

Leaders in Pet Nutrition

# Bugsy's



# INTRODUCING BUGSY'S

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The food that our pets eat has influence over their physical, psychological and emotional state. At Buggy's, we dedicate ourselves to helping pets maintain optimal health and well-being by creating products that are not only tasty but are clean, natural, and chemical free.

From our functional treats to our Air-dried raw range, every single ingredient is carefully selected in order to promote health and longevity for your pets.

Our board of advisers include: Vets that practice TCVM, PhD pet nutritionists and world renown herbalists. They are a dedicated team of experts with Joanne Cooper, pet nutrition specialist at the helm.

A handwritten signature in black ink, appearing to read 'Joanne Cooper'.

Joanne Cooper, Founder of Buggy's

# BUGSY'S HOLISTIC APPROACH TO ANIMAL HEALTH

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Our philosophy is based on the central tenet that health begins with good nutrition and when it comes to our health, prevention is always better than a cure. Diet has been shown to play an important role in longevity, strengthening of the immune and overall general health.

Bugsy's encourages optimal pet health by aligning sustainable, ethically sourced, natural ingredients with proven traditional Chinese and Indigenous medicinal herbs.

- **Formulated by Vets and PhD Nutritionist**
- **NO Artificial Flavours**
- **NO Antibiotics**
- **NO Preservatives**
- **NO Growth Hormones**
- **NO Synthetics**



HUMAN  
GRADE



HORMONE  
FREE



SYNTHETIC  
FREE



GRAIN  
FREE



FREE  
RANGE



AUSTRALIAN  
MADE

# AIR DRIED RAW RANGE



# WHY TCM FOR OUR FUNCTIONAL RANGE?

## TURMERIC ROOT

Best known for its anti-inflammatory and anti-arthritic properties. Also beneficial in keeping your dog's digestive system in check.



## GOJI BERRY

Improved brain power, good eyesight, and defence against diabetes are just some of the benefits of goji berries! This super antioxidant truly makes for a berry good pet treat!

## GINSENG

Ginseng gives your pet an overall tune up with antioxidants that fight stress and fatigue. This fleshy root also helps regulate your pet's cholesterol and blood sugar level.



## CORDYCEPS

Cordyceps are found in the Himalayas - greatly benefiting dogs as an immune booster and mood modulator.

## REISHI

The royalty in superfoods. It has anti-fungal, anti-bacterial and anti-viral properties. Used to combat tumors and keep them at bay.



# DEHYDRATED TREATS RANGE

**Bugsy's**   
**cow Hoove**  
WITH ROO 

**SINGLE INGREDIENT**  
**NO ADDITIVES**  
**NO PRESERVATIVES**

**LONG LASTING CHEW**

**FEEDING GUIDE:**  
Bugsy's Treats are crafted for use as a reward or training treat and should not be employed as a meal substitute.  
Always feed under supervision and ensure there is access to water during feeding.

**WARNING:**  
Slight chance of splintering, supervision is recommended when feeding any treat.

**INGREDIENTS:**  
Australian Beef, Kangaroo Mince

Nutritional Analysis	
Crude Protein	89 %
Crude Fat	5.4 %
Crude Fibre	1.2 %
Moisture	5 %
ME (KCAL/100g)	320

**Net Food Only**  
Not for human consumption.  
Manufactured by The Pet Food People  
PO Box 3067 Colburn VIC 3091 Australia

**Bugsy's**   
**Bully Stick**  
LARGE

**SINGLE INGREDIENT**  
**NO ADDITIVES**  
**NO PRESERVATIVES**

**LONG LASTING CHEW**

**FEEDING GUIDE:**  
Bugsy's Treats are crafted for use as a reward or training treat and should not be employed as a meal substitute.  
Always feed under supervision and ensure there is access to water during feeding.

**INGREDIENTS:**  
100% Australian Beef

Nutritional Analysis	
Crude Protein	89 %
Crude Fat	5.4 %
Crude Fibre	1.2 %
Moisture	5 %
ME (KCAL/100g)	431

**Net Food Only**  
Not for human consumption.  
Manufactured by The Pet Food People  
PO Box 3067 Colburn VIC 3091 Australia



**Bugsy's**   
**Goat Horn**  
LARGE

**SINGLE INGREDIENT**  
**NO ADDITIVES**  
**NO PRESERVATIVES**

**LONG LASTING CHEW**

**FEEDING GUIDE:**  
Bugsy's Treats are crafted for use as a reward or training treat and should not be employed as a meal substitute.  
Always feed under supervision and ensure there is access to water during feeding.

**INGREDIENTS:**  
100% Australian Goat Horn

Nutritional Analysis	
Crude Protein	61 %
Crude Fat	1.2 %
Crude Fibre	1.2 %
Moisture	1.2 %
ME (KCAL/100g)	89

**Net Food Only**  
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PO Box 3067 Colburn VIC 3091 Australia





# 6 KEY MACRO TRENDS SHAPING THE PET INDUSTRY IN 2025

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## CLEAN LABELS

% of Protein +  
Healthy & Transparent  
Ingredients

## PROACTIVE INGREDIENTS

Ingredients with functional  
health benefits

## NEW PROTEIN SOURCES

Sustainably & ethically  
sourced

## BESPOKE FORMULATION

Preparation of pets food  
to control what goes in &  
what stays out!

## ECOMMERCE

Fastest growing channel  
& source of education for  
consumers

## SHIFTING DEMOGRAPHIC

Smaller households  
Smaller Pets  
Older Pets



# CURRENT TRENDS IN PET FOODS

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**“The future of pet food is being shaped by innovations and trends that prioritize nutrition, sustainability, and personalization”**

SOURCE: Gingr Acc 30/7/25 - Future of Pet Foods

**“functional add-ons and mixers have exploded in popularity”**

SOURCE : Pet Food Industry 23/6/25  
- Trends Shaping The Pet Food Industry

**“Many pet owners are looking for pet food that reflects their own taste. As a result, there has been an increase in premium products – with ‘natural’, ‘raw’ and ‘organic’ food on the rise – giving lots of choice for owners”**

SOURCE : FEDIAF Acc 4/8/25 - Pet food Trends

**“Product innovation and premiumization have become key drivers of market development”**

SOURCE : Mordor Intelligence 2025 - Pet Food Analysis

**“Consumers become more health-conscious and prioritize quality ingredients for their pets”**

SOURCE : Statista 2025 - Pet Food Australia



**VET ENDORSED**

Nicole Rous

Angela Yung

Stephanie Stubbe

Gerry Pahl

Will Maginness



RATED **9.5/10** BY  
PET FOOD REVIEW AUSTRALIA



MORE THAN  
**2,000,000**  
MEALS SERVED



**CURRENTLY EXPORTING TO:**

Hong Kong  
Singapore  
South Korea  
Canada



# COMING IN 2026:

New Treats and Freeze Dried  
Foods

Leaders in Pet Nutrition

# Bugsy's

BROUGHT TO YOU BY

# THE PET FOOD PEOPLE





Leaders in Pet Nutrition  
**Bugsy's**

[WWW.BUGSYS.COM.AU](http://WWW.BUGSYS.COM.AU)