



bestpets

March - April 2026



FREEZER ESSENTIALS



See page 4



See page 4



See page 5

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Specialist Category Insight inside



See page 5



See page 7

Bestpets
Specialist

RAW FOOD & TREATS
Essentials
**Category
Insights**

March-April
2026



RAW FEEDING FACTS & FIGURES

ANNUAL SALES VALUE **£234M**

VOLUME **48K TONS**

Advice to customers:
Once frozen meats are defrosted, they must be consumed by your pet within 24 hours and never re-frozen.

TYPICAL CUSTOMER DEMOGRAPHICS

Raw buyer is typically a younger male, (< 44 years) and prevalent in the London area. 40+% of Raw Feeders are GenZ whereas only 20% are from the Boomer generation.



Frequency of shopper is high. This is approx. 38 times per year vs only 7 for dry.

Raw Feeding is predominantly found in Pet Specialist, with a wide range of different feeding options for the raw feeder: complete and balanced, DIY raw feeders, mix feeders and treats.

Raw Feeders should be advised not to buy meat or cheaper raw products from the supermarket or butcher for their pets, as these are meant for human consumption. These are meant to be cooked before eating, so are likely to have higher levels of bacteria than recommended for raw feeding.

Unless an experienced raw feeder, it is advised to use a commercial diet, as this will provide all the nutrients your pet needs if fed correctly according to their weight & age

RAW FEEDING INFORMATION

MEAT	ORGANS	BONES	OTHER INGREDIENTS
Muscle meat, often on the bone, provides protein, essential fats, and other nutrients.	Liver, kidney, and other organs are rich in vitamins and minerals.	Raw bones are a good source of calcium and phosphorus and can aid in dental health.	Fruits, vegetables, eggs and supplements may be added to provide a balanced diet, mimicking the stomach contents of prey animals.



TYPES OF RAW FOOD

Raw Frozen - Ready to Mix

Complementary pure meats and offal in bags and blocks which are perfect for home recipe creation or mixing with kibble as a delicious topper.

Complete and Balanced

80/20 - Premium Complete and Balanced raw recipes which are single protein options with additional fruits, vegetables and seeds.

60/40 - An affordable complete and balanced raw option with slightly reduced meat content

Nuggets

Perfect format of raw food for easy defrosting and feeding. Easy to measure & use.

Mixer for Raw Feeding

Add for a complementary crunch that includes fruits and vegetables for extra texture and help provide a balanced diet.



GLOSSARY OF TERMS



Who are FEDIAF?

The European Pet Food Industry Federation is the trade association representing the pet food industry across Europe. Its members include national pet food associations from various European countries, as well as individual pet food manufacturers.

Who are UK Pet Food?

Formerly known as the Pet Food Manufacturer's Association (PFMA), UK Pet Food is the principal trade body representing the UK's pet food industry. Their mission is to advance pet health and well-being through quality nutrition from a sustainable and progressive pet food sector.

Who are the APHA?

The Animal and Plant Health Agency is an executive agency of the UK government's Department for Environment, Food and Rural Affairs (DEFRA). It plays a key role in safeguarding animal and plant health, as well as public health, through research, surveillance and regulatory enforcement.

What is DEFRA?

The Department for Environment, Food and Rural Affairs. It is a UK government department responsible for policies and regulations concerning the environment, food production, agriculture, fisheries and rural communities.

What do we mean by 'complete and balanced' food?

All nutrients required for the specific life stage included at the correct levels according to the FEDIAF Nutritional Pet Food Guidelines.

What do we mean by 'complementary' food?

Ingredients which do not offer complete nutrition when fed alone and require a combination of ingredients to provide the necessary nutrients. All 'treats' are complementary.



