



# THE WOOF TRUCK & THE WAGGY MEAL WHOLESALE

Naturally Different





We started The Woof Truck because we were tired of horror-show treats – bones, ears, feet... no thanks!

Dogs deserve better. We wanted to give them the kind of treats we grew up with – fun, feel-good, family moments – but made naturally. That's why we created a bold range of premium dog treats with real ingredients and zero nasties. No gimmicks. Just tail-wagging joy.

We're also the creators of the Waggy Meal – the UK's latest dog food obsession. It's fresh, complete, and totally barking mad in the best way. An all-in-one treat experience – gourmet food, play, and joy in one box

 Why Stock Us?

Clean ingredients , Standout branding,  
Medium-High Profit Margins & LOW MOQ'S!  
Be part of the treat revolution.

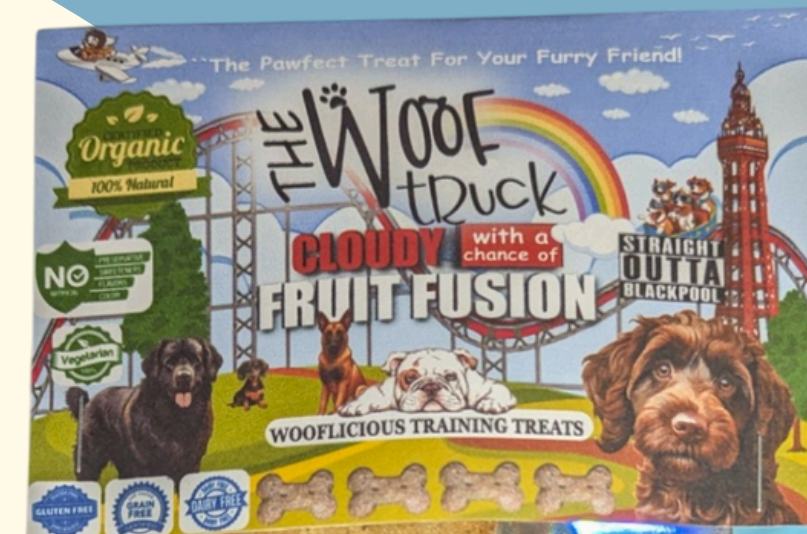


# Our Product Range



Naturally Different!  
Everything we stock is rooted in quality, creativity, and care. From fun treats to fresh ideas, our range is designed to stand out and sell out.

Whether you're a groomer, café, pet shop or dog-friendly space, our products bring something different to your shelves. Step into the world of The Woof Truck – and discover what makes our range truly wag-worthy.





# THE WAGGY MEAL™

DON'T LEAVE YOUR DOGS OUT ON TAKEOUT NIGHT!

6 MONTHS SHELF LIFE

All-in-one treat experience – gourmet food, play, and joy in one box

MOQ 12!

REWARD  
BASED  
TREAT  
2 SERVINGS



FIND OUT MORE ABOUT THIS  
FURTHER ON IN THIS PRESENTATION  
NOT AVAILABLE ON BUILD-A-BRAND  
THIS IS THE WOOF TRUCK EXCLUSIVE.

*I'm Woofin It!*

Please refer to our ingredients list for full details on what's inside.



# THE PAWTY MIX PACK

PAWTY RING, JAMMIE DOGER, CUSTARD CREAM, PAWBON

4 MONTHS SHELF LIFE

MOQ 33

HOME  
COMFORT  
TREATS



GLUTEN FREE

COST PER UNIT: £3.00

X33 TOTAL COST £99.00

PROFIT: £65.67-£98.67+

RRP £4.99-£5.99+

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats



# THE MINI PACK

PAWTY RING, JAMMIE DOGER, CUSTRD CREAM, PAWBON  
4 MONTHS SHELF LIFE

MOQ 40

GLUTEN FREE

COST PER UNIT: £1.50  
X40 TOTAL COST £60.00  
PROFIT: £40.00  
RRP £2.50

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!



Please refer to our ingredients list for full details on what's inside each treat.



# THE LIL DIPPER PACK

PAWTY RING, JAMMIE DOGER, CUSTARD CREAM, PAWBON  
+ DOG FRIENDLY TEA BAG!

MOQ 33

HOME  
COMFORT  
TREATS



4 MONTHS SHELF LIFE  
**GLUTEN FREE**

COST PER UNIT: £4.00  
X33 TOTAL COST £132.00  
PROFIT: £65.67-£98.67+  
RRP £5.99-£6.99+

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside each treat and choice of tea blends.



# WOOF CORN PACK

NATURAL AIR POPPED POPCORN - OIL FREE!

No Artificial Additives or Preservatives. No Salt, Sugar, or Butter, Light & Easily Digested

MOQ 33

GREAT  
TRAINING  
TREATS



8 MONTHS SHELF LIFE

COST PER UNIT: £1.25  
X33 TOTAL COST £41.25  
PROFIT: £57.42-£90.42+  
RRP £2.99-£3.99+

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand, The Waggy Meal Brand or you can use your own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats



# FRUIT FUSION BONES

FREE FROM GRAIN, GLUTEN, WHEAT, MEAT & DAIRY

MOQ 33

**GREAT  
TRAINING  
TREATS**



**8 MONTHS SHELF LIFE**

**COST PER UNIT: £2.70  
X33 TOTAL COST £89.10**

**PROFIT: £75.57**

**RRP £4.99**

**When setting prices remember we are not a physical store so our public customers pay more for shipping.**

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats.



# CHEESEY CHOMPS

Packed with the Good Stuff:

Made with real chicken, melted cheese, and hearty wholemeal flour — no fake flavours, no fuss.

MOQ 30

GREAT  
TRAINING  
TREATS



8 MONTHS SHELF LIFE

COST PER UNIT: £2.50  
X30 TOTAL COST £75.00

PROFIT: £30-£60

RRP £3.99-£4.99

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats



# DOGESTIVE PACKS

FREE FROM WHEAT, GLUTEN & DAIRY

MOQ 20

GREAT  
TRAINING  
TREATS



4 MONTHS SHELF LIFE

COST PER UNIT: £2.00  
X20 TOTAL COST £40.00

PROFIT: £20.00-£39.80

RRP £3.00-£3.99

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats .



# ELLABALDIS PACKS

FREE FROM GRAIN, WHEAT, GLUTEN, MEAT & DAIRY

MOQ 20

HOME  
COMFORT  
TREATS



4 MONTHS SHELF LIFE

COST PER UNIT: £2.49  
X20 TOTAL COST £49.80  
PROFIT: £20.00-£40.00  
RRP £3.49-£4.49

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats .



# PAWRAMIDS PACK

FREE FROM MEAT, DAIRY, SOY & ARTIFICIAL ADDITIVIES.

MOQ 25

GREAT  
TRAINING  
TREATS



6 MONTHS SHELF LIFE

COST PER UNIT: £1.99  
X25 TOTAL COST £49.75  
PROFIT: £25.00-£50.00  
RRP £2.99-£3.99

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The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

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# JAMMIE DOGERS

FREE FROM GRAIN, WHEAT, GLUTEN, DAIRY & MEAT  
NATURALLY DIFFERENT DOG TREATS!

MOQ 20

HOME  
COMFORT  
TREATS



4 MONTHS SHELF LIFE

COST PER UNIT: £3.00  
X20 TOTAL COST £60.00

PROFIT: £39.80-£59.80

RRP £4.99-£5.99

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside these treats .



# PAWBONS

FREE FROM WHEAT, GLUTEN, DAIRY & MEAT  
NATURALLY DIFFERENT DOG TREATS!

MOQ 20



HOME  
COMFORT  
TREATS

4 MONTHS SHELF LIFE

COST PER UNIT: £3.00  
X20 TOTAL COST £60.00  
PROFIT: £39.80-£59.80  
RRP £4.99-£5.99

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside these treats .



# CUSTARD CREAMS

FREE FROM WHEAT, GLUTEN, & MEAT  
NATURALLY DIFFERENT DOG TREATS!

MOQ 20

HOME  
COMFORT  
TREATS



4 MONTHS SHELF LIFE

COST PER UNIT: £3.00  
X20 TOTAL COST £60.00

PROFIT: £39.80-£59.80

RRP £4.99-£5.99

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats .



# PAWTY RINGS

FREE FROM WHEAT, GLUTEN, & MEAT  
NATURALLY DIFFERENT DOG TREATS!

MOQ 20

HOME  
COMFORT  
TREATS



4 MONTHS SHELF LIFE

COST PER UNIT: £3.29  
X20 TOTAL COST £65.80  
PROFIT: £34.00-£54.00  
RRP £4.99-£5.99

When setting prices remember we are not a physical store so our public customers pay more for shipping.

Available as The Woof Truck Brand,  
The Waggy Meal Brand or you can use your  
own logo and build-a-brand with us!

Please refer to our ingredients list for full details on what's inside our treats .



# THE WAGGY MEAL™

MOQ 12!

All-in-one treat experience – gourmet food, play, and joy in one box

**DON'T LEAVE YOUR DOGS OUT ON TAKEOUT NIGHT!**

Choice of: 2 Cheese Burgers or 2 Chicken Burgers 1 Sweet  
Pawtato Fries or 1 Fruit Bag 1 Toy or 1 Treat

*I'm Woofin It!*

6 MONTHS SHELF LIFE

**COST PER UNIT: £7.99**

**X12 TOTAL COST £95.88**

**PROFIT: £36.00-£60.00**

**RRP £10.99-£12.99**

When setting prices remember we are not a physical store so our public customers pay more for shipping.

NOT AVAILABLE ON BUILD A BRAND



**MORE COMING SOON  
TO THIS RANGE!**

Please refer to our ingredients list for full details on what's inside our treats .



# BUILD-A-BRAND

Build-A-Brand: Your Logo, Our Treats

Loved what you saw in the presentation? With our Build-A-Brand service, you can put your own logo on the exact products you've just seen from our best-selling Woofscuits to our popular Lil Dipper treat packs.

We handle everything! Design, packaging, and production so you can focus on building your brand with high-quality, eye-catching treats that your customers (and their dogs) will love. Let's make your brand the one they bark for!





# PICK YOUR PACKAGE



## STEP 1



### **COLLAB BRAND FREE TO LIST DETAILS**

Your logo on the front and both details on back  
we take full responsibility



### **PRIVATE LABEL £199 ONE TIME FEE**

Remove our details. You must have full product  
and public liability



### **KEEP READING TO FIND OUT MORE DETAILS ABOUT EACH OPTION**



# COLLAB BRAND



## OPTION 1



Your logo on the front, The Woof Truck's details on the back. We'll take care of all compliance with the option to include your business address too.

Perfect for small businesses, start-ups, and anyone who wants to co-brand with confidence.

We offer FREE printing & packaging!

There is a **one time design fee of £15.00 per product** to design your brand. After your first purchase you will buy at a flat rate.

We do offer pick 4 products or more and get them for £5.00 per design!

We often have FREE promo offers we will tell you if we do upon enquiry





# OPTION 2

# PRIVATE LABEL

Your brand, your way - with no mention of The Woof Truck. You take full responsibility for compliance, including product liability and insurance.

⚠️ £199 admin fee applies for setup and documentation and loss of exposure to our brand.

## WHY THE FEE?

Custom  
compliance  
paperwork and  
traceability

Product safety  
documentation  
and batch  
tracking

Time spent  
ensuring you're set  
up to sell safely and  
confidently

Loss of brand  
exposure marketing  
benefits associated  
with The Woof Truck  
name







## STEP 2

**Pick your products, send us your logo and chosen package and items over to [thewooftruck@gmail.com](mailto:thewooftruck@gmail.com). ( along with your name and address for your invoice )**

**We're currently upgrading our website to a stockist platform making checkout and uploads easier very soon! Don't have a logo? that's ok we can help you, just drop us a message! Once payment is received we will send a receipt and begin step 3.**

## STEP 3

**Once we've created your custom mock-up, you'll receive an email with a range of packaging colour options to choose from. Pick the look that fits your brand best — bold, minimal, playful, or classic.**

**Once approved, we'll get started on production and bring your vision to life!**



# STEP 4



## **SIT BACK AND RELAX!**

Once you approve everything, we'll get to work! Our typical turnaround time for fulfilment is 5–10 days, depending on stock levels and how busy we are.

If you have a market, event, or special deadline coming up, just drop us a message — we'll do our absolute best to help! If we can - we do!





# WE ALSO OFFER OTHER SERVICES!

HQDESIGNS

WEB DESIGN  
GRAPHIC DESIGN  
SIGN WRITING  
DECALS  
SOCIAL MEDIA MARKETING  
BUSINESS SUPPLIES;  
BUSINESS CARDS  
EFLYERS/FLYERS  
TO NAME A FEW...

PLEASE CONTACT US IF YOU NEED THIS  
SERVICE AND QUOTE HQDESIGNS





# THE WOOF TRUCK

Leading the Pack in Mobile Dog Vending

The First of Its Kind — The Woof Truck Launched in 2024,  
Bringing Premium Dog Treats to the Streets

Become a part of a community that truly cares about pets.

We are listed in the trusted pet business directory

Community Driven - Mental Health Walks & Sponsorships!

Dogs are woofin us and so are their humans!

Join The Woof Family today!

Collaboration over competition!

Award-Nominated

+447706938663

[www.thewooftruck.co.uk](http://www.thewooftruck.co.uk)

Unit 8 Peel House,  
Peel Hall Business Village  
Oeel Road, Blackpool,  
FY45JX



 [thewooftruck@gmail.com](mailto:thewooftruck@gmail.com)





**THE  
HOME  
OF THE  
WAGGY  
MEAL**

