



BACK TO BASICS

Natural Dehydrated Food
for Dogs & Cats



A black and white photograph of a French Bulldog looking into a black bowl. The bowl has white paw prints on it. The dog's face is in the foreground, and its eyes are looking down into the bowl. The background is dark and out of focus.

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WE BELIEVE IT'S
TIME TO GO BACK TO
BASICS **TO FEED OUR
PETS BETTER**

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THE SON PET STORY

Two passionate Newfoundland breeders, with over 15 years of experience, were determined to overcome the many constraints of raw feeding (BARF): managing raw meat, sourcing, cold storage, and travel hassles.

Driven by a desire to do better, they developed a simple yet effective solution that delivers all the nutritional benefits they saw in their own animals.



It all begins in their kitchen, where the first prototypes are home-tested with patience and passion on their own dogs and cats.

After months of trials, adjustments, and collaboration with nutrition experts, they develop an innovative recipe, unique on the market: **a dehydrated pet food to be rehydrated at home—combining the benefits of raw feeding with the convenience of dry food.**

By August 2023, the innovation was patented. In October, SON Nutrition received its official health certification. By November, production had begun—and early customer feedback was overwhelmingly positive:

- Exceptional palatability
- Calmer, more satisfied pets at mealtime
- Noticeable improvement in health and overall well-being



SON pet, born from passion and high standards, now shares its unique expertise to provide pets with healthy and innovative nutrition.



CONCEPT & VALUES

At SON pet, we believe “our pets deserve only the best—with no compromises”. That’s why we’ve chosen to go back to what truly matters, combining:

Health, Taste & Simplicity

Meals should be healthy for pets, enjoyable for them, and easy to prepare for their humans.

100% Natural, Premium Recipes

We carefully select high-quality French meats. No meat meal, no chemicals, no artificial preservatives.

Made in France (Corrèze)

Produced in our family-owned facility with artisanal care and industrial precision—we manage every step from sourcing to shipping.

Eco-Conscious Choices

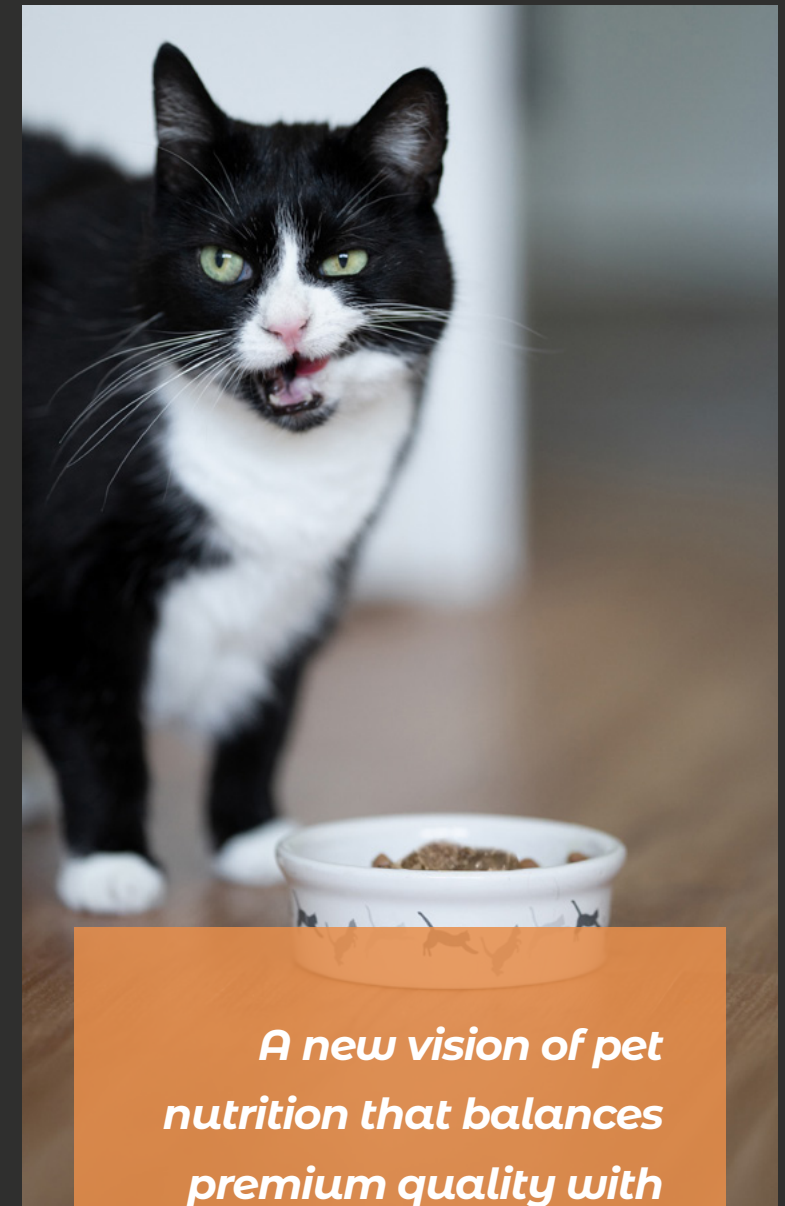
Recyclable and compostable packaging, minimized transport weight, and full use of raw materials (meat juices reused for sauces).

