



**WOOF &
BREW**

THE PET DRINKS COMPANY

LIVE WELL. BE HAPPY. FEEL LOVED.



**HEALTHY HYDRATION
FOR LOVED DOGS**
LAUNCHED AT CRUFTS 2013
AWARD-WINNING
HERBAL TEAS, TONICS & TREATS
PROVEN PRODUCT RESULTS
AVAILABLE IN 23 COUNTRIES
**OVER 11 MILLION
DRINKS SOLD**

STOCKED IN 1,000's STORES IN THE UK
LEADING MULTIPLES
EXTENSIVE PRESS COVERAGE
UK NATIONAL NEWSPAPERS,
TV, RADIO AND MAGAZINES
**MORE THAN 257
INTERNATIONAL
TITLES & RADIO**
98% APPROVAL FOR TONIC RANGE
61 MILLION DOGS IN EU



BEER FÖR DOGS

**BOTTOMS UP. HAIR OF THE DOG.
REAL TAIL SWAGGER**



BOTTOM SNIFFER BEER FOR DOGS - CASE OF SINGLE BOTTLES.

M010 - CASE OF X12 BOTTLES



BOTTOM SNIFFER BEER FOR DOGS - DUO GIFT BOX.

M009 - CASE OF X6 GIFT PACKS



VALUE AT BOTH ENDS!

CORE PRODUCT



BOTTOM SNIFFER BEER FOR DOGS

This award-winning beer for dogs stormed the market in 2016 and has been flying high ever since. Giving dogs real 'tail swagger' and bringing new meaning to the phrase 'Hair Of The Dog', this non-alcoholic, non-carbonated doggy beer is the ultimate doggy refreshment. "Bottom Sniffer" continues to keep tongues - and tails - wagging and has firmly settled itself as the nations favourite doggy tittle.

- 100% NATURAL HERBS
- CRAFTED WITH VETERINARY EXPERTS
- RICH IN VITAMINS & MINERALS
- HEALTH-FOCUSED INGREDIENTS

BOTTOM SNIFFER BEER FOR DOGS

Composition: Non-Fermented Beer Wort from Concentrate Barley Malt, Water, Acidifier (Citric Acid), Bladderwrack (seaweed) Extract, Natural Chicken Flavouring, Burdock, Dandelion, Flax, Nettle, Rooibos. Preservative: Potassium Sorbate Analytical Constituents: Protein 0.5%, Crude Fibres <0.1%, Crude Oils and Fats 0.1%, Crude Ash <0.1%, Moisture 93.6%

M010 - CASE OF X12 BOTTOM SNIFFER BOTTLES

- BOTTLE - GLASS
widely recycled
- CAP - METAL
widely recycled
- BOX - CARD
widely recycled
- PAPER - LABELS
widely recycled

LIVE WELL | BE HAPPY | BE LOVED



BEST SELLER!



BOTTOM SNIFFER BEER DUO GIFT BOX

Our Duo gift box has seen record growth in it's three years and is still a firm favourite in the UK and across Europe. Containing two bottles of our award-winning doggy 'beer', it meets the perfect gift price point for current consumer spend and achieves high shelf impact.

- 100% NATURAL HERBS
- CRAFTED WITH VETERINARY EXPERTS
- RICH IN VITAMINS & MINERALS
- HEALTH-FOCUSED INGREDIENTS

BOTTOM SNIFFER BEER FOR DOGS

Composition: Non-Fermented Beer Wort from Concentrate Barley Malt, Water, Acidifier (Citric Acid), Bladderwrack (seaweed) Extract, Natural Chicken Flavouring, Burdock, Dandelion, Flax, Nettle, Rooibos. Preservative: Potassium Sorbate Analytical Constituents: Protein 0.5%, Crude Fibres <0.1%, Crude Oils and Fats 0.1%, Crude Ash <0.1%, Moisture 93.6%

M009 - CASE OF X6 GIFT BOXES

BOTTLE - GLASS widely recycled	CAP - METAL widely recycled
BOX - CARD widely recycled	PAPER - LABELS widely recycled

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THE PET DRINKS COMPANY



POSH POOCH 'WINE' FOR DOGS

THE LAP OF LUXURY FOR LOVED DOGS



POSH POOCH WINE FOR DOGS -
CASE OF SINGLE BOTTLES.

POSH POOCH WINE FOR DOGS -
DUO GIFT PACK.

