



## Pawcredible?s New Freeze Dried Line Promises Nutrition and Taste for UK Dog Lovers

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Pawcredible, a premium UK dog food brand, is strengthening its position in the growing freeze dried dog food category with its flagship BioBowl Fusion range (<https://pawcredible.org/>). As demand increases for higher quality, nutrient-dense dog nutrition across the UK, Pawcredible is focusing on ingredient transparency, science-backed formulation, and responsible UK manufacturing.

The UK pet food market has seen rising interest in freeze dried dog food as owners look for alternatives to heavily processed kibble and treats. Increasing awareness around ingredient sourcing, nutritional bioavailability, and long-term health outcomes is influencing purchasing decisions. Dog owners are actively seeking products that align more closely with natural feeding principles, without sacrificing convenience or safety.

Freeze drying is widely recognised as one of the most effective preservation methods in modern food production. By removing moisture at low temperatures, freeze drying helps retain the natural structure of

proteins and nutrients while extending shelf life without artificial preservatives. For pet nutrition, this process allows brands to deliver raw-level nutrition without the storage and hygiene challenges associated with frozen raw feeding.

Pawcredible's BioBowl Fusion (<https://pawcredible.org/products/biobowl-fusion-6kg>) combines crunchy kibble with a freeze dried raw coating, delivering raw-level nutrition in a convenient, shelf-stable format. This fusion approach is designed to bridge the gap between traditional kibble and fully raw diets. The result is a product that supports optimal nutrient retention while remaining easy for owners to store, serve, and integrate into daily feeding routines.

Unlike many conventional products, Pawcredible emphasizes real meat proteins, functional superfoods, and clean ingredient sourcing. Each formula is carefully developed to support digestion, muscle development, immune health, and overall vitality. Ingredients such as turmeric, flaxseed, and natural prebiotics are included to promote gut health and anti-inflammatory support, aligning with growing consumer demand for functional nutrition.

Founder Robert Ellery said the brand was created to address a gap in the UK premium dog food space. (<https://pawcredible.org/pages/our-story>)

"We created Pawcredible to raise the standard of what premium UK dog food should look like. Freeze-dried nutrition preserves natural nutrients without fillers or artificial additives, but just as importantly, it removes the inconvenience often associated with raw feeding. Owners shouldn't have to store food in the freezer, defrost portions, or measure and scoop from messy containers. BioBowl Fusion delivers raw-level nutrition in a format that is clean, shelf-stable, and simple to serve, without compromising on quality or performance."

Convenience was a core part of the brand's development strategy. While many pet owners are attracted to the perceived benefits of raw feeding, practical barriers often limit long-term adoption. Freezer storage requirements, thawing times, hygiene considerations, and portion management can make raw diets difficult to sustain consistently. Pawcredible's freeze dried coating technology was developed specifically to eliminate these friction points while maintaining nutritional integrity.

In addition to formulation standards, Pawcredible prioritises responsible UK production. Manufacturing within the UK allows for tighter quality control, traceability, and compliance with domestic food safety standards. As supply chain transparency becomes increasingly important to consumers, UK-based production provides an added layer of reassurance regarding sourcing and oversight.

Industry data suggests that premiumisation within the UK pet food market continues to accelerate, with dog owners willing to invest more in products that demonstrate clear health benefits and ingredient transparency.

Freeze dried dog food represents one of the fastest-growing segments within this premium category. Pawcredible aims to position itself at the forefront of this shift by combining modern freeze drying techniques with performance-focused nutrition and clear, accessible communication around ingredients.

By integrating freeze dried technology with a familiar feeding format, Pawcredible is targeting dog owners who want the benefits of raw-level nutrition without compromising on practicality. The BioBowl Fusion range reflects a broader movement within the pet industry toward cleaner labels, functional ingredients, and higher manufacturing standards.

More information about Pawcredible and its BioBowl Fusion range can be found at <https://pawcredible.org/>.

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## Pawcredible Ltd

*Pawcredible is a UK premium dog nutrition brand combining science and nature. We deliver raw-level nutrition through freeze-dried and fusion recipes, focusing on transparency, performance, and responsibly sourced UK manufacturing.*

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