Analytical transparency, laboratory validation

No vague promises—our formulations are lab-tested and field-proven.

Zero Organic Waste

Even parts not used for human food are repurposed, honoring both the nourished animal and the source animal.



A new vision of pet nutrition that balances premium quality with long-term sustainability.

BARF

OUR INSPIRATION

BARF (Biologically Appropriate Raw Food), introduced by an Australian vet in 1993, is based on feeding pets as nature intended.

Raw meat, bones, organs, and natural supplements. It offers:

- High animal protein content
- Low non-digestible carbohydrates
- Satisfying chewing experience

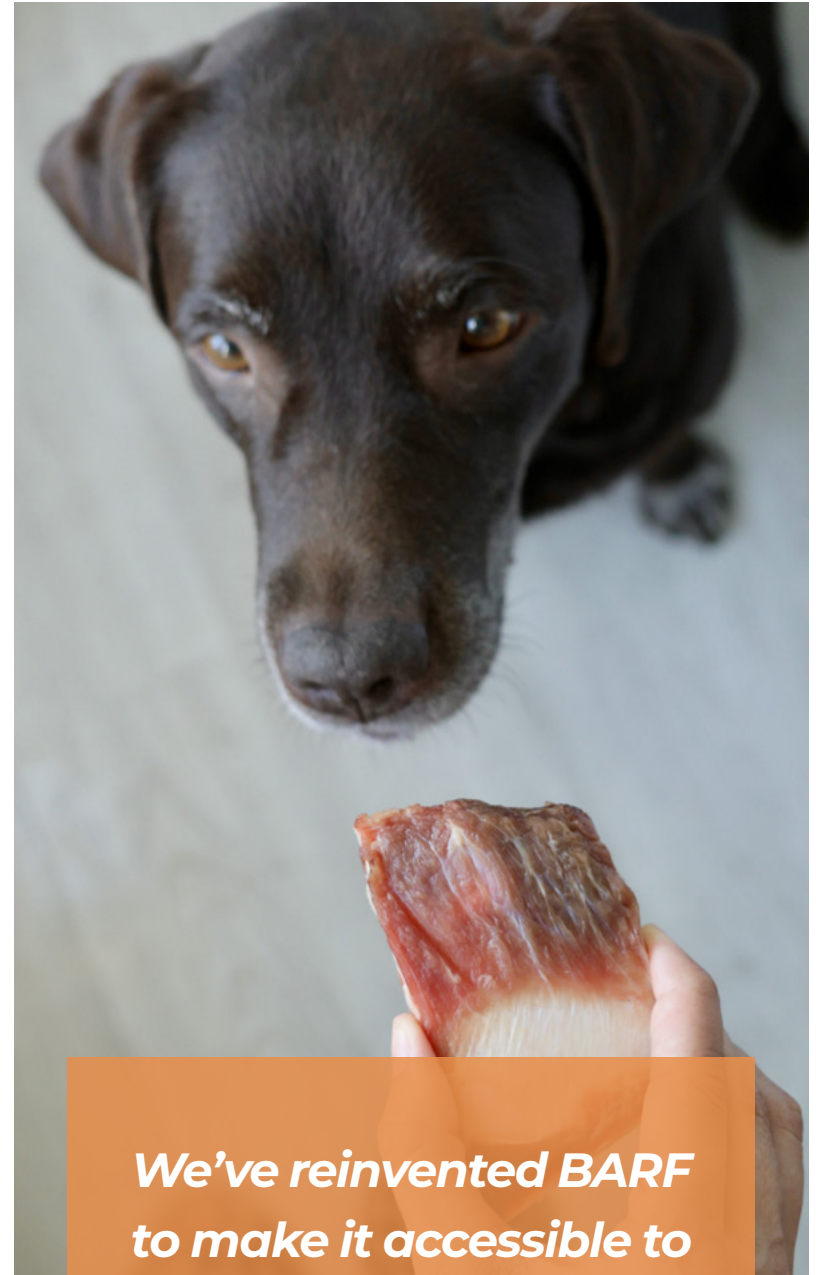
But BARF has serious limitations:

- Complex logistics (sourcing, refrigeration)
- Bacterial risks if cold chain breaks
- Requires expert knowledge for balanced meals
- Unsuitable for busy lifestyles and professionals

Our mission: deliver the benefits of BARF, without the hassle.

