



PawcredibleTM
Trusted by Tails, Loved by Paws

5 Things UK Dog Owners Are Getting Wrong About Grain-Free Food - And What the Science Actually Says

June 30, 2026

CHIPPING NORTON, OXON - June 30, 2026 - PRESSADVANTAGE -

Pawcredible, a British premium dog food brand specialising in freeze-dried raw nutrition, has published a comprehensive educational guide on grain-free dog food for UK dog owners. The resource examines the nutritional science behind grain-free diets, ingredient bioavailability, and what owners should consider when evaluating premium pet food options. The guide arrives as demand for natural, minimally processed dog food continues to rise across the UK, with owners increasingly seeking reliable information to navigate a crowded and often confusing marketplace.

The UK pet food market has seen a significant rise in grain-free product listings in recent years, yet veterinary guidance on the topic remains nuanced. According to a 2018 Banfield Pet Hospital report, food allergies affect an estimated 0.2% of dogs, with animal proteins rather than grains being the most common allergens. The PDSA advises UK dog owners that balanced, individually tailored nutrition is more important than adherence to broad dietary trends such as grain-free feeding. Pawcredible's guide acknowledges this context, positioning informed, science-backed decision-making ahead of marketing claims. The resource is designed to help owners understand what grain-free means in practice, what replaces grains in these formulations, and how processing methods affect the nutritional value of the food their dogs receive.

Central to the guide is an examination of bioavailability – the proportion of nutrients a dog's body actually absorbs and uses from its food. Research indicates that fresh meat proteins typically achieve 85-95% digestibility compared to 60-70% for rendered meat meals commonly found in standard dry foods. Processing method plays a significant role in preserving this nutritional integrity. Freeze-drying technology, used in Pawcredible's own product formulations, preserves the natural nutrient profile of raw ingredients without the application of high heat, which can degrade vitamins and enzymes present in fresh food. The process produces a shelf-stable product that requires no refrigeration, offering the nutritional benefits associated with raw feeding alongside the convenience of traditional kibble. Pawcredible's BioBowl Fusion applies this technology as a coating applied to every individual piece of kibble, delivering freeze-dried raw nutrition in a format designed to bridge the gap between raw feeding's health benefits and the practicality required by modern UK dog owners. The product is manufactured in the United Kingdom and is formulated without fillers, grains, or artificial additives.

The guide also addresses consumer concerns around a US Food and Drug Administration (FDA) investigation into a potential association between certain grain-free diets – particularly those high in legumes including peas, lentils, and chickpeas – and dilated cardiomyopathy (DCM) in dogs. More than 1,000 DCM cases were reported to the FDA in connection with the investigation by November 2022. As of December 2022, no definitive causal relationship had been established, and the investigation remains ongoing. Pawcredible's guide presents the available evidence transparently, encouraging UK owners to discuss dietary choices with their vet – particularly for breeds with a known predisposition to cardiac conditions – rather than drawing conclusions from incomplete data. UK dog owners are directed to consult the British Veterinary Association (BVA) and their registered veterinary practitioner for breed- and health-specific dietary guidance.

Pawcredible reports that UK customers feeding its products have observed improvements including enhanced coat condition, improved digestion, increased energy levels, and greater interest in food among previously selective eaters. Results are reported across a range of breeds, ages, and life stages, from working dogs and senior dogs to puppies and first-time dog owners. The company states that these outcomes align with the nutritional science outlined in its guide, particularly regarding the relationship between ingredient quality, digestibility, and observable health markers.

The grain-free nutrition guide is available free of charge on the Pawcredible website and is intended as an educational resource for UK dog owners, not as veterinary advice. Readers are encouraged to use the information as a starting point for conversations with their vet about their individual dog's nutritional needs. The full guide and Pawcredible's complete product range can be accessed at <https://pawcredible.org>

About Pawcredible: Pawcredible is a British premium dog food brand committed to ingredient transparency and science-backed nutrition. The company produces freeze-dried raw meals, grain-free kibble, and natural dog treats formulated without fillers, grains, or artificial additives. All products are manufactured in the United Kingdom using bioavailable, traceable ingredients. Pawcredible's mission is to make high-quality, honest nutrition accessible to UK dog owners. For further information, visit <https://pawcredible.org>

###

For more information about Pawcredible Ltd, contact the company here: Pawcredible Robert Ellery support@pawcredible.co.uk Finsbury House, New Street, Chipping Norton, OXON, OX7 5LL, United Kingdom.

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.

Website: <https://pawcredible.org/>

Email: support@pawcredible.co.uk

