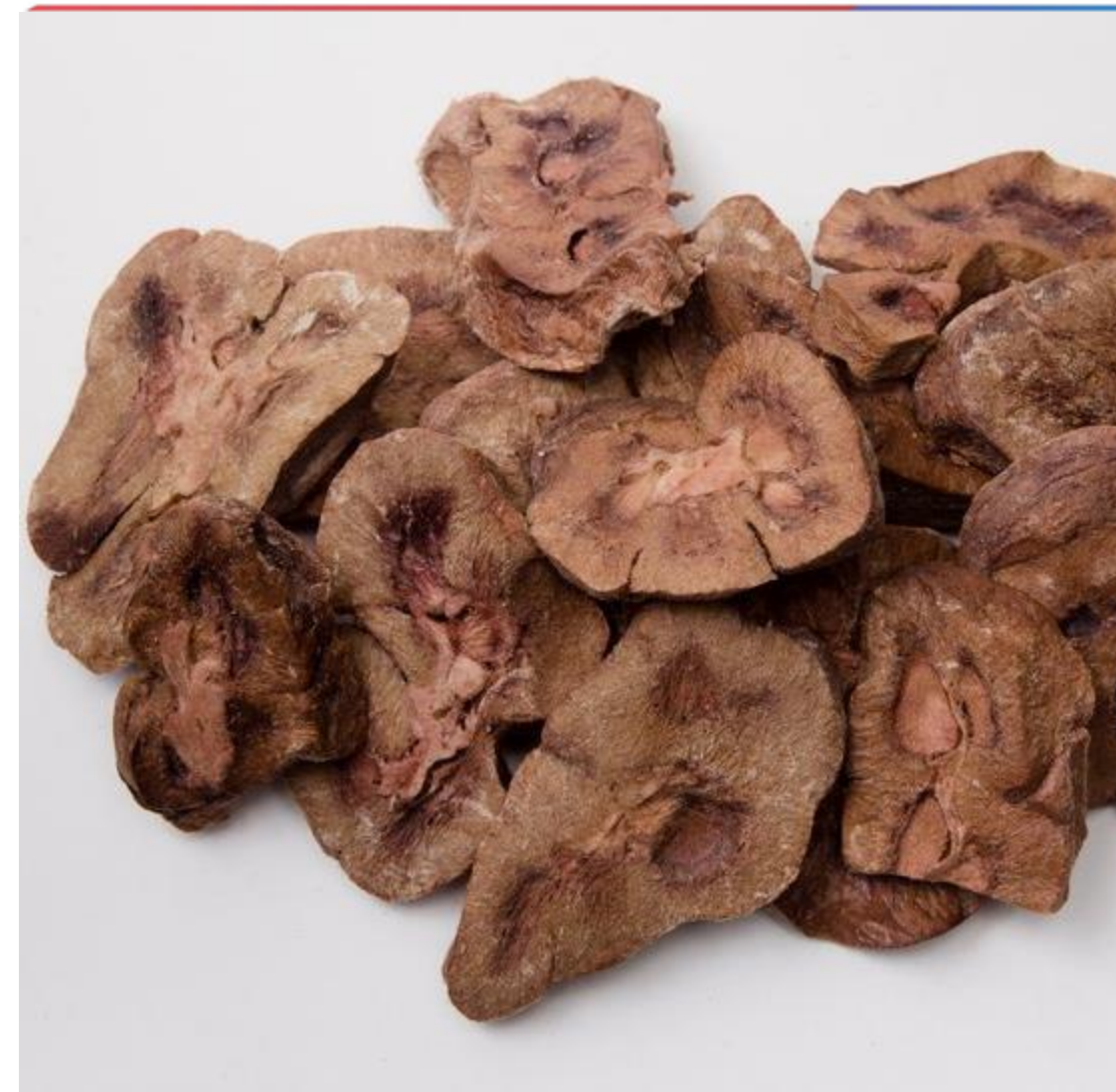
### Business Development Contacts:

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**THANK  
YOU!**

## Close-Up Product Photography



## Close-Up Product Photography



## Close-Up Product Photography



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