We preserve **the advantages of raw—nutrition**, chew satisfaction, and palatability—while adding:

- ***Shelf-stable*** dry food with long life
- ***Guaranteed safety*** (lab-tested, no cold chain needed)
- Expertly ***balanced formulas***
- Unmatched ***ease-of-use*** (rehydrates in minutes)



***We've reinvented BARF
to make it accessible to
everyone.***

A PATENTED INNOVATION

Our unique, patented innovation (since August 2023) redefines premium pet food: **“The purity of raw, the practicality of dry—together in one product.”**

Low-Temp Slow Dehydration

This gentle process preserves nutrients, natural flavors, and textures—no need for additives. Shelf life: 12 months.

Just Add Water

Mix equal parts dry product and water. In minutes, a complete, delicious meal is ready.

Appetizing Textures

Generous real meat chunks promote chewing, paired with a rich sauce made from reused meat juices—irresistible to dogs, cats, and ferrets.

Enriched with Natural Superfoods

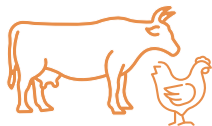
Each recipe includes organic hemp, brewer's yeast, and egg—packed with vitamins, omega-3s, minerals, and amino acids.

Nutritional Analysis

Chicken & Beef: Protein 50%, fat 29%, minerals (ash) 9%, fiber 2%, carbohydrates 5%, phosphorus 1.7%, calcium 2%, taurine 0.4%, moisture 5%, omega-3, omega-6, vitamin E.

Salmon & Chicken: Protein 46%, fat 33%, minerals (ash) 9%, fiber 2%, carbohydrates 5%, phosphorus 1.8%, calcium 3%, taurine 0.2%, moisture 5%, omega-3, omega-6, vitamin E.

Duck & Pork: Protein 49%, fat 30%, minerals (ash) 9%, fiber 2%, carbohydrates 5%, phosphorus 1.7%, calcium 2.4%, taurine 0.4%, moisture 5%, omega-3, omega-6, vitamin E.



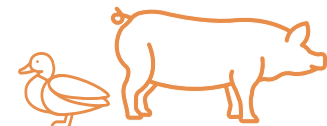
CHICKEN & BEEF

Premium Basque chicken neck*,
beef muzzle*, beef liver and lung*,
egg, hemp, brewer's yeast



SALMON & CHICKEN

Norwegian salmon, premium
Basque chicken neck*, pork liver and
lung*, egg, hemp, brewer's yeast



DUCK & PORK

Duck neck*, pork tongue root*,
pork kidney and heart*, egg, hemp,
brewer's yeast

*Meat of French origin

THREE RECIPES, OPTIMAL NUTRITION

We firmly believe that an exceptional product starts with carefully selected ingredients, combining quality and traceability.

Premium French Meats

Beef and pork from Limousin, premium Basque chicken: we collaborate with local, responsible producers to ensure freshness, quality, and reduced environmental impact.

A Nutritional Profile Tailored to Carnivores

Our recipes are deliberately rich in animal proteins (~50%) and very low in carbohydrates (~6%), respecting the natural needs of dogs and cats.

