



THE
GOLDEN
BONE
BAKERY

INFORMATION KIT

2023



OUR STORY

HEALTHY AND DELICIOUS TREATS FOR YOUR FOUR LEGGED FRIEND

The Golden Bone Bakery was founded in 2015 after finding a niche gap in the pet food market: creating healthy and delicious treats for pets free of the nasty additives used in most commercial brands.

On a mission to help pets and their owners bond through the use of treats that even the gentlest of tummies could enjoy, The Golden Bone has worked with holistic veterinarians to create a range that provides nutrition without compromising on taste.

All products at The Golden Bone Bakery are **free of artificial colours and other unhealthy additives - while still being delicious.**

Since its humble beginnings, The Golden Bone Bakery has rapidly grown in popularity amongst pet owners and their four legged friends in Australia & Asia.



We believe that pet owners shouldn't have to choose between nutrition or taste

MEET THE FOUNDERS

Hi,

We're Katharina and Reiner, animal lovers and proud owners of The Golden Bone Bakery.

Once upon a time, our dog Jett couldn't stomach mass-produced treats with artificial additives and fillers. So we decided to create our own!

With a background in Pharmaceutical Sciences, Katharina worked with a holistic veterinarian to create superfood recipes carefully baked with love, care and natural local ingredients.

Our treats settled Jett's sensitive tummy and became the favourite of many fur-baby parents, veterinarians and animal rescue organisation RSPCA, who all use our treats by choice.

It's our mission to bring all that love, nutrition and community goodwill home to your customers' pets.



OUR BRAND NEW SUPERFOOD RANGE

Australian Made, Natural Ingredients, Easily Digestible: Our brand new range has been formulated to super charge the health of dogs



IMMUNE BOOSTER

Blueberry and Beetroot

Both blueberries and beetroots contain a high amount of anthocyanins, a chemical responsible for aiding the immune system by reducing free radicals.

These sweet-tasting treats are low in calories and make the perfect snack for your pet.

Ingredients: oats, beetroot & blueberries

Weight: 200g



HAPPY TUMMY

Pumpkin, Kale and Prebiotics

Pumpkin is incredibly rich in nutrients and fibre which is key to slowing the rate of digestion, allowing nutrients to be better absorbed by the body.

We have also added prebiotics to help balance healthy gut bacteria and maintain good gastrointestinal health, and Kale to support your dog's gut health and immunity.

Ingredients: oats, pumpkin, kale & prebiotics (inulin)

Weight: 200g



STRONG EYES

Chlorella-seaweed

Keep your dog's eyes strong with Seaweed treats. This special Seaweed is called Chlorella. Chlorella contains lutein and zeaxanthin, two carotenoids that protect the eye against degeneration.

Bonus: Chlorella also helps to beat bad breath!

Ingredients: oats, chlorella

Weight: 200g



3 FLAVOUR MIX

Strong eyes + Immune booster + Happy Tummy

The 3 flavour snack is a mix of all three of the previously described treats packed into the one ultimate nutritional snack for dogs. *"A tasty way to train or treat your best friend while supporting strong overall health from head to paws!"*

Ingredients: oats, pumpkin, beetroot, chlorella, blueberries, prebiotics (inulin), kale

Weight: 200g



A GLOBAL IMPACT



Based in Ipswich, QLD, The Golden Bone Bakery is committed to revolutionising the pet food industry by positively impacting our planet, pets and people.

From creating clean recipes that are nutritious and tasty for our four-legged friends to today's fully biodegradable packaging, The Golden Bone Bakery is committed to being an industry leader.

In 2017, the RSPCA QLD chose The Golden Bone Bakery as their official treat sponsor for their positive reinforcement dog training facilities.

The same year saw The Golden Bone Bakery move its production to the Borallon Correctional and Training Centre as part of a rehabilitation program for prisoners. They currently support 6 inmates with paid work opportunities.

Today, The Golden Bone Bakery has expanded into the tough Korean market by partnering with a fast-growing e-commerce platform whose founders align with Golden Bone's values.



OUR COMMITMENT TO THE PLANET



It has always been a dream of ours to create a business that not only brought happiness to pets and their owners but also one that left a minimal footprint on the planet.

After years of research, all of our packaging is now **100% biodegradable, with the inside bags being able to break down in your compost in just 10 weeks.**

And while just over two months may seem like a long time it is lightning fast compared to other plastic packaging which takes anywhere from 450-1000 years to degrade.

Even though we don't feel the effects of our plastic consumption right now -

Future generations of humans, plants and animals on land and in the ocean will feel the effects for hundreds of years to come.

"It's about doing what you believe in. We know pets aren't just pets - they're part of our family and deserve nothing less than our best!

You can be sure of our uncompromising commitment to quality in every product from The Golden Bone Bakery."

Reiner & Katharina

