

WELCOME!



GET TO KNOW  
HUGO&CELINE RANGE!



Hugo & Celine

# TODAY WE WILL GO THROUGH



THE BRAND



DOG SNACKS



DOG ICE CREAM



SELLING ARGUMENTS



Hugo & Celine



# HUGO & CELINE BRAND

Hugo & Celine is a Swedish brand that produce dog ice cream & dog snacks in it's own factories in Karlshamn & Landskrona in flavours that dogs love.

High quality, packaged with humour and made with love is the keywords. There is something for all four-legged friends in the Hugo & Celine range, from the little puppy to the big dog.



*Hugo & Celine*





**OUR OWN PRODUCTION IN  
KARLSHAMN & LANDSKRONA**

We operate our 2 own factories in the south of Sweden, one in Karlshamn and one in Landskrona. We receive fresh raw materials daily to our factories so we can ensure to always have full control over the raw materials and production.

We air dry our snacks, that is done carefully so it's nutrients are preserved at the same time as a natural preservation so that each product has a shelf life of 2 years.



*Hugo & Celine*





# WHY SWEDISH RAW MATERIALS?

- Sweden is the country in the EU who uses the least amount of antibiotics for animals.
  - Lower climate impact through shorter transports.
  - Well-being animals and a climate-smart process.
- High quality and safe raw materials that is produced with a good animal care and environmental considerations.



# WHY HUGO & CELINE?

- Swedish raw material
- Produced in Sweden
- Natural ingredients
  - Grain-free
- Fantastically good for the dog



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# DOG SNACKS



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Hugo & Celine offers dog snacks where each product is made from only one raw material, grain-free and without extra additives. All dog snacks are self-made in Sweden with Swedish raw materials of the best quality.

Friday treats all week when Hugo & Celine dog treats is brought out!



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## BOAR BITES DOG CAKES

Boar Bites are small cakes made from 100% Swedish wild boar. A perfect reward filled with vitamins and a taste that even the pickiest dog loves. Can be broken into smaller pieces when rewarded or served as a whole cake.

**Recommend Boar Bites** to those who have a picky dog, choose game meat and dog treats that works for all occasions.

*Boar Bites are for the pickiest dog.*

### Benefits:

Serve as a whole cake or break into smaller pieces  
Suitable for a picky dog  
If you are looking for game meat treats  
Grain-free  
100% Swedish wild boar



## DEER DELIGHT DOG CAKES

Deer delights are made from 100% Swedish deer shaped into small burgers. Can be broken into smaller pieces when rewarded or served as a whole burger.

**Recommend Deer Delight** to those who choose game meat, dog treats without additives and dog treats that works for all occasions.

*Deer Delights are for those who choose game meat treats.*

### Benefits:

Serve as a whole burger or break into smaller pieces  
If you are looking for game meat treats  
Grain-free  
100% Swedish deer



# SELLING ARGUMENT

- Dog treats made in Sweden with Swedish raw material
- Sweden is the country in the EU who uses the least amount of antibiotics for animals
  - Natural and healthy products that are grain-free & without extra additives
    - There is something for everyone
      - Dogs love our snacks



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# DOG ICE CREAM



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Dog ice cream is the perfect treat that is fantastically good, it is cooling on hot summer days but it can be also enjoyed in winter for the sake of the taste. The dog ice cream is made from lactose-free natural yoghurt, protein (depending on taste) and a pinch of coconut sugar and agave syrup for consistency. It is manufactured in our own factory in Karlshamn with Swedish raw materials.

The fact that the dogs need to lick the ice cream directly from the cup gives a soothing feeling and a longer taste experience. If you have an anxious dog or a dog that needs to be stimulated for a while, for example the first car ride, the ice cream is perfect as a calming stimulus. The dog ice cream is served directly from the freezer in the cup.



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# INFO

- Available in 4 flavours: liver, salmon, duck and moose
  - Does not contain white sugar or lactose
  - Made in our factories in Sweden, Karlshamn
    - 120 grams each
    - 2 years shelf life
- Contains a pinch (6%) agave syrup & coconut sugar for consistency
- Dog ice cream is more frozen than normal human ice cream so serve directly from the cup for a longer taste experience & soothing feeling







## LICKIN' LIVER

### DOG ICE CREAM WITH LIVER

Lickin' liver is made from the finest beef liver from Swedish slaughterhouses, which even the pickiest dog loves. Our empirical sensitivity tests also show that the ice cream works well for dogs with extra sensitive stomachs.

#### Benefits:

- 100% Swedish ingredients
- Activation for large and small dogs
- Good alternative for dogs in stressful environments
- Made in Sweden

*Lickin' Liver is the dog ice cream for the pickiest dog.*



## SLICK SALMON

### DOG ICE CREAM WITH SALMON

Slick salmon is filled to the brim with healthy omega-3 fats, which is great for the fur but also incredibly tasty. The dog ice cream works just as well for activation and reward as for the Friday night or the birthday party.

#### Benefits:

- 100% Swedish ingredients
- Activation for large and small dogs
- Good alternative for dogs in stressful environments
- Made in Sweden

*Slick Salmon is the dog ice cream for the ones who love salmon.*





## MAGIC MOOSE

### DOG ICE CREAM WITH MOOSE

Magic Moose is made from the finest Swedish moose mince. Fits just as well for the hunting dog as for the city dog. Game meat is not only fantastically tasty, but also climate-smart and nutritious. The dog ice cream works just as well for activation and reward as for the Friday night or the birthday party.

#### Benefits:

- 100% Swedish ingredients
- Activation for large and small dogs
- Good alternative for dogs in stressful environments
- Made in Sweden

*Magic Moose is the dog ice cream for the hunting dog.*



## DISCO DUCK

### DOG ICE CREAM WITH DUCK LIVER

Disco Duck is made from wild duck liver and wild duck breast. An incredibly fine raw material that dogs love. Game meat is not only fantastically tasty, but also climate-smart and nutritious. The dog ice cream works just as well for activation and reward as for the Friday night or the birthday party.

#### Benefits:

- 100% Swedish ingredients
- Activation for large and small dogs
- Good alternative for dogs in stressful
- Made in Sweden

*Disco Duck is the dog ice cream for those who choose game meat*



# SELLING ARGUMENT

- Dog ice cream made in Sweden with Swedish ingredients
- Sweden is the country in the EU who uses the least amount of antibiotics for animals
  - Natural products that are grain-free & healthy for your dog
- The dog ice cream gives a calming feeling when the dog licks directly from the cup
  - The dog ice cream is the perfect reward as a dessert or at a birthday party



**WE LOOK FORWARD TO WORK WITH YOU!**

For other questions contact us at  
[info@hugoandceline.com](mailto:info@hugoandceline.com) or  
download and print out to other  
staff!



*Hugo & Celine*







**THANK YOU!**