No Additives, No Preservatives

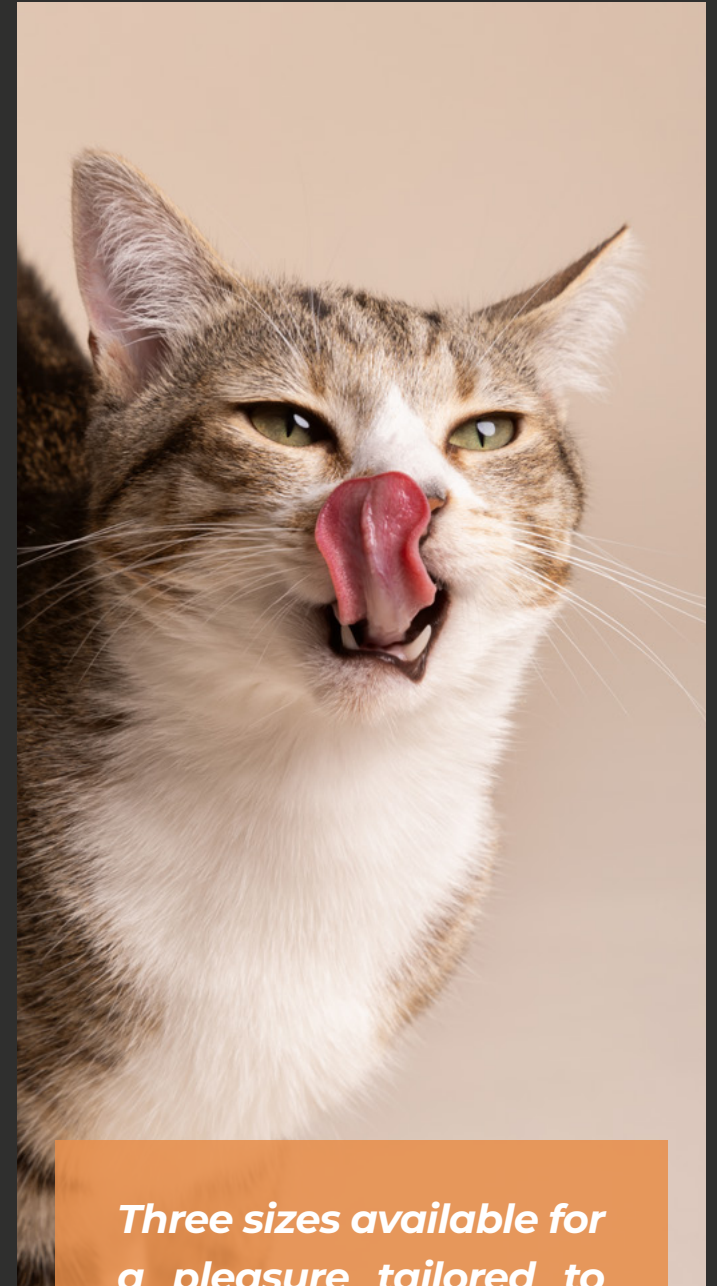
We reject meat meals, artificial flavors, taste enhancers, and preservatives. Our products are simply natural.

Complete Transparency

Each recipe is lab-validated with a full nutritional analysis, providing your customers with total confidence in quality and composition.

Portions Designed for Every Animal

Our recipes come in **three chunk sizes**: suitable for cats, small dogs, and medium to large dogs, ensuring the perfect fit for every jaw and need.



*Three sizes available for
a pleasure tailored to
every pet!*

INSTRUCTIONS & BENEFITS:

FOR MEALS THAT MAKE A DIFFERENCE

Our preparation method is designed to simplify pet owners' lives while enhancing animal well-being. How to serve:

1. Pour the dry pieces into the bowl.
2. Add an equal amount of water.
3. Wait 10–15 minutes (longer for a softer texture).
4. Serve—no transition needed from kibble or canned food.



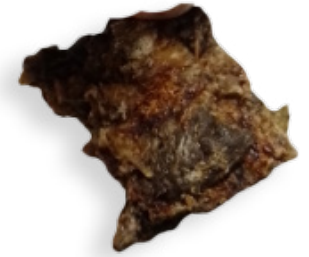
Why pets love it:

- *Supports digestive health* through natural nutrition.
- *Promotes calm behavior* through extended chewing
- *Shinier coats*, more energy, optimal protein intake
- *Rich flavors* from real meat and juices.
- Instinct-friendly feeding: *pleasure, balance, and wellness.*



