## Blog Post 2: Let’s Talk Taste – Why Pets Go Wild for The Paw Grocer

When it comes to treats, health is important — but taste is everything. At The Paw Grocer, we hear it all the time:

"My cat broke into the cupboard to get more!" "My dog spins in circles when he hears the pack crinkle!"  
  
So what makes our treats so irresistible?

### It’s All in the Freeze Drying

Our treats are freeze-dried, not baked or cooked — and that makes all the difference.  
  
- Locks in Freshness & Aroma: Freeze drying removes moisture without using heat. This means the meat’s original aroma, texture and flavour remain intact and your pet can smell (and taste) the real deal.  
- Preserves Nutrients: Heat-based cooking can degrade vitamins, minerals, and amino acids. Freeze drying keeps them stable, so your pet gets the full nutritional benefit of their treat.  
- Intense Meaty Taste: Because we only use single-ingredient proteins, there’s nothing to mask the natural flavour and freeze drying amplifies it.  
- Crunchy or Crumble-Ready: Whether you serve them whole or sprinkle over meals, our treats are light, dry, and naturally delicious.

### Why Pets (and Pet Parents) Love Us

- Cats are obsessed. Dogs too.  
- Nothing artificial, just meat.  
- Low odour for humans, high aroma for pets.  
- Perfect for training, mealtoppers, and bribery.  
  
If your pet hasn’t tried our freeze-dried duck, goat, kangaroo or sardines yet… just don’t leave the pack unattended. You’ve been warned!