

*smookies*

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*...every cookie wants to be a smookie*

*www.smookies.eu*

# 2020



## May 2020

Setup Production Line  
Ingredients & Raw Materials  
preparation

In May 2020 we gathered all required materials, packaging, design and got ready for production launch.



## April 2020

Smookies Concept Finished  
Recipe Preparation

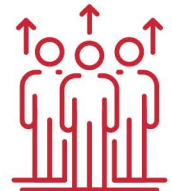
In April 2020 we finalized Smookies concept and designed the final recipe



## June 2020

First Smookies Homemade Dog Cookies  
made in E.U.

Dog Cookies created for  
first time from our Bakery  
only with human grade ingredients.



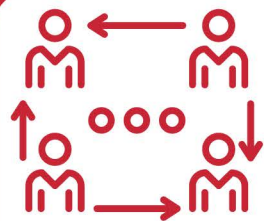
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FRESH ISN'T JUST A CHOICE,  
IT'S AN ATTITUDE, A NEW WAY OF LIFE.

### June 2021

Smookies Homemade Cookies expansion in more EU Countries

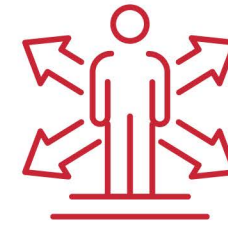
Dog Cookies are sold inside E.U. and private label sector is designed for expansion in Supermarkets.



### February 2022

Product Design New Meat Series with Superior Ingredients

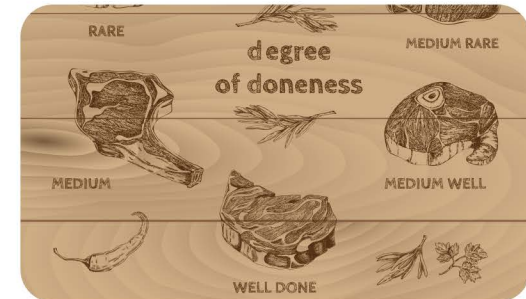
Meat Product line R & D Finished. Human Grade Meat Series created and designed for production line



### May 2022

Smookies Export Strategic Design Presentation in International Show

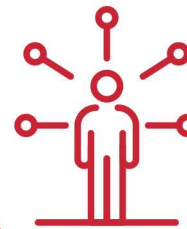
Dog Cookies ready for Export in E.U. Logistics and Product Design Ready Private Label Product Design



### April 2022

Product Launch Premium Meat line with superfoods

Smookies Blue Line Product Launch Packaging Design and Product Finished





# FRESH ISN'T JUST A CHOICE, IT'S AN ATTITUDE, A NEW WAY OF LIFE.

No substitutes. No second ingredient choices. No sub by products. No discounts in quality. Only real and human grade ingredients for you and your pet. Real first quality flour and oats, only real and fresh fruits, with top quality ingredients, all together gourmet handcrafted and baked.

With love, integrity and quality you and your pet can taste in every bite.

It's not the fast way, it's not the easy way.

But it is for our best friend's the best way.

## No substitutes

We choose to select the most fine and top quality ingredients refusing to sacrifice quality so we create all production with zero preservatives added or second quality substitutes for all our products.

## Real Meat, Fruits & Ingredients

In our kitchen everything begins with real ingredients, such as real meat, flour, margarine, real fruits, honey, carob, eggs, blueberries, mint, ginger etc. This home made and unforgettable taste of our products will trigger you and your pet to enjoy every single bite of our cookies.



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*...every cookie wants to be  
...every cookie wants to be*



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## Human Grade ALL ingredients

Some times you need to take difficult choices. This was the easier decision we made choosing not to make any discounts in quality so we selected only human grade ingredients for you and your pet for a 100% fresh and quality result.

## Wide Selection

Everything is about taste isn't it? Every time you taste one of our cookies you will remember your home traditional baked cookies with unique recipes you cannot forget. You and your pet will love our freshly baked cookies each time you take a bite.



## Private Label Cookies



PRIVATE LABEL COOKIES, SNACKS AND BITES MANUFACTURED BY SMOOKIES FACTORY  
Are you developing your own private label or would you like to know more about the possibilities?



### SHARE OUR BENEFITS

Benefit from years of knowledge and experience. We are able to produce nearly any type of biscuit. Comply with the strictest food safety requirements.  
Benefit from Hellema's experience and knowledge of the international market.  
Are made with the best of the best – from the latest production techniques to packaging option.

### SEIZE THE OPPORTUNITIES

At Smookies Factory, we can make almost any dog cookie thanks to our modern production techniques and continuous innovation. We do this on commission, but we also get to work when we see opportunities ourselves. We always see a chance to shine brighter. For this, we regularly cross national borders and we try to expand our production line to more products. There's a great chance that you have eaten one of our private label products without realising it!



### DISCOVER THE POSSIBILITIES

Do you have an idea for a new biscuit or cookie? Fantastic! We love a challenge. Not only do we know how to turn an idea into a delicious baked cookie, our experts are also happy to advise on the possibilities in the areas of taste, production and packaging. Every market is different and has its own quirks; our experts know them all.



# Beef & Tomato Smookies®

## Beef, Tomato, Olive Oil, Superfoods

Product Code



SM031  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

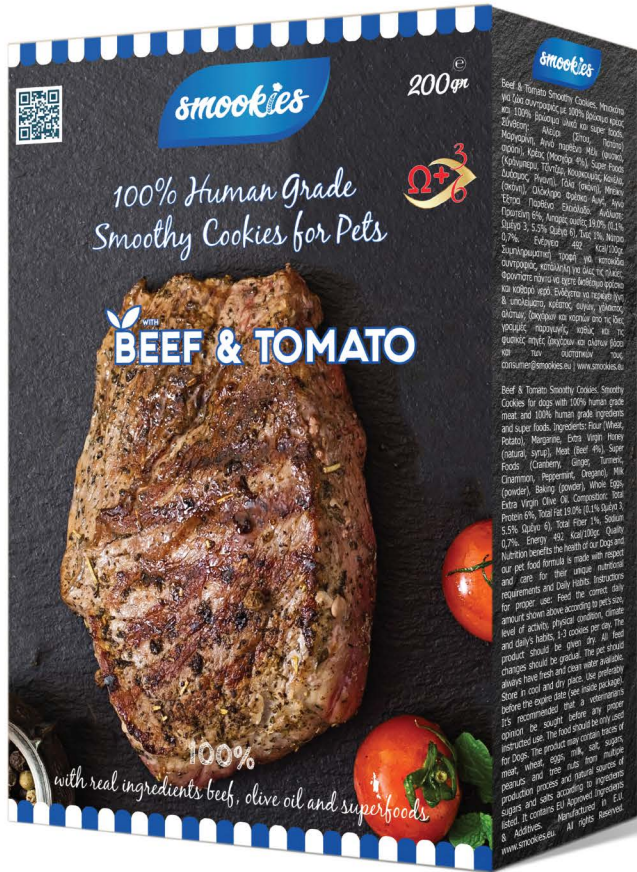


4,8 kg / 200 gr

Duration



18+ months



Beef & Tomato Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Beef 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 492 Kcal/100gr.



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# Chicken & Ginger Smookies®

## Chicken, Ginger, Olive Oil, Superfoods

Product Code



SM032  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



4,8 kg / 200 gr

Duration



18+ months



Chicken & Ginger Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Beef 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 486 Kcal/100gr.





# Duck & Blueberries Smookies®

## Duck, Blueberries, Olive Oil, Superfoods

Product Code



SM039  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



4,8 kg / 200 gr

Duration



18+ months



Duck & Blueberries Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Duck 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil, Blueberries. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 469 Kcal/100gr.



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# Turkey & Oregano Smookies®

## Turkey, Oregano, Olive Oil, Superfoods

Product Code



SM030  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



4,8 kg / 200 gr

Duration



18+ months



Turkey & Oregano Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Turkey 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 486 Kcal/100gr.