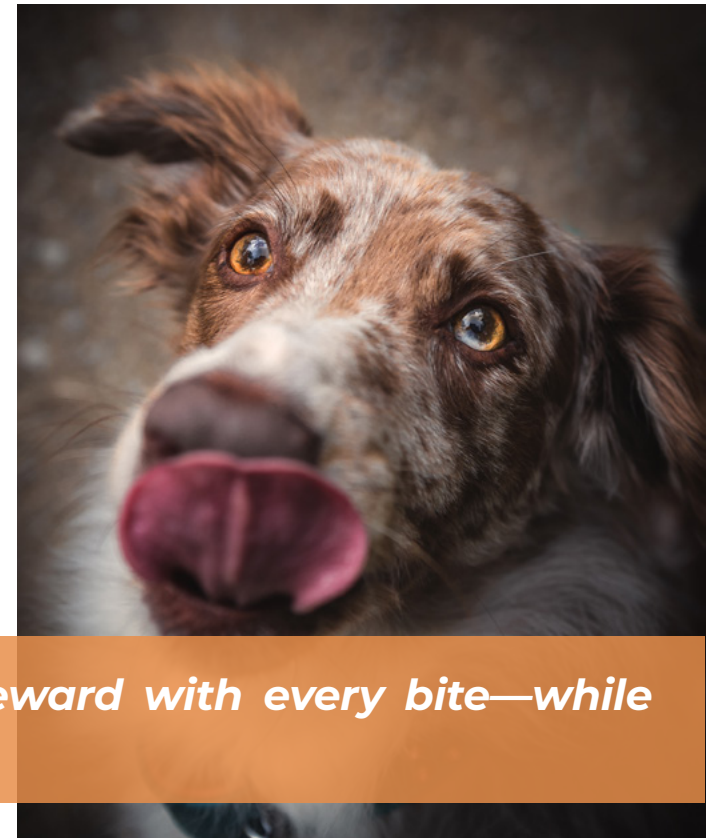
NATURAL REWARDS

SON FRIANDISES



A healthy treat—and so much more: perfect for rewarding, training, or encouraging your pet's chewing habits, it also serves as a nutritional booster, similar to vitamins for humans. Thanks to its rich and balanced composition, it provides your companion with an additional source of high-quality protein and essential nutrients, all while supporting their overall well-being.

- Packed with French meat chunks—no meals, no additives
- Just 6% carbs
- 100% natural ingredients, no chemicals
- Available in Mini & Maxi formats
- Recyclable, compostable packaging
- Enriched with hemp—a nutrient-rich superfood



Treat your pet to a delicious, healthy, and beneficial reward with every bite—while making a responsible choice for the planet.

NATURAL HEMP ROPE TOY, STRONG, HEALTHY & SUSTAINABLE

More than a toy—this 100% French-made hemp rope offers durability, dental benefits, and eco-conscious design.



- Made from responsibly grown, untreated natural hemp
- Four sizes : **XS, S, L, XL** for all breeds
- Natural, untreated material that is safe to chew
- Promotes dental health by naturally cleaning the teeth
- Free of plastic, dyes, and chemicals



1-KNOT ROPE
STARTING FROM
€3 INCL. VAT



2-KNOT ROPE
STARTING FROM
€13 INCL. VAT



3-KNOT ROPE
STARTING FROM
€16 INCL. VAT

A responsible toy for a happy, healthy pet—safe, durable, planet-friendly

SUSTAINABLE PRODUCTS, A RELIABLE PARTNER



Every step matters to ensure impeccable quality for your customers and values that align with their expectations.

Format & Sustainability

Our products are packaged in recyclable pouches and compostable boxes, with a 12-month shelf life (best before date). Their light weight helps reduce the carbon footprint during transport, while our smart use of premium cuts—not intended for human consumption—helps preserve resources and minimize waste.

Transparency & Traceability

We guarantee clear, traceable compositions backed by certified laboratory analyses. Each recipe is designed to combine natural integrity with safety—no compromises.

Commitment & Manufacturing

We control every step of production in France, ensuring animal welfare and compliance with the highest sanitary standards. Our patented innovation (granted in August 2023) is now fully certified for health and safety (as of October 2023). **We are ready to produce according to your needs—quickly and reliably.**



A trusted partner with expert advice and tailored support for healthier pet nutrition.

AN OFFER DESIGNED FOR PROFESSIONALS AND INTERNATIONAL MARKETS



We offer a competitive pricing structure, designed for your markets and to meet your customers' demands. The prices shown are recommended shelf prices for the end consumer.

SON nutrition

1 KG FORMAT

€48 INCL. VAT

Average monthly
consumption
for a **5 kg** pet

2,5 KG FORMAT

€88 INCL. VAT

Average monthly
consumption
for a **13 kg** pet

Richer than a bag of kibble: on average, the amount to serve (dry) is 2.5 to 3 times less than kibble, delivering much more concentrated nutrition. Less volume, more nourishment—and quality that truly makes a difference.

SON friandises

MINI FORMAT

100G

€12 INCL. VAT

400G

€43 INCL. VAT

MAXI FORMAT

100G

€11 INCL. VAT

400G

€38 INCL. VAT

Other sizes available on request.

ORDERS & DELIVERIES

We offer tailored solutions for distributors, resellers, and export partners, with flexible volumes and optimized delivery times.

SON pet, a reliable, responsive, and committed partner!



LET'S CONNECT!

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