

HOWLER

NATURALLY BALANCED RAW DIETS FOR AUSSIE PETS

ENTER HOWLER10 FOR 10% OFF FIRST ORDER

SCAN TO ORDER



MORE THAN 15 WHOLE RAW INGREDIENTS

MADE WITH LOCAL AUSSIE PRODUCE

PRE-PACKED MEALS FOR ALL PET SIZES

NO ADDED PRESERVATIVES ADDITIVES OR MEAT FILLERS

REFRIGERATED HOME DELIVERY

WE OFFER A WIDE VARIETY OF BALANCED RAW DIETS FOR ALL LIFESTAGES

Our full range of complete raw meals come in flexible daily sizes to suit all feeding & nutritional requirements for every pet size. Puppies to adults, fussy or active dogs, sensitive stomachs or itchy scratchers, mature dogs & more.



We stock a variety of single and multi-protein meals that are closely & carefully formulated to consist of uniformly balanced ratios that meet BARF and AAFCO Standards with each bite.

COMPLETE MEALS THAT WE STOCK:

BARF - SINGLE MEAT MEALS:

- Grass-fed Beef
- Free Range Chicken
- Wild Kangaroo
- Growing Puppy Beef
- Wild Venison
- Free Range Duck
- Grass-fed Lamb

BARF - MULTI MEAT MEALS:

Beef & Sardines, Chicken & Venison, Lamb & Sardines, Beef & Roo, Venison & Sardines

FLEXIBLE MEAL SIZES

Sizes range from 125g for the small pups to 1kg meals for the big doggos.

Packed into a convenient weekly box (7 meals) for the busy pet-parent, 5kg Bulk Bags, 10kg boxes and Fresh Pure Mince for the DIY pet-parent.

We also have 15kg & 20kg monthly bulk boxes that have 28 daily meals for those that like to stock up & bulk freeze.

OUR PROCESS

THE BASICS

THE PROTEINS WE USE

When sourcing proteins for our pets, we strive for transparency, sustainability while supporting our local community.

Grass-fed Red Meat: We source sustainable Australian lean & rich Beef and Lamb.

Free Range Poultry: We use human-grade free range whole Chicken and Duck including bones and secreting organs.

Game Meat: Wild Kangaroo & Venison mince is thoroughly cleaned and minced or chopped from whole pieces.

Ocean Fish: Whole Salmon & Sardines sourced from local fishmongers in Portarlington, Victoria on the Bellarine Peninsula famous for its annual mussel festival.

HOW WE MAKE IT

NATURALLY BALANCED RATIOS

Optimum health and well-being from each bite is ensured for your pet as we carefully adhere to the **80-10-10 rule:** 80% Meat (15% Veggies), 10% Minced Bone & 10% Secreting Organs (5% liver & 5% kidney, brains, lungs).

Nutritional extras like turmeric or ginger powder, coconut or omega oil, beef liver chips or chia seeds & many more can be mixed in.



PREPARATION & PACKING

We prepare, measure & mince all ingredients in a sterile, food-safe licensed processing facility that is PrimeSafe Victoria Accredited.

Made fresh to order - All meals are cryovac-sealed into various sizes (grams or kg) specific to your selection and packed in weekly boxes or single bulk bags.

Boxes are lined with thermo-insulating foil bubble wrap for temperature maintenance and ensuring freshness while enroute via refrigerated couriers.

NOW YOU KNOW EXACTLY WHAT YOU FEED YOUR PET

WHAT YOU NEED TO KNOW

RAW-FEEDING RUNDOWN

HOW TO CALCULATE DAILY FEEDING

Consider the following factors when calculating daily feeding amounts: weight, age, activity level, dietary restrictions and health issues specific to your pet.

A simple rule of thumb to follow to get a good estimate is to simply add 125g of raw food for every 5kgs of your pet's body weight.

For example: A 20kg dog would need 500grams daily. We have a calculator on our website for a more accurate amount.

YOU'VE RECEIVED YOUR DOGGO'S FOOD

STORAGE

When you receive your order we strongly advice promptly freezing them.

The first meal can be fed to your dog/pup.

Shelf life - Red meat & game only: 2-3 days in the fridge. More than 3 months if frozen.

If you receive the 7 meal weekly box, we recommend freezing 6 meals and feed 1 on the first day.

Defrost by placing one in the fridge each morning & it will thaw before dinner time. (10-12 hr thaw time).

For subscribers your next box will arrive before you run out.

FEEDING

Pull out one when it's dinner time and empty the meal into your doggo's bowl. Easy!