339003
Natures Menu
Freeflow
Chicken
Mince
2kg



CASH & CARRY

£5.89

P.O.R. 34.48%

756234 - Turkey

SELL @ **£8.99**

339014
Natures Menu
Freeflow
Tripe
Mince
2kg



CASH & CARRY

£7.35

P.O.R. 26.42%

339047 - Beef
339036 - Lamb & Chicken

SELL @ **£9.99**

559879
Natures Menu
Tripe
Mince
400g



CASH & CARRY

£1.69

P.O.R. 15.07%

559799 - Turkey
559859 - Beef **£1.85**

Tripe/Turkey SELL @ **£1.99**

273554
Natures Menu
80/20
Turkey
Nuggets
1kg



CASH & CARRY

£3.99

P.O.R. 26.22%

SELL @ **£6.49**

273576
Natures Menu
80/20
Lamb
Nuggets
1kg



CASH & CARRY

£4.25

P.O.R. 27.03%

324112 - 80/20 Chicken & Salmon

SELL @ **£6.99**

324034
Natures Menu
60/40
Beef
Nuggets
1kg



CASH & CARRY

£3.39

P.O.R. 25.90%

324023 - 60/40 Chicken & Salmon

SELL @ **£5.49**

18177
Natures Menu
Raw
Beef Marrow
Bone Treats
Single



CASH & CARRY

£3.55

P.O.R. 11.02%

SELL @ **£3.99**

18474
Natures Menu
Raw
Duck Necks
Treats
Single



CASH & CARRY

£3.75

P.O.R. 24.84%

SELL @ **£4.99**

265778
Natures Menu
Beef Chunks
Treats
1kg



CASH & CARRY

£4.89

P.O.R. 30.04%

SELL @ **£6.99**

665684
Nutriment
Adult Dog
Raw Chicken
Chubb
1.4kg



CASH & CARRY

£4.25

P.O.R. 30.21%

SELL @ **£6.09**

665705
Nutriment
Adult Dog
Raw Beef
Chubb
1.4kg



CASH & CARRY

£4.89

P.O.R. 31.02%

665695 - Turkey Chubb

SELL @ **£7.09**

665762
Nutriment
Adult Dog
Raw Duck Formula
Chubb
1.4kg



CASH & CARRY

£5.35

P.O.R. 30.42%

SELL @ **£7.69**

665805
Nutriment
Adult Dog
Raw Chicken
500g



CASH & CARRY

£1.85

P.O.R. 31.22%

SELL @ **£2.69**

665827
Nutriment
Adult Dog
Raw Boneless Beef
500g



CASH & CARRY

£2.15

P.O.R. 30.42%

665816 - Turkey

SELL @ **£3.09**

666103
Nutriment
Puppy
Chicken
Weaning Paste
500g



CASH & CARRY

£1.99

P.O.R. 31.14%

SELL @ **£2.89**

665516
Nutriment
Adult Cat
Raw Beef
500g



CASH & CARRY

£2.35

P.O.R. 31.05%

SELL @ **£4.09**

665527
Nutriment
Adult Cat
Raw Chicken
500g



CASH & CARRY

£2.35

P.O.R. 31.05%

SELL @ **£4.09**

665662
Nutriment
Adult Cat
Raw Rabbit &
Turkey Dinner
175g



CASH & CARRY

£1.89

P.O.R. 31.06%

SELL @ **£3.29**

829729
Natural Instinct
Working Dog
Chicken
1kg



CASH & CARRY

£2.79

P.O.R. 30.07%

SELL @ **£3.99**

829731
Natural Instinct
Working Dog
Turkey
1kg



CASH & CARRY

£3.19

P.O.R. 30.50%

829727 - Chicken & Beef

SELL @ **£4.59**

829726
Natural Instinct
Working Dog
Duck
1kg



CASH & CARRY

£3.69

P.O.R. 30.24%

SELL @ **£5.29**

827435
Dibo
Freeflow
Dog
Chicken
1kg



CASH & CARRY

£2.55

P.O.R. 36.09%

SELL @ **£3.99**

827437
Dibo
Freeflow
Dog
Beef & Tripe
1kg



CASH & CARRY

£2.59

P.O.R. 36.67%

SELL @ **£4.09**

827439
Dibo
Freeflow
Dog
Lamb & Offal
1kg



CASH & CARRY

£2.69

P.O.R. 35.79%

SELL @ **£4.19**

827446
Dibo
Freeflow
Dog
Tripe
1kg



CASH & CARRY

£2.75

P.O.R. 35.89%

827436 - Beef & Offal

SELL @ **£4.29**

827442
Dibo
Freeflow
Dog
Lamb & Tripe
1kg



CASH & CARRY

£2.85

P.O.R. 36.52%

SELL @ **£4.49**

NEW
DIBO
THE DOG'S BUTCHER
CHUBBS

**Launching
Soon!**

383982
Cotswold Raw
Active 80/20
Beef
Mince
1kg



CASH & CARRY

£5.69

P.O.R. 18.12%

383993 - Sausage Turkey

SELL @ **£6.95**

383960
Cotswold Raw
Active 80/20
Chicken
Mince
500g



CASH & CARRY

£2.95

P.O.R. 19.17%

383914 - Puppy

SELL @ **£3.65**

810434
Cotswold Raw
Cat
Turkey
Mince
500g



CASH & CARRY

£3.35

P.O.R. 28.08%

810435 - Chicken

SELL @ **£5.59**

566413
Cotswold Raw
Wild 80/20
Duck & Venison
Mince
1kg



CASH & CARRY

£6.15

P.O.R. 20.64%

566424 - Rabbit & Venison

SELL @ **£7.75**

566446
Cotswold Raw
Wild 80/20
Rabbit & Venison
Mince
500g



CASH & CARRY

£3.69

P.O.R. 22.31%

566435 - Duck & Venison

SELL @ **£4.75**

384134
Cotswold Raw
Beef
Marrow Bones
500g



CASH & CARRY

£3.89

P.O.R. 21.41%

SELL @ **£4.95**

658284
Benyfit Natural
Adult Dog
Succulent Beef
1kg



CASH & CARRY

£4.99

P.O.R. 21.41%

SELL @ **£6.35**

657120
Benyfit Natural
Adult Dog
80.10.10
Duck Meat Feast
1kg



CASH & CARRY

£4.75

P.O.R. 22.00%

SELL @ **£6.09**

657397
Benyfit Natural
Adult Dog
Sensitive
80.20 Turkey
500g



CASH & CARRY

£2.85

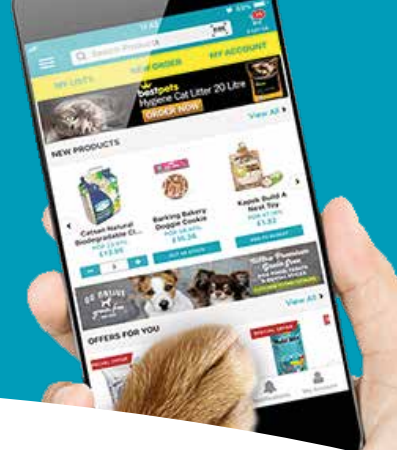
P.O.R. 21.91%

SELL @ **£3.65**

PRODUCT AVAILABILITY

To check which frozen products featured in this brochure are available in your depot, please use the Bestpets app to view real time stock availability.

Alternatively, you can contact or visit your local depot to explore the ranges available.



BRANDED FREEZERS

Branded freezers for retail product display and storage are supplied directly by the brands and are not provided by Bestpets.

A range of chest and upright freezers are available; only a selection is shown in this brochure.

For details on availability and any current or upcoming freezer deals, please contact the brands directly using the details below.



BRAND CONTACTS



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Call: 01892 770188 Email: BN.Information@RPFCGroup.co.uk

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All products listed are offered subject to availability. Government subsidy. Duty charges and V.A.T as applicable and manufacturers price increases. All products advertised may not be available in all our depots. Errors and omissions excepted. Published in February 2026.