

WELCOME!



GET TO KNOW
HUGO & CELINE RANGE!



Hugo & Celine



TODAY WE WILL GO THROUGH



THE BRAND



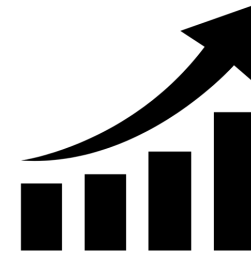
DOG SNACKS



DOG ICE CREAM



DOG CARE



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.



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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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CRISPY CHIPS REWARD TREAT

The perfect reward treat that you can break into smaller pieces when you want to reward your dog, which even the pickiest dog loves. Crispy Chips is made of 100% Swedish ox liver.

Recommend Crispy Chips to the those who want to have the best reward treat, has a picky dog and chooses dog treats without additives.

Benefits:

Reward treat, break into smaller pieces.
Suitable for dogs with allergies or sensitive stomachs.
Can be crumbled over regular food to entice a picky dog.
100% Swedish ox liver

Crispy Chips are for those who want delicious reward treat.



CRUNCHY COOKIES DOG BISCUIT

Crunchy Cookies is a good, tasty, beneficial & crunchy dog biscuit for all dogs. Yummy dog biscuit that can be given as pastime and activation to the dog but also as a training reward, snack or as a Friday treat.

Recommend Crunchy Cookies to those who wants dog biscuit that contributes to teeth cleaning, counteract tartar & at the same time balance the stomach bacteria.

Benefits:

Dog biscuit, served as a whole
Balances stomach bacteria
Counteract tartar
Grain-free
100% Swedish rumen

Crunchy Cookies are for those who want beneficial dog biscuit.





BURGER BITES DOG CAKES

Burger Bites are small, tasty cakes made with 100% Swedish beef. A perfect reward filled with vitamins and a taste that even the pickiest dog loves.

Recommend Burger Bites to those who have a picky dog, chooses dog treats without additives and dog treats that works for all occasions

Burger Bites is perfect for the pickiest dog.

Benefits:

Serve as a whole or break into smaller pieces
Suitable for picky dogs
Grain-free
100% Swedish raw material
58% Swedish Rumen from beef
42% Swedish beef



CHICKEN NIBLETS REWARD TREATS

Chicken Niblets is a natural, grain-free dog snack made from Finnish chicken. You can easily break it into smaller pieces, perfect for training and play as well as Friday snuggles. Chicken Niblets contain 90% Finnish cold-dried chicken and 10% plant fiber, packed in Sweden.

Recommend Chicken Niblets to those who want a tasty reward treat that could be broken into smaller.

Chicken Niblets for those who want reward treats.

Benefits:

Reward treat, break into smaller pieces
A favourite amongs alot of dogs
Grain-free
90% Finnish cold-dried chicken
10% Plant fiber





MOOSE MUNCHIES DOG CAKES

Moose Munchies are tasty burgers made from Swedish moose. A dog treat that is perfectly for training, playing and rewarding or why not serve a whole mouthful for cozy evenings in front of the TV.

Recommend Moose Munchies to those who choose wild game, treats without additives and treats that works for all occasions.

Benefits:

Serve as a whole or break into smaller pieces
Suitable for those who choose wild game
Grain-free
100% Swedish moose



Moose Munchies for those who choose wild game meat.



LAMB CAKE DOG CAKES

Lamb Cake are delicious cakes made from Swedish lamb which are a dog treat that is perfect for training, playing and reward. When playing or training, it is good to break into smaller pieces with your hands to be able to regulate the amount of dog treats.

Recommend Lamb Cake to those with sensitive stomachs, pickiest dogs or for those who want low-fat dog treats.

Benefits:

Serve as a whole or break into smaller pieces
Suitable for picky dogs
Suitable for those with sensitive stomach
Suitable for those who want low-fat dog treats (5%)
Grain-free
100% Swedish lamb



Lamb Cake is for those with sensitive stomach or looking for low-fat dog treats.



LOLLIPUP DOG CHEW

This chew will give your four-legged friend a real chew time. Perfect as both occupation, keeping teeth clean and healthy, but also be a good alternative for dogs in stressful environments.

Recommend Lollipop to those who want a healthy chew, has a puppy with itchy teeth or adult dog and want to have a perfect option to keep it occupied.

Benefits:

Dog chew, serves as a whole
Activation for large and small dogs
Good alternative for dogs in stressful environments
Kind to sensitive stomachs
Grain-free
100% Swedish bull muscle



Lollipop are for those who want to have a healthy chew.



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.

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

Boar Bites are for the pickiest dog.



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.

Benefits:

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

Deer Delights are for those who choose game meat treats.



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, e.g. Crispy Chips for activation and Crunchy Cookies as dog biscuits
 - Dogs love our snacks



DOG ICE CREAM

Hugo & Celine



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 wild game.



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



DOG CARE



Hugo & Celine



Hugo&Celine dog spa is a caring series that suits all dogs. The deep-cleaning Swedish-made shampoo and conditioner leave the dog's skin and fur clean, regardless of its previous condition. With a mild scent of clean sheets, you take home spa to a new level!



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CLEAN SHEETS SHAMPOO

SHAMPOO FOR DOGS

Hugo & Celine's deep-cleansing Swedish-made shampoo leaves your dog's skin and fur healthy clean, regardless of its previous condition. The shampoo binds the moisture in the skin cells, protects against dryness and irritation and untangles matted fur. Mildly perfumed with a scent of clean sheets, so the dog is welcome. Even when it is newly bedded.

Benefits:

- Caring for fur
- Suitable for all dogs
- Mildly perfumed with a scent of clean
- Practical pump
- Made in Sweden

Shampoo is for those who want a deeply cleansing and fragrant alternative.



CLEAN SHEETS CONDITIONER

CONDITIONER FOR DOGS

Improve your dog's cleaning routine with Hugo & Celine's Swedish-made caring conditioner with the scent of freshly washed sheets. It helps you detangle long fur and extends the washing results on the short fur. A conditioner that cleans without drying out, helps the skin and fur maintain a healthy moisture balance.

Benefits:

- Caring for fur
- Suitable for all dogs
- Mildly perfumed with a scent of clean
- Practical pump
- Made in Sweden

Conditioner is for those with long fur or who want to extend the washing results on short fur.

SELLING ARGUMENTS

- Made in Sweden
 - Simple pump
- Mildly perfumed with the scent of clean sheets
 - Caring for fur
 - Suitable for all dogs



WE LOOK FORWARD TO WORK WITH YOU!

For other questions contact us at
info@hugoandceline.com or
download and print out to other
staff!



Hugo & Celine





THANK YOU!