



PawcredibleTM
Trusted by Tails, Loved by Paws

Pawcredible Releases Calorie-Conscious Dog Training Treat Guide as UK Canine Obesity Rates Rise

July 06, 2026

CHIPPING NORTON, OXON - July 06, 2026 -

Pawcredible, a British freeze-dried raw dog food brand, has published a free step-by-step guide on using high-value treats during dog training sessions whilst staying within expert-recommended daily caloric limits. The resource addresses a practical gap identified by weight-conscious dog owners: the widely cited guideline that treats should constitute no more than 10% of a dog's daily caloric intake is routinely issued by veterinary bodies, but rarely accompanied by the concrete portioning strategies trainers need to apply it during real sessions. The guide is available at no cost at <https://pawcredible.org>

The context for the guide is significant. PDSA's annual PAW Report ? one of the UK's most comprehensive surveys of companion animal welfare ? has consistently identified excess weight as one of the most prevalent health concerns affecting British dogs, with poor treat habits and overfeeding cited among contributing factors. The British Veterinary Association similarly lists obesity as a leading preventable health risk in dogs, noting that caloric excess accumulated through treats and table scraps is frequently underestimated by owners who focus on meal portions whilst overlooking supplementary feeding. Despite this, practical guidance on how to integrate treats into training without exceeding daily caloric thresholds remains limited, leaving owners to navigate the tension between effective reward-based training and responsible nutrition

without adequate tools.

Effective positive reinforcement training depends on high-value rewards – treats that reliably capture a dog's attention and build strong behavioural associations through repetition. Dogs Trust, the UK's largest dog welfare charity, advises that the most effective training treats are soft, aromatic, and consumed quickly, with chicken identified as a particularly high-value option for reward-based sessions. The charity recommends breaking treats into small, pea-sized pieces to maintain motivation across multiple repetitions without overfeeding. Pawcredible's guide operationalises this principle by pairing it with calorie tracking and nutrient density considerations, providing owners with session structures and portion sizes they can implement immediately rather than adapting abstract guidelines to their own circumstances.

"The 10% rule is well known but rarely explained," said a Pawcredible spokesperson. "Most owners are told to keep treats under 10% of daily calories, but they're not told what that looks like in a training session with twenty repetitions. Our guide makes that calculation concrete – so owners can train effectively without compromising their dog's weight or health."

Pawcredible's Raw Fusion Freeze-Dried Chicken Treats are formulated with 75% chicken – including meat, liver, and heart – alongside functional superfoods including sweet potato, pumpkin, cranberries, and turmeric. The guaranteed nutritional analysis shows a minimum of 48% protein and 28% fat, at 450 Kcal per 100g. The company states that the absence of fillers and grains in the formulation means caloric content is concentrated in bioavailable nutrition rather than in empty-calorie bulk ingredients, making portion control more predictable for owners tracking daily intake. Because each piece delivers a higher proportion of usable protein relative to total calories, smaller portions satisfy the animal's reward expectation without the caloric accumulation associated with lower-quality, filler-heavy treats. Pawcredible recommends breaking pieces into pea-sized or smaller portions during training, a practice consistent with Dogs Trust guidance and one that increases the number of rewards available per session without proportional increases in caloric load.

The guide's practical framework covers daily caloric allowance calculation based on a dog's body weight and activity level, treat size reduction strategies for high-repetition training, session structuring to manage total treat volume, and guidance on adjusting meal portions on training days to maintain caloric balance. The approach aligns with the methodology recommended by Dogs Trust's positive reinforcement training resources, which emphasise that reward frequency and training consistency matter more than treat size, and that small, high-value pieces are more effective than large portions for building lasting behavioural associations.

Pawcredible notes that all dogs have individual nutritional needs based on age, breed, size, and health status, and encourages owners to consult a registered veterinary practitioner or veterinary nutritionist when managing weight or designing a training nutrition plan for dogs with specific health considerations. The full

guide and Pawcredible's complete treat range are available 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. 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