BENEFITS TO SUBSCRIBING

- Flexible plans: Weekly, Fortnightly, 3 weeks & Monthly.
- Express delivery.
- First priority over stock.
- 10% OFF First month.
- 5% OFF Entire plan.
- Personalised feeding advice & adjustments.
- Custom changes to feeding throughout life-stages.

JOIN OUR PACK!



For more information or to see our entire range visit:
<https://howlerpetfoods.com.au>

NEW TO RAW FEEDING?

WE CAN HELP WITH A FEEDING GUIDE FOR YOUR PUP

FROM A YOUNG PUPPY UP TO 10 MONTHS OLD

Puppies have are naturally active, they require a raw feeding blend that is nutritionally balanced, high in energy and essential fats for growth.

We recommend our Growing Puppy Beef Blend - A delicious, fatty grass-fed beef blend specifically formulated for puppies of all ages and sizes.

It is balanced using natural, whole raw ingredients like:

- Minced chicken carcass rich in calcium that promotes healthy bone growth & teeth development.
- Beef liver & kidneys a good source of thiamine (vitamin B1) to help digest carbohydrates & promote brain function.
- Lamb brains - an excellent source of omega 3s
- An assortment of delicious fruit & whole veg like pumpkin - Great for digestion & healthy stools.
- We can also add extras like coconut oil, sesame seeds & turmeric or linseed powder.

Obviously puppies grow fairly quickly within the first 10 months as their bodyweight changes, so does the required daily feeding amount.

TRANSITIONING TO OTHER RAW BLENDS AFTER 10 MONTHS

When transitioning out of the Growing Puppy Beef Blend to other "Adult" raw blends.. slow and steady is the key.

Remember every puppy is different in terms of preference, eating habits, tolerances to certain meats or ingredients so starting off with smaller amounts of different blends is the best way to go.

Luckily enough, we do have a raw box made especially for fussy dogs or in your case - for pet parents to test out every raw blend in our range to see what their pet likes.

You can find our **Variety Blends Box** in "Raw Boxes." It has 7 pre-packed daily meals with the following sizes: 430g, 575g, 715g, 860g & 1kg.

The Variety Blend Box contains 2 x Premium Beef Blend, 2 x Supreme Chicken Blend, 1 x Growing Puppy Beef Blend, 1 x Wild Roo Blend & 1 x Wild Venison Blend.

You should be able to quickly identify any favourites your pup has.

ADULT RAW BLENDS TO FEED

Great! Your pup is past 10 months old and is now ready to try the many raw blends we offer. There's so many to choose from!

Observe his or her feeding likes/dislikes and tolerances to choose a meal for transitioning:

SINGLE PROTEIN

- For poultry lovers - We have Chicken, Duck and soon to include Turkey.
- For red meat lovers - We have Beef, Lamb and soon to include Goat.
- For wild game lovers - We have Kangaroo, Venison and soon to include Rabbit.

MEAT & FISH

- For meat & fish lovers - We have Beef & Sardines, Lamb & Sardines and Venison & Sardines. Soon to add more combinations.

All adult raw blends are BARF balanced.



75 % FRESH MEAT

10 % MINCED BONE

10 % SECRETING ORGANS

5 % FRUIT, VEG, SEEDS & OILS

OTHER BLEND OPTIONS?

WHAT IS PREY MODEL RAW

THE CARNIVORE DIET

Pets that are not fond of veggies or fruits in their diets can still get all the nutritional benefits of a well balanced raw diet by going full carnivore - yes its perfectly normal & natural for dogs to live off a pure meat diet.

Our basic blend range consists of 80% muscle meat, 10% minced bone & 10% secreting organs.

We currently have the following options:

- Beef Basic Blend.
- Chicken Basic Blend.
- Roo Basic Blend.

COMPLETE CHOPPED BLENDS

CHUNKY SINGLE MEAT BLENDS

NEW ADDITION

For pets that enjoy a bit of chewing, we have bite sized meat chucks that are chopped from whole pieces and mixed with minced raw ingredients. Our chopped blend range consists of 75% chopped muscle meat, 10% minced bone, 10% secreting organs & 5% fruit & veg.

We currently have the following options:

- Grass-fed Chopped Steak Blend.
- Wild Chopped Roo Blend.

WE RECOMMEND

MONTHLY BULK BOX

COMPLETE PRE-PACKED MEALS FOR A WHOLE MONTH

A more efficient, time saving & economical option would be to subscribe to a monthly bulk box. Each 15kg & 20kg box comes with 28 daily meals to last 4 weeks.

For pet parents to bulk freeze and feed for a whole month.

SCAN TO SEE BULK BOXES

