

Phoenix Bark Pet Food “Phoenix Bark”



Profile: Phoenix Bark, owned by Duncan and Kathy Randall provide freshly prepared dog food. The company bases its products on home cooked recipes, incorporating high-welfare ingredients, perfectly portioned into daily packs. The company operates on a subscription model and has customers all over Ireland, north and south. The required portions are tailored to suit each dog. By providing only the best quality ingredients, cooked to the highest nutritional standard, Phoenix Bark provide quality food for dogs, developed to suit all life stages. The company caters for the vast majority of breeds, various lifestyles and health concerns.

Challenge: Phoenix Bark contacted Southern Regional College (“SRC”) to seek help in improving production process efficiency and create a more sustainable manufacturing facility. Also required was nutritional testing of dog food to determine vitamin and minerals. Lastly, market research was sought to understand current trends in pet food to assist with buyer presentations.

Solution: Through the Innovation Voucher programme by Invest NI, Brenda Kelleghan, a Food Innovation & Technology Specialist worked with the company. The Innovation Voucher provides up to 60 hours of specialist time and expertise. This enabled extensive nutritional profiling on various flavours of dog food to be carried out. Following a factory visit, process development improvements were suggested to improve efficiency and sustainability within the company. Market research data was also completed for the company.

Benefits: This was threefold:

- i. Extensive nutritional testing of the dog food revealed levels of vitamins and minerals present in final dog food products.
- ii. Process development reports were created with suggestions for more efficient equipment that will ultimately assist production to increase throughput.
- iii. Up to date market research analysis and reports were prepared to assist customer/ buyer opportunities. For example, products being sold in fully sustainable packaging, which is of growing concern to the consumer.

Quote(s) from project beneficiary: “SRC is like having an extra team, or whole department in our company! Honestly couldn’t recommend SRC enough, ten out of ten, thank you!”