

SIR WOOFCHESTER'S®

CANINE HOSPITALITY



SIR
WOOFCHESTER'S

**SUNDAY
ROAST**

HAND BAKED LAMB & MINT
TREAT POT for DOGS

SIR
WOOFCHESTER'S

**BARK
BANGERS**

MINI CHICKEN SAUSAGE
TREAT POT for DOGS

SIR
WOOFCHESTER'S

**BARK
BURGERS**

BEEF PATTIES with CHEESE
TREAT POT for DOGS



BARK
BREW

SIR
WOOFCHESTER'S®
CANINE HOSPITALITY

Sir Woofchester's began in Spring 2018, offering jars of dog treats to hotels, pubs & cafes across the UK. Since then we've worked tirelessly to improve our offering, launching the UK's first dedicated 'Dog Menu' in 2019 and innovating with 'ready to eat' packaging.

We can provide you with the UK's largest and most specialised product range for *dog-friendly businesses*.

HOSPITALITY & FOODSERVICE

Our Dog Menu features a range of Treat Pots, Dinner Bowls, Dog Drinks and Snacks, displayed with eye-catching point of sale

ROOMS & ACCOMMODATION

Our Sleepy Bones are relaxing bedtime dog treats which can be supplied as branded 'Holiday Welcome Packs' including toy and waste bags

YOUR COMPLETE SOLUTION

Water bowls, waste bags, toys, accessories, top tips & everything else you need to be more dog-friendly

To ensure the highest quality products, we hold a DEFRA registration, a GB Pet Food Manufacturers registration and much of our range is BRC or SALSA certified.

We look forward to working with you
David & the Sir Woofchester's team

why **DOG-FRIENDLY?**

The number of UK dog owners has increased by over 25% since 2020

Many of these are new 'first time dog owners' (including pre-family millennials) and are very keen to treat their canine like one of the family when they visit your establishment

The dogfriendly trend in hotels, pubs, cafes etc has been increasing for over a decade!

The pandemic has seen a behaviour change, with more dog owners choosing the UK for their short breaks or annual holidays

The cost of boarding kennels & pet-sitting has risen, so your customers now increasingly want to bring their dog with them!

We see ever-increasing dog-friendly requirements with accommodation providers, food & beverage outlets, as well as tourist attractions and retailers

“Sir Woofchester’s products have been a great success at our Inn, with plenty of great feedback from both our guests and their dogs who seem to thoroughly enjoy them!”

PAUL HANCOCK, GM
THE WATEREDGE INN, AMBLESIDE



SIR WOOFCHESTER'S *in* YOUR BUSINESS



Extra bookings and a reason to visit



Fully compliant with legislation



Great social media content & word of mouth marketing



Additional revenue stream from dog menu sales



Increased average customer spend on food & beverage



Repeat visits – customers come back for your Dog Menu



Enhances staff engagement & enjoyment



Link to other initiatives – charity fundraisers, monthly dog walks and online competitions



Contributes towards improved reviews

Start your Sir Woofchester's trade account
SIRWOOFCHESTERS.COM/TRADE

PUBS, CAFES & HOTELS

Our Dog Menu is a unique tool to enhance your customer offering - your customers want their dogs to join in with them when it comes to beverage & dining.



Uniquely practical packaging that dogs can eat/drink directly out of · Carefully recreating dog versions of well-known favourites such as fish & chips, beef burgers & porn star martini · Ambient storage and good shelf life · Free POS provided, together with an online menu generator · High quality ingredients spanning on-trend themes such as wheat-free, grain-free & natural ingredients

GOOD

Sir Woofchester's House Treats
Sir Woofchester's Pup'N'Mix & Treat Pots
'Communal' water bowl
Allow dogs outside & at bar

BETTER

Good plus...

Sir Woofchester's full dog menu
Multiple water bowls (or at table)
Allow dogs in some dining areas

BEST

Better plus...

'Dog bar' outside to welcome dogs
Some dog-free dining areas
Towels for muddy dogs
Waste bags, 'dog parking' stations

"Sir Woofchester's has been a blinding success with us down on the coast! Whether our furry friends are joining us for a Fish and Chips, Bark Brew or one of their extremely popular 'Loli-pups' the dogs and owners are never disappointed. Would highly recommend getting these tasty treats anytime!"

HIGHDOWN HOTEL
BRUNNING & PRICE



HOTELS, GUESTHOUSES, HOLIDAY COTTAGES & B&Bs

You don't get a second chance to make a first impression. A small gift to welcome your customers' dogs is money well spent; especially if you're charging a dog supplement.



DOG WELCOME PACK

We can provide you with an outstanding welcome pack – comprising treats, toy and poo bags, all inside a waterproof semi-permanent bowl.



SLEEPY BONES TREAT POT

An affordable gift of tasty treats, made with calming herbs.



NEW! WOOF BAR

All day breakfast flavour dog snack bar

The customer's spend with you may be considerable (often on top of a dog supplement fee), so we recommend you "give back" in some manner · A welcome pack or welcome treats creates disproportionate perceived value from your customers' perspective, significantly in excess of the cost to you · Sir Woofchester's provides you with high quality unique products inside recyclable, pragmatic packaging.



