Paws Deli produce handmade pet treats from their base in Lymington.

The business was born having identified that dogs often have specific dietary and taste requirements. Having experimented with various recipes at home and then tested the market at local fairs, the idea became a full time business.

The business uses locally sourced ingredients including cheese, eggs and flour in their treats from a range of suppliers. This use of local produce has allowed them to gain New Forest Marque accreditation and trade at Hampshire Farmers' Markets.

The business has grown steadily since its creation. Initially 3 varieties of treat were produced but this has now grown to over 10. All products are kept seasonal e.g. gluten free blackberry cookies and venison and plum bones.

As well as Hampshire Farmers’ Markets, Paws Deli has a regular pitch on Lymington Market and are now looking to expand this to take in more artisan and food festivals. They currently have six wholesalers selling products on their behalf with a view to expand this in the New Year to include holiday cottages, hotels, dog groomers, shops, pubs and campsites. The business also trades online selling the full product range to those who cannot buy locally.

Beyond the treats in a bag, Paws Deli is now also selling hampers and bespoke orders to specific celebrations. They are also looking to expand into unique, handmade beds, blankets and toy bones using locally sourced sheep and alpaca fleece.

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