# Lamb & Cream Smookies®

## Lamb, Cream Cheese, Olive Oil, Superfoods

Product Code



SM037  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

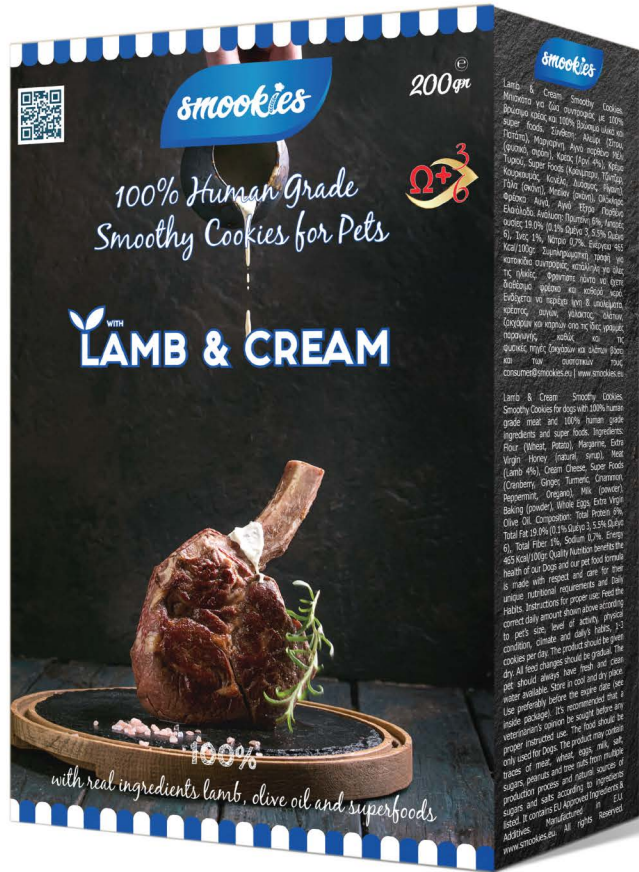


4,8 kg / 200 gr

Duration



18+ months



Lamb & Cream Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Lamb 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil, Blueberries. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 465 Kcal/100gr.



# Sausage & Herbs Smookies®

## Chicken, Ham, Herbs, Olive Oil, Superfoods

Product Code



SM033  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



4,8 kg / 200 gr

Duration



18+ months



Sausage & Ham Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Chicken & Ham 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 486 Kcal/100gr.





# Bacon & Eggs Smookies®

## Bacon, Eggs, Olive Oil, Superfoods

Product Code



SM034  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

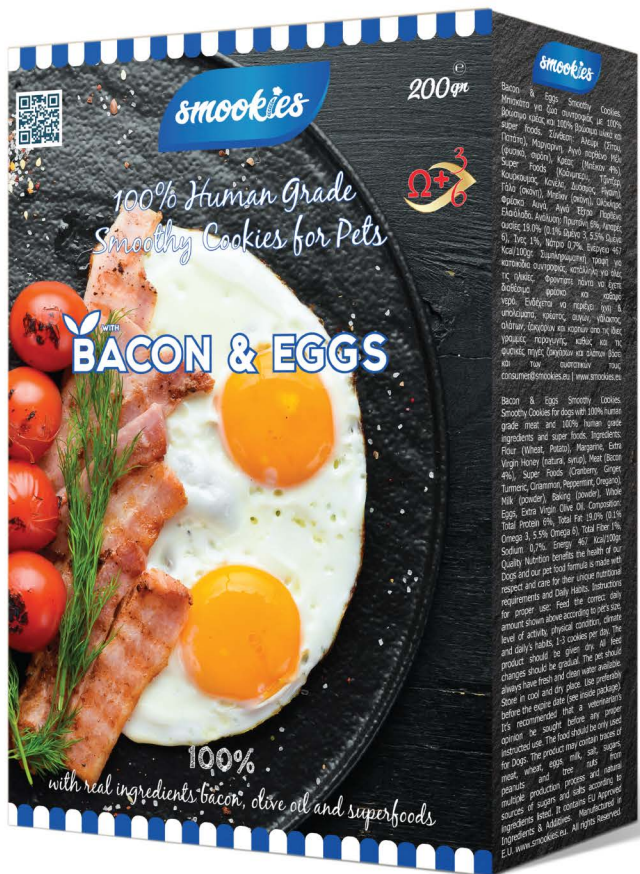


4,8 kg / 200 gr

Duration



18+ months



Bacon & Eggs Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Bacon 4%, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 492 Kcal/100gr.



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# Honey & Butter Smookies®

## Honey, Butter, Olive Oil, Superfoods

Product Code



SM036  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



4,8 kg / 200 gr

Duration



18+ months



Honey & Butter Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 486 Kcal/100gr.





# Apples & Carrots Smookies®

## Apples, Carrots, Olive Oil, Superfoods

Product Code



SM035  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

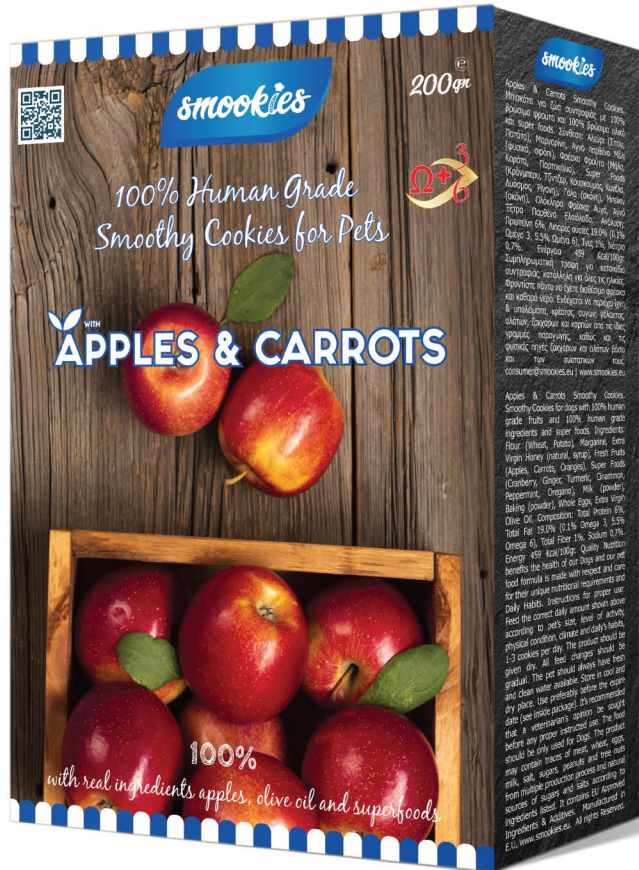


4,8 kg / 200 gr

Duration



18+ months



Apples & Carrots Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Fresh Apples, Fresh Carrots & Oranges, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 459 Kcal/100gr.



# Strawberry & Yogurt Smookies®

## Strawberries, Yogurt, Olive Oil, Superfoods

Product Code



SM041  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

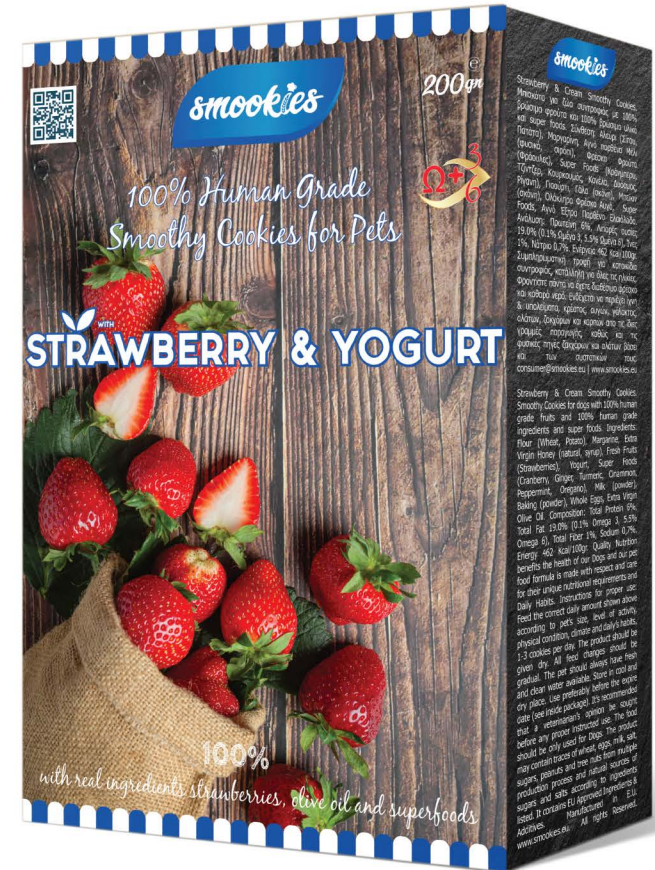


4,8 kg / 200 gr

Duration



18+ months



Strawberry & Yogurt Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Fresh Strawberries SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 462 Kcal/100gr.





# Banana & Peanut Smookies®

## Banana, Peanut, Olive Oil, Superfoods

Product Code



SM038  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

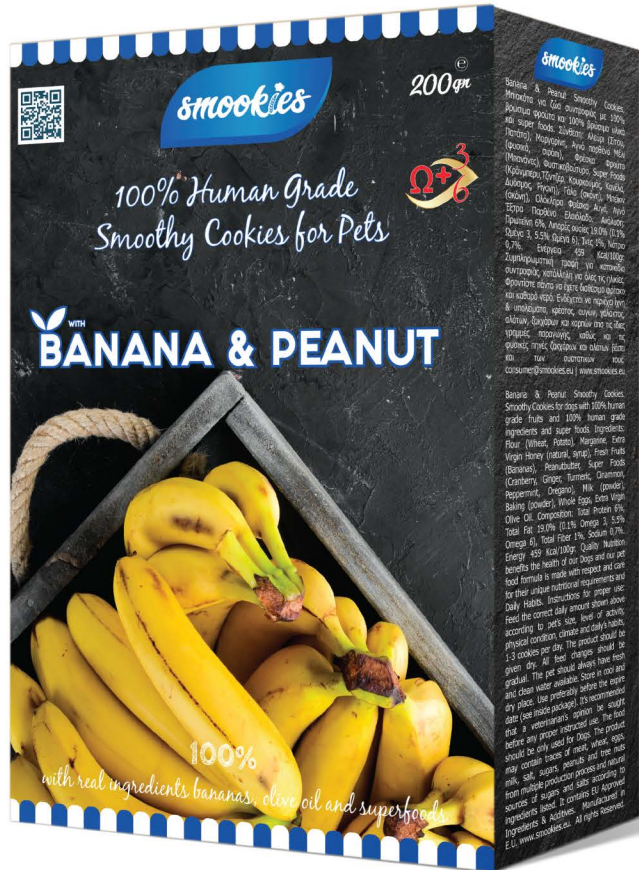


4,8 kg / 200 gr

Duration



18+ months



Banana & Peanut Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Fresh Bananas, PeanutButter, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 459 Kcal/100gr.



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# Orange & Carob Smookies®

## Oranges, Carob, Olive Oil, Superfoods

Product Code



SM042  
24 x 200 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box

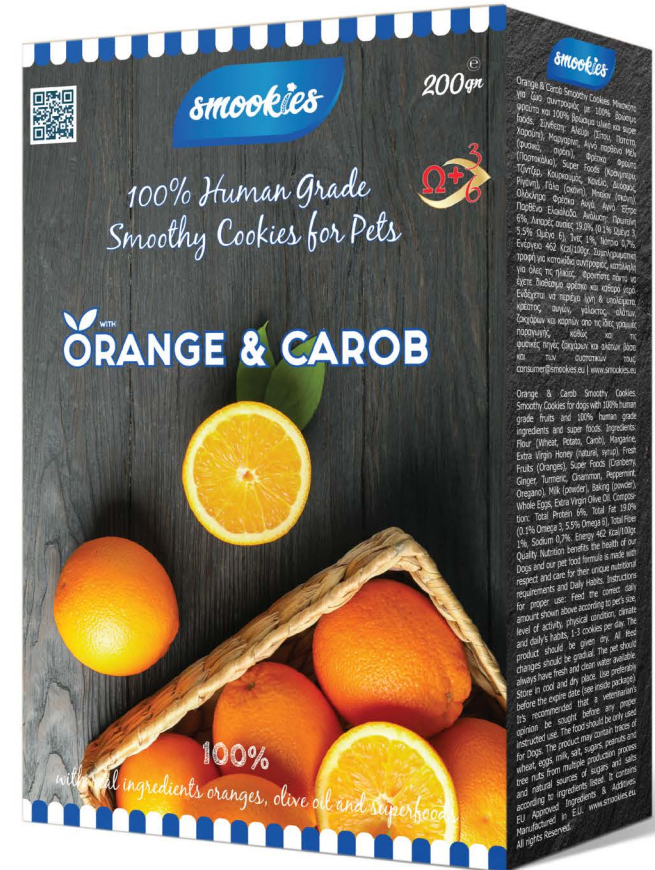


4,8 kg / 200 gr

Duration



18+ months



Oranges & Carob Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat & Potato, Margarine, Extra Virgin Honey, Fresh Oranges, Carob, SuperFoods (Cranberry, Ginger, Turmeric, Cinammon, Peppermint, Oregano), Milk, Baking Powder, Whole Eggs, Extra Virgin Olive Oil. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 462 Kcal/100gr.





# Bacon & Eggs 1+1 Smookies®

Bacon, Eggs, Chia Seeds, Honey

Product Code



SM001  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months



Bacon & Eggs Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Baking Powder, Whole Eggs, Bacon, Chia Seeds, Vanilla. Analysis: Protein 6%, Fat 19.0% (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 467 Kcal/100gr.



# Apple & Carrot 1+1 Smookies®

Apples, Carrots, Peppermint, Honey

Product Code



SM002  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months



Apple & Carrot Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Fresh Apples, Dehydrated Apples & Carrots, Baking Powder, Peppermint. Analysis: Protein 6%, Fat 19.0% (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 459 Kcal/100gr.





# Butter & Honey 1+1 Smookies®

Honey, Butter, Cinammon, Vanilla

Product Code



SM003  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months



Butter & Honey Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Whole Eggs, Butter, Baking Powder, Cinammon, Vanilla. Analysis: Protein 6%, Fat 19.0% (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 475 Kcal/100gr.



5 212028 020310

Product Code



SM004  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months



Banana & Peanut Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Whole Eggs, Fresh Bananas, Dehydrated Bananas, Peanutbutter, Baking Powder, Flaxseed. Analysis: Protein 6%, Fat 19.0% (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 472 Kcal/100gr.



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# Blueberry & Cream 1+1 Smookies®

Blueberries, Cream, Quinoa, Honey

Product Code



SM005  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months

Blueberry & Cream Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Whole Eggs, Blueberries, Cream Cheese, Baking Powder, Quinoa. Analysis: Protein 6%, Fat 19.0% (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 470 Kcal/100gr.



Product Code



SM006  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months

Strawberry & Yogurt Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Whole Eggs, Fresh Strawberries, Dehydrated Strawberries, Yogurt, Baking Powder, Mint. Analysis: Protein 6%, Fat 19.0% (0.1% Omega 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 462 Kcal/100gr.

# Strawberry & Yogurt 1+1 Smookies®

Strawberry, Yogurt, Mint, Honey



5

212028

020518



5

212028

020617



# Orange & Carob 1+1 Smookies®

Oranges, Carob, Ginger, Honey

Product Code



SM007  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months

Orange & Carob Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Whole Eggs, Fresh Oranges, Dehydrated Oranges, Carob, Baking Powder, Ginger. Analysis: Protein 6%, Fat 19.0% (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 463 Kcal/100gr.



Product Code



SM008  
32 x 250 gr

Full Pallet



60 box (EUR)

Carton



40 x 40 x 20 cm

Weight/Box



8 kg / 250 gr

Duration



18+ months

Pineapple & Vanilla Smookies. Biscuits for domestic pets with 100% human grade ingredients. Composition: Wheat, Margarine, Honey, Milk, Whole Eggs, Fresh Pineapples, Dehydrated Pineapples, Baking Powder, Spirulina, Vanilla. Analysis: Protein 6%, Fat 19.0 (0.1% Ωμέγα 3, 5.5% Omega 6), Fiber 1%, Sodium 0,7%. Energy 460 Kcal/100gr.

# Pineapple & Vanilla 1+1 Smookies®

Pineapple, Vanilla, Spirulina, Honey





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*inveniam viam aut faciam*

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