M029 - CASE OF X12 TAILWAGGER
CREEK BOTTLES

M033 - CASE OF X6 GIFT PACKS

M026 - CASE OF X12 BARKER BAY
BOTTLES



**CORE
PRODUCT**



**CASE OF
X12 BOTTLES**



**CASE OF
X12 BOTTLES**



POSH POOCH WINE FOR DOGS

Our 'Posh Pooch Wine For Dogs' was introduced to the market in 2020 and is already a firm favourite with pet lovers. Capturing the style and experience of the human drinks market, this doggy 'wine' is also created to provide healthy hydration for our loved pets .

- 100% NATURAL, HERBAL INFUSION
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE AS A DRINK OR OVER FOOD

POSH POOCH 'WINE' FOR DOGS

TAILWAGGER CREEK Composition: Infusion of Elderflower, Linden Blossom, Ginseng, Water, Caramel (natural), Citric Acid. Preservative: Potassium Sorbate Analytical Constituents: Moisture 99.7% Crude Oils and Fats < 0.1%, Crude Ash <0.1%, Protein <0.2%, Crude Fibres <0.2%

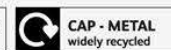
BARKER BAY Composition: An infusion of Elderflower, Linden Blossom, Ginseng, Black Carrot, Water, Caramel (natural), Citric Acid. Preservative: Potassium Sorbate Analytical Constituents: Moisture 99.8% Crude Oils and Fats < 0.1%, Crude Ash <0.1%, Protein <0.1%, Crude Fibres <0.1%

M029 - CASE OF X12 TAILWAGGER CREEK BOTTLES

M026 - CASE OF X12 BARKER BAY BOTTLES



BOTTLE - GLASS
widely recycled



CAP - METAL
widely recycled



LABEL - PAPER
widely recycled



SLEEVE - FOIL
check local authority

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WOOF & BREW
THE PET DRINKS COMPANY

BEST SELLER!



POSH POOCH WINE FOR DOGS DUO GIFT BOX

Our 'Posh Pooch Wine For Dogs' was introduced to the market in 2020 and is already a firm favourite with pet lovers. Our Duo gift box was introduced towards the end of the year and has proved to be a massive hit. The wine style gift box, with integrated handle, gives great shelf standout with an engaging aesthetic.

- 100% NATURAL, HERBAL INFUSION
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE AS A DRINK OR OVER FOOD

POSH POOCH 'WINE' FOR DOGS

TAILWAGGER CREEK Composition: Infusion of Elderflower, Linden Blossom, Ginseng, Water, Caramel (natural), Citric Acid. Preservative: Potassium Sorbate Analytical Constituents: Moisture 99.7% Crude Oils and Fats < 0.1%, Crude Ash < 0.1%, Protein < 0.2%, Crude Fibres < 0.2%

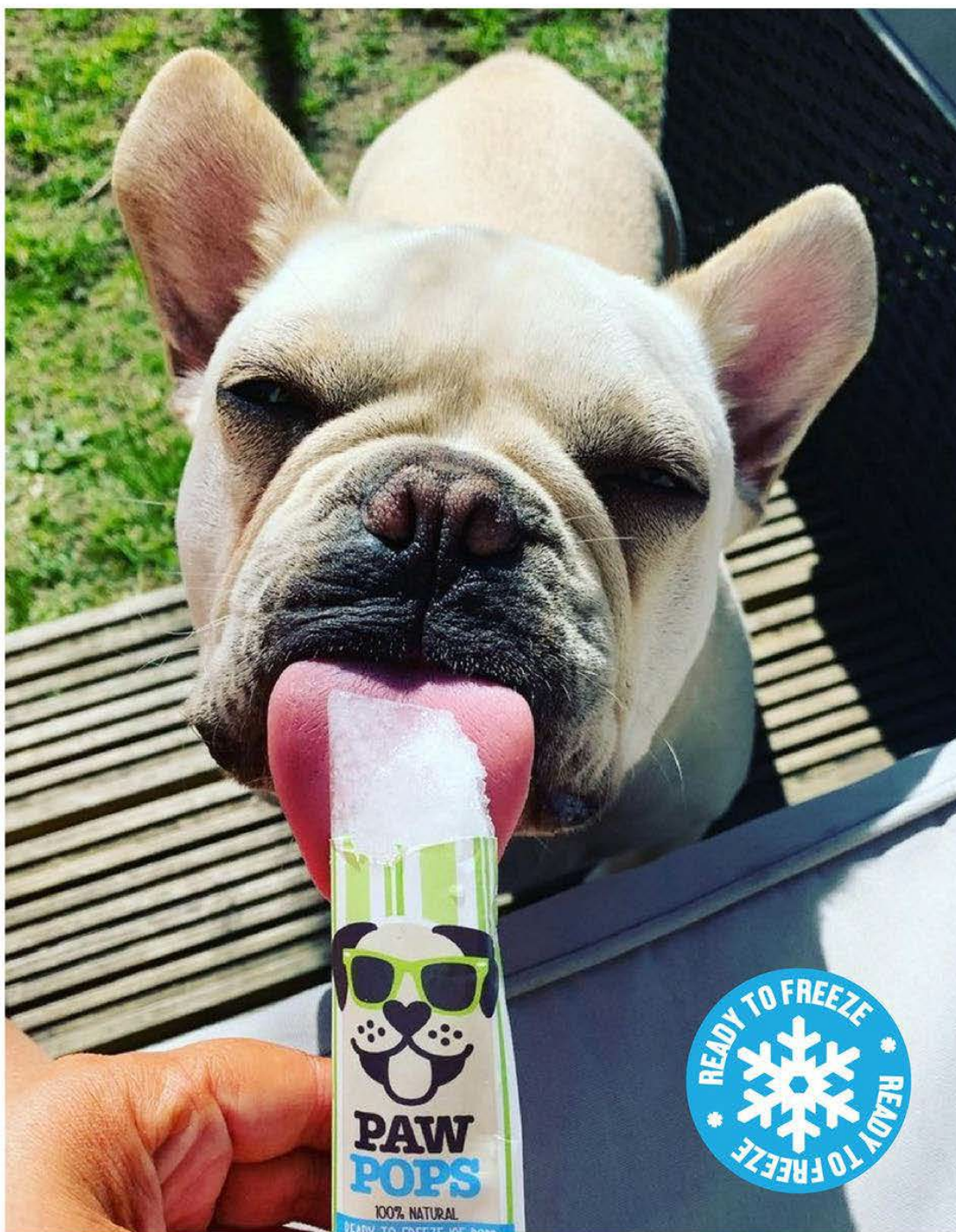
BARKER BAY Composition: An infusion of Elderflower, Linden Blossom, Ginseng, Black Carrot, Water, Caramel (natural), Citric Acid. Preservative: Potassium Sorbate Analytical Constituents: Moisture 99.8% Crude Oils and Fats < 0.1%, Crude Ash < 0.1%, Protein < 0.1%, Crude Fibres < 0.1%

M033 - CASE OF X6 GIFT BOXES

- BOTTLE - GLASS**
widely recycled
- CAP - METAL**
widely recycled
- BOX - CARD**
widely recycled
- SLEEVE - FOIL**
check local authority
- LABEL - PAPER**
widely recycled

LIVE WELL | BE HAPPY | BE LOVED





POSH ICE POPS FOR **LOVED** DOGS!

A DOG'S LIFE JUST DOESN'T GET ANY **COOLER**



IS YOUR DOG A 'LICKER' OR A 'CRUNCHER'?

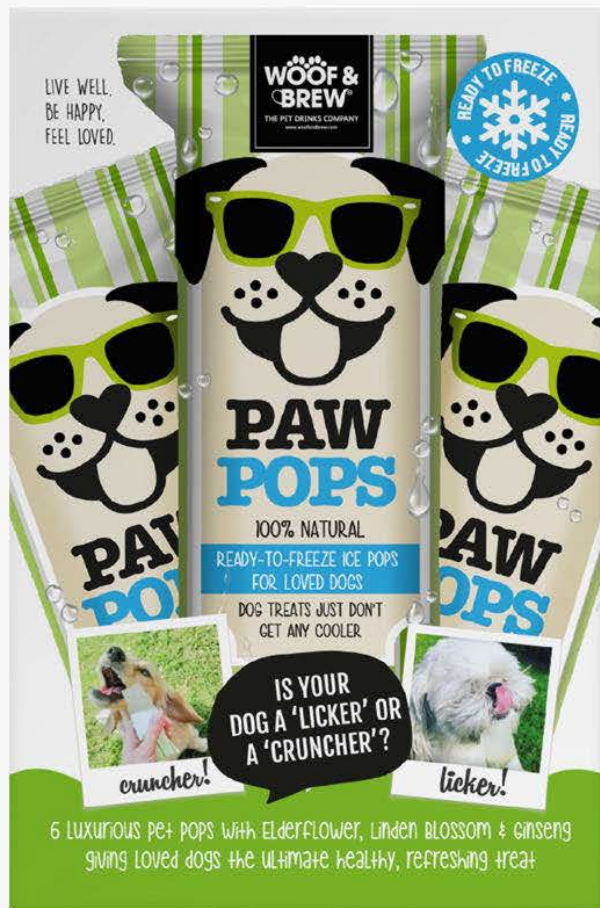


PAWPOPS READY-TO-FREEZE ICE POPS FOR DOGS.
M002 - CASE OF X8 BOXES



PAWPOPS READY-TO-FREEZE ICE POPS FOR DOGS - SINGLE SERVE
M060 - CASE OF X100 SINGLE POPS

MARKET LEADER



PAWPOPS READY-TO-FREEZE ICE POPS FOR DOGS

It's true. Dog treats just don't get any cooler than this! Made using our award-winning Posh Pooch Still 'wine' for dogs, these ready-to-freeze, 'posh-pops' provide the ultimate healthy, herbal refreshment for our four-legged best friends. PawPops continues to be one of the leading sellers in the iced pet treats market and is supported in by our 'licker' or 'cruncher' media campaign, which has created incredible brand and product engagement.

- HEALTHY COOLING & HYDRATION
- 100% NATURAL, HERBS
- AMBIENT PRODUCT IN SIMPLE READY-TO-FREEZE AT HOME FORMAT
- CRAFTED WITH VETERINARY EXPERTS
- RICH IN VITAMINS & MINERALS

PAWPOPS Composition: Elderflower, Linden Blossom, Ginseng, Water, Caramel (natural), Citric Acid. Preservative: Potassium Sorbate

M002 - CASE OF X8 BOXES OF POPS

M060 - CASE OF X100 SINGLE POPS FOR SERVICE / ON TRADE



LIVE WELL | BE HAPPY | BE LOVED

WOOF & BREW
THE PET DRINKS COMPANY



LAP IT UP!

WOOF&BREW HERBAL DOG TEAS

WOOF&BREW launched the first ever herbal doggy tea bags in 2013, and in 2018 introduced 3 new blends that have kept tongues and tails wagging.

Brewing up nutritionally balanced, health-focused benefits of herbal infusions to our four-legged friends, WOOF&BREW's specialist blends are not just a storm in a teacup. Veterinary approved as safe, each unique blend contains high quality loose-leaf herbs, rich in anti-oxidants, vitamins, minerals and nutrients that are helping dogs live well, be happy and feel loved.

For centuries, dogs have been self-medicating eating particular flowers and plants they instinctively know are good for them. Now with WOOF&BREW blends, packaged in their planet-friendly, biodegradable doggy pyramid tea bags, it makes caring for your dog's general wellbeing as easy as putting the kettle on.



LAPDOG SOUCHONG HERBAL DOG TEA

M113 - CASE OF X12 TINS



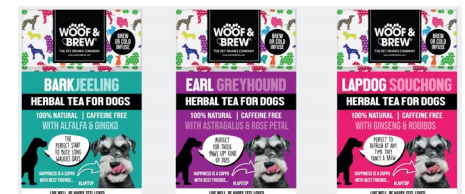
EARL GREYHOUND HERBAL DOG TEA

M111 - CASE OF X12 TINS



BARKJEELING HERBAL DOG TEA

M110 - CASE OF X12 TINS



MIXED BLEND CASE HERBAL DOG TEA

M109 - CASE OF X12 TINS



NEW!



- ✓ 100% NATURAL HERBS
- ✓ BIODEGRADABLE PYRAMID TEABAGS
- ✓ PACKED WITH VITAMINS & MINERALS
- ✓ PACKED WITH ANTIOXIDANTS
- ✓ CREATED WITH VETERINARY EXPERTS
- ✓ NUTRITIONALLY-BALANCED
- ✓ CAFFEINE FREE



WOOF&BREW HERBAL DOG TEAS

As the makers of the world's first herbal doggy teabags, we've taken pampered pooches to a whole new level. With vitamins, minerals & anti-oxidants galore, they offer both substance & style, using only the finest loose-leaf herbs - left intact, not ground, for the perfect doggy brew.

LAPDOG SOUCHONG

A nutritionally-balanced, specialist blend of Calendula, Ginseng, Dill, Dandelion & Skullcap. Perfect for a lazy day & putting their 'paws up'

EARL GREYHOUND

A delicate, floral blend of Lavender, Rose Petals, Lime Flower, Astragalus, Devils Claw, Skullcap & Orange Flowers. The perfect, all day, doggy 'pick me up'.

BARKJEELING

A fresh and uplifting blend of Alfalfa, Burdock, Gingko, Hawthorn & Devils Claw. The perfect start to your dogs busy, tail-wagging, day

M113 - CASE OF X12 LAPDOG SOUCHONG TINS

M111 - CASE OF X12 EARL GREYHOUND TINS

M110 - CASE OF X12 BARKJEELING TINS

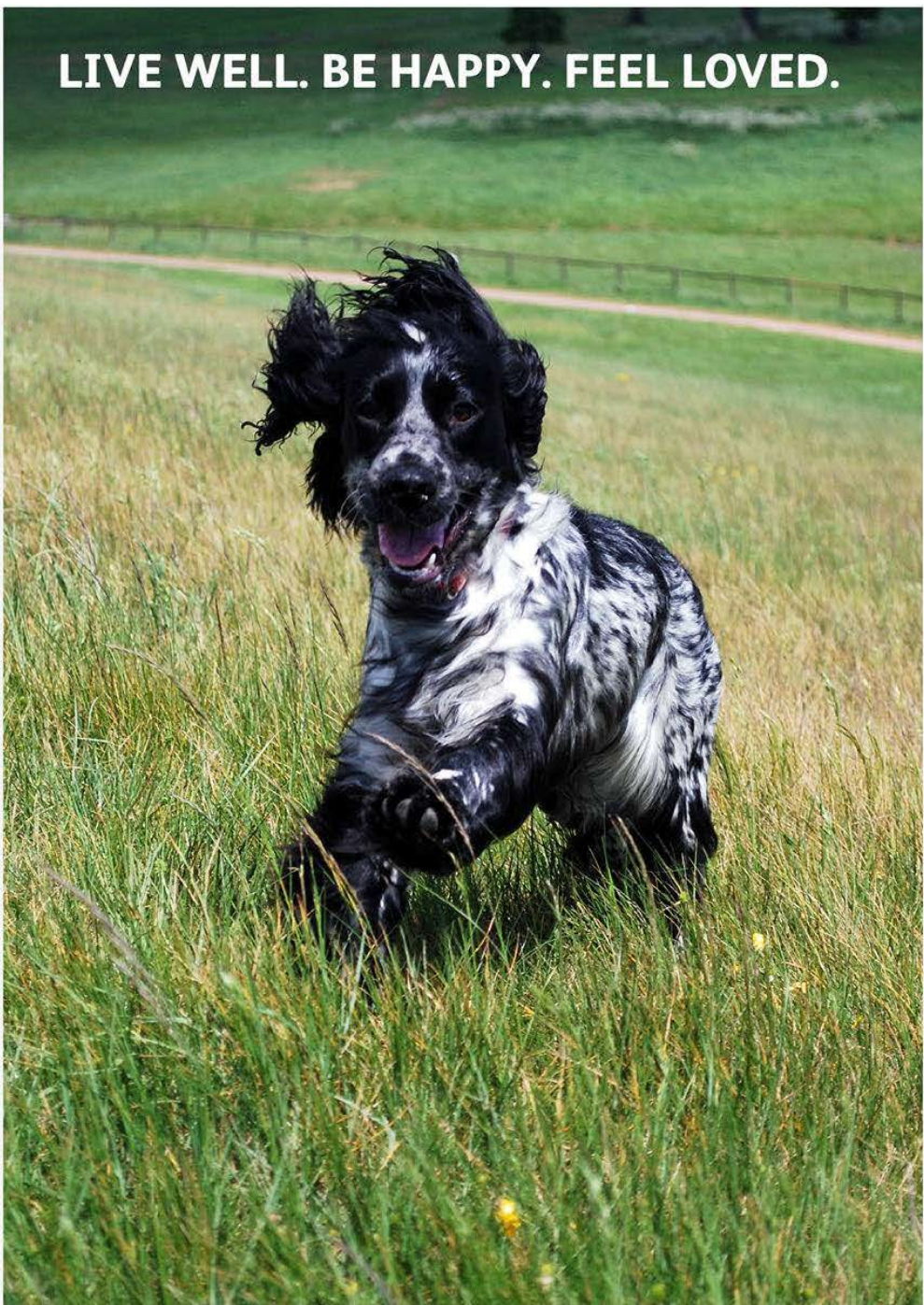
M109 - MIXED CASE OF X12 TINS



LIVE WELL | BE HAPPY | BE LOVED

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DAILY HEALTH TONICS FOR DOGS...

With proven results, our daily health supplements have been developed with veterinary experts and are nutritionally-balanced, specialised blends. Launched in 2015, they have helped thousands of our four-legged best friends and are so simple to serve for every day support for your dog. Refer to following product pages for more specific blend information.



ANXIOUS HOUND - DAILY HEALTH TONIC
M071 - CASE OF X12



SENIOR HOUND - DAILY HEALTH TONIC
M068 - CASE OF X12



ITCHY & SCRATCHY HOUNDS - DAILY HEALTH TONIC
M070 - CASE OF X12



WINDY HOUND - DAILY HEALTH TONIC
M072 - CASE OF X12



DOGGY BREATH - DAILY HEALTH TONIC
M069 - CASE OF X12

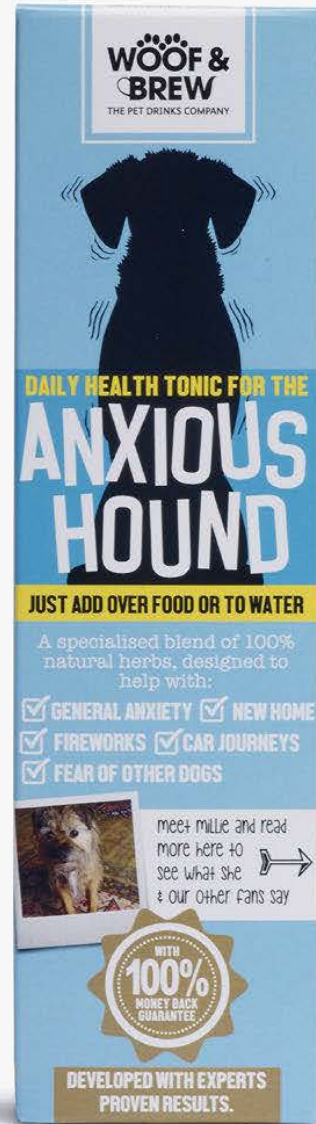
-  100% NATURAL HERBS
-  NUTRITIONALLY BALANCED & SPECIALISED BLEND
-  DEVELOPED WITH NUTRITIONAL AND VETERINARY EXPERTS

BEST SELLER!

I have my dog back! My little 13 year old border terrier Millie started drinking copious amounts of water and weeing in the house. I assumed it was her age and the start of health issues. The vet did blood tests which showed nothing medically. She had also got very nervous, jumpy and skittish. A friend recommended your anxiety tonic and 2 weeks later no wees, no excessive drinking, she's so happy, loves everyone, is playing like a puppy and enjoying life again. It's now been 3 months and she's probably more confident than she's ever been. I really can't recommend it enough. Thank you so much Carole Ryan / Millie.



Millie



DAILY HEALTH TONIC FOR THE ANXIOUS HOUND

Many dogs are afflicted by anxieties and fears, especially to noises, such as thunder or fireworks, or to stressful situations, such as a new home, car travel, visits to the vet or meeting other dogs. Certain breeds are also more prone to nervous energy or tension. 'ANXIOUS HOUND' is designed to support healthy mental and physical wellbeing, providing natural calming & settling qualities.

- 100% NATURAL, HERBAL INFUSION
- RICH IN VITAMINS & MINERALS
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE OVER FOOD
- BLENDED & BOTTLED IN THE UK

ANXIOUS HOUND Composition: Water-based infusion of Rose petals, Lavender, Devil's Claw, Orange Flowers, Skullcap, Astragalus & Lime Flower. Potassium Sorbate & Sodium Benzoate are used as preservatives. Additives: Preservatives.

- GENERAL ANXIETY
- NEW HOME
- FIREWORKS
- CAR JOURNEYS
- FEAR OF OTHER DOGS

M071 - CASE OF X12 ANXIOUS HOUND

BOTTLE - GLASS widely recycled	CAP - METAL widely recycled
BOX - CARD widely recycled	LABEL - PAPER widely recycled

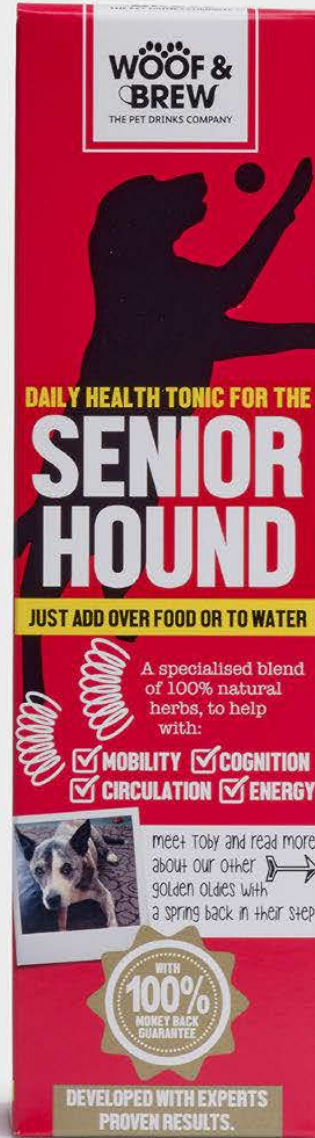
LIVE WELL | BE HAPPY | FEEL LOVED





Toby

Hi, just wanted to say thank you for the senior blend. I purchased a bottle for our 16 year old Staffie cross, he definitely has a little spring in his step again! We have also noticed that he is more alert and interested in things again. Wendy & Toby



DAILY HEALTH TONIC FOR THE SENIOR HOUND

Nothing tugs on our heart strings more than our golden oldies. Just like ourselves, our dogs growing old is inevitable, and with that all the little niggles associated with ageing start to appear. 'SENIOR HOUND' is a natural daily tonic for your ageing loved one/s, helping to support healthy mobility, circulation, cognition and energy.

- 100% NATURAL, HERBAL INFUSION
- RICH IN VITAMINS & MINERALS
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE OVER FOOD
- BLENDED & BOTTLED IN THE UK

SENIOR HOUND Composition: Water-based infusion of Alfalfa, Devil's Claw, Gingko, Hawthorn & Burdock. Potassium Sorbate & Sodium Benzoate are used as preservatives. Additives: Preservatives..

- ✓ MOBILITY
- ✓ COGNITION
- ✓ CIRCULATION
- ✓ ENERGY

M068 - CASE OF X12 SENIOR HOUND

BOTTLE - GLASS widely recycled	CAP - METAL widely recycled
BOX - CARD widely recycled	LABEL - PAPER widely recycled



Lady

Lady's coat had been getting worse with age and seemed to be getting shabby quicker, even with more regular trips to the groomers. The tonic has helped bring back the shine and body into her coat and she looks much brighter in herself too. Maddie Gray & Lady



DAILY HEALTH TONIC FOR ITCHY & SCRATCHY HOUNDS

Millions of dogs suffer with skin and coat issues. A healthy coat should be shiny and smooth, not brittle or coarse, and healthy skin should be supple and clear, not greasy, flaky or bumpy. Health and nutrition play a big part in influencing the luster and texture of your pet's coat from the inside. 'ITCHY & SCRATCHY HOUNDS' is a daily natural tonic that is designed to help support healthy skin and coats in dogs.

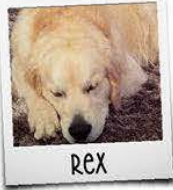
- 100% NATURAL, HERBAL INFUSION
- RICH IN VITAMINS & MINERALS
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE OVER FOOD
- BLENDED & BOTTLED IN THE UK

ITCHY & SCRATCHY HOUNDS Composition: Water-based infusion of Burdock, Dandelion, Flax, Nettle, Seaweed & Rooibos. Potassium Sorbate & Sodium Benzoate are used as preservatives. Additives: Preservatives

- SKIN CONDITION
- DULL COATS
- PIGMENTATION
- IRRITATION
- ESSENTIAL FATTY ACIDS

M070 - CASE OF X12 ITCHY & SCRATCHY HOUNDS

BOTTLE - GLASS widely recycled	CAP - METAL widely recycled
BOX - CARD widely recycled	LABEL - PAPER widely recycled



REX

We love Rex to bits, he is our gentle, fluffy giant. But he shirks his farts are of the silent and deadly kind. He is a typical golden retriever, eats anything that looks remotely like food and scoffs. We have been using the tonic for a few weeks now and although he still wants to eat everything in sight, it has definitely helped. Sara & Rex



DAILY HEALTH TONIC FOR THE WINDY HOUND

Flatulence (farting), is caused by gas in the bowel. Irrespective of poor diet contributing to the intensity of odour, one of the most common causes of persistent 'doggy trumps' is the air intake when eating. 'WINDY HOUND' helps promote a healthy, calm digestive tract and focuses on breaking up and dispersing gas. A calm digestive tract creates more efficient digestion and in turn lowers gas production.

- 100% NATURAL, HERBAL INFUSION
- RICH IN VITAMINS & MINERALS
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE OVER FOOD
- BLENDED & BOTTLED IN THE UK

WINDY HOUND Composition: Water-based infusion of Astragalus, Lime Flower Fenugreek, Ginseng & Rooibos. Potassium Sorbate & Sodium Benzoate are used as preservatives. Additives: Preservatives.

- A CALM DIGESTIVE TRACT**
- GAS DISPERSION**
- ODOURS**
- SENSITIVE STOMACHS**

M072 - CASE OF X12 WINDY HOUND

- | | |
|--|---|
| BOTTLE - GLASS
widely recycled | CAP - METAL
widely recycled |
| BOX - CARD
widely recycled | LABEL - PAPER
widely recycled |



Billy

OMG! Billy's breath used to be able to clear a room! We tried various different foods which had some impact. We then used the tonic over his food and saw a big improvement. His breath definitely smells better and he's free to park wherever he wants now! Jack & Billy



DAILY HEALTH TONIC FOR DOGGY BREATH

'Dog breath' is such a renowned phenomenon that we tend to assume our dogs are naturally prone to halitosis. Not so! 'DOGGY BREATH' is a daily natural tonic that is designed to provide natural & nutritional freshness, helping to support oral and digestive systems by taking the 'whole dog' into account. It contains essential oils for healthy oral hygiene and is packed with vitamins and minerals.

- 100% NATURAL, HERBAL INFUSION
- RICH IN VITAMINS & MINERALS
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE OVER FOOD
- BLENDED & BOTTLED IN THE UK

DOGGY BREATH Composition: Water-based infusion of Dill, Lemongrass, Ginger, Fenugreek & Sage. Potassium Sorbate & Sodium Benzoate are used as preservatives. Additives: Preservatives.

- ✓ **NATURAL, NUTRITIOUS FRESHNESS**
- ✓ **ORAL HEALTH**
- ✓ **ORAL ODOURS**
- ✓ **DIGESTIVE SYSTEMS**

M069 - CASE OF X12 DOGGY BREATH





"I was one of the original "guinea pigs" for Ha-pee Lawns and I said then that I was very impressed with this product. As time has gone by and I continue to use it I am still very impressed at the improvement in my lawn, despite a wet winter. Previous years the back garden has been a mud bath! Many thanks to your company for introducing such a great product."
LIZ STALLION

**HA-PEE
LAWNS**
KEEP ON THE GRASS

STOPS URINE BURNS
BENEFITS DOGS AND LAWNS

IS DOG PEE A PAIN IN YOUR GRASS?!

Make the grass greener on your side of the fence with Ha-Pee Lawns.



"our Weimaraner named Blue has been having the Ha-Pee Lawns blend for over 6 months now and he really likes it. We have had no yellow patches on the lawn except on 1 occasion when I forgot to re-order the product. My plants around the borders of the lawn are also thriving now. I have also recommended Ha-Pee Lawn tea to fellow dog owners when the occasion arose. Karen Pyott & Blue

HA-PEE LAWNS - FOR URINE BURNS
M064 - CASE OF X12

**BANISH THE BURNS SO
DOGS AND LAWNS CAN LIVE
HA-PEELY EVER AFTER.**

KEEP ON THE GRASS

BEST SELLER!



Roxie

"our grass now has no burn patches! we recommended to our dog sister and she now insists all clients dogs use the product and her grass is greener than ever too!" LIZ & ROXY



HA-PEE LAWNs - FOR URINE BURNS

A healthy coat HA-PEE LAWNs is a proven formula providing effective lawn care to prevent brown patches caused by your dog's urine. Unlike many other products in the market, this specialised blend is also formulated to benefit your dogs' well-being too. It's packed full of anti-oxidants, vitamins & minerals and contains natural cleansing & purifying properties. It works by helping to neutralise both the alkalinity and ammonia (specifically nitrogen) in dogs urine, and is particularly good for supporting urinary systems, helping to maintain a healthy urinary tract and flow. Since it's launch in 2015, HA-PEE LAWNs has firmly established itself as a market leader.

- 100% NATURAL, HERBAL INFUSION
- RICH IN VITAMINS & MINERALS
- CRAFTED WITH VETERINARY EXPERTS
- HEALTH-FOCUSED INGREDIENTS
- SERVE OVER FOOD
- BLENDED & BOTTLED IN THE UK

HA-PEE LAWNs Composition: Water-based infusion of Alfalfa, Yucca Root, Tomato Flakes, Dandelion, Marshmallow, Nettle and Golden Rod. Potassium Sorbate & Sodium Benzoate are used as preservatives. Additives: Preservatives.

- CARES FOR DOGS AND LAWNs
- SUPPORTS HEALTHY URINARY TRACT
- PROVEN RESULTS

M064 - CASE OF X12

BOTTLE - GLASS widely recycled	CAP - METAL widely recycled
BOX - CARD widely recycled	LABEL - PAPER widely recycled



WOOF & BREW

THE PET DRINKS COMPANY

Steve Bennett

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Email: steve@woofandbrew.com

LIVE WELL. BE HAPPY. FEEL LOVED.