WHEAT FREE & NATURAL

SIR
WOOFCHESTER'S[®]
CANINE HOSPITALITY

**SLEEPY
BONES**

BEDTIME & RELAXATION
TREAT POT for DOGS

“We are huge fans of Sir Woofchester’s products at Nelsons Hotels & Inns! Not only do our doggy diners go mad for them, but they really complement our own quality offering. There is a great and varied range of meals and treats, which all present extremely well; the branding and packaging is of a very high quality, and judging by how quickly they go down so is the taste! We have had the products on our Doggy Menu at our three gastro inns for a couple of years and have just introduced them in our gastro bar at our 4 hotel! We had previously trialled other dog products, but Sir Woofchester’s really does stand out above the rest!”*

LUCY NELSON
GROSVENOR PULFORD HOTEL

LODGE PARKS & TOURIST ATTRACTIONS

We can help your Food & Beverage manager to effortlessly introduce an innovative dog menu that will delight your customers



DOG MENU

*Improve customer experience
Increase average consumer spend*

CANINE STATION RETAIL DISPLAY

Specially designed for lodge parks & tourist attractions, containing a range of holidaying canine essentials. Usually located in the reception area or shop. Alternatively it may feature within the Food & Beverage area.



HOLIDAY WELCOME

We can provide you with an outstanding welcome pack – comprising treats, toy and poo bags, all inside a waterproof semi-permanent bowl.

“We have purchased Sir Woofchester’s products for our pet-friendly lodges at our holiday park. As lot of our guests like to bring their dogs on holiday with them, we thought it would be nice to leave some treats waiting for when they arrived. All the products are really good value for money and dogs seem to love them. We soon found that adding Sir Woofchester’s treats resulted in many amazing reviews! Thank you David for an amazing and innovative service you provide.”

KARINA GALLAGHER, MANAGER
CRAKE VALLEY HOLIDAY PARK, CONISTON





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CANINE HOSPITALITY

WOOFCHESTERS.COM

SIR
WOOFCHESTER'S
CANINE RESTAURANT

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DOG MENU

The ideal size to treat your dog while you enjoy a drink or meal

SNACKS

Various options - please check the Kitcher jars

TREAT POTS

ALL GRAIN FREE

BARK BURGERS BEEF PATTIES with CHEESE
BARK BANGERS MINI CHICKEN SAUSAGE TREATS
SUNDAY ROAST HAND BAKED LAMB & MINT BONES

DOG BOWLS

to replace a meal at home

FISH & CHIPS
DRIED SPRATS SWEET POTATO
FRIES & PEAS on bed of
SALMON & TROUT DOG FOOD
GRAIN FREE

A delicious dinner for hungry dogs or to replace a meal

ROAST DINNER

CHICKEN DRUMSTICK, SAUSAGE,
PEAS & CARROTS on a bed of
CHICKEN & POTATO DOG FOOD
GLUTEN FREE

DOG DRINKS

Alcohol free & refreshing - serve as a drink or pour over dry food

BARK BREW
DOG 'BEER'
CHICKEN FLAVOUR

PAW STAR
DOG 'MARTINI'
CHICKEN & PASSIONFRUIT

YOUR DOG MENU

DOG CHEWS

Tasty house treats or our Pup'n'Mix selections in branded Klner Jars

DOG SNACKS

'Bar Snacks' for dogs, great flavours in a convenient size for treating

DOG TREAT POTS

The ideal size to treat your dog while you enjoy a drink or meal

DOG DINNER BOWLS

A delicious dinner for hungry dogs

DOG DRINKS

Alcohol free & refreshing - serve as a drink or pour over dry food

ACCOMMODATION WELCOME PACK

Sleepy Bones Treat Pot · ball toy · waste bags

*Add your logo & prices then print your bespoke dog menu
from our website SIRWOOFCHESTERS.COM/MENU*



VISIT
WEBSITE



UPLOAD
LOGO



EDIT
MENU



PRINT
& USE

GETTING THE MOST from YOUR DOG MENU

USE OUR ONLINE MENU GENERATOR

We'll produce formatted A5 menus with your business logo or name. You choose the products and prices. Simply print and update as often as you need.

USE OUR MENU HOLDERS

We have laminated menu holders and premium clipboards available - these ensure prominence and durability for your dog menus.

TOP TIPS

- Place menus on each table
- Train your team to promote dogfriendly & offer menu to all relevant customers
- Site a countertop display box by the till (impulse sales)
- Consider offering a 'meal deal' to increase value and spend
e.g. 'Order a 2-course meal for 2 adults and your dog eats for free!'
- Display drinks in a beer glass & a martini glass
- Social media resource: encourage customers to add photos & tag your business;
or organise a monthly competition or 'dog of the week' photo

A WORD OF WARNING...

While we're all for dog friendly - we need to keep **everyone** happy

- Don't irritate your NON dog-owning customers
consider having some dog rules and dog-free areas
- Don't sell food from your own kitchen
it breaches countless legislation, including local environmental health, and can raise concern from your canine-free clientele



KILNER JARS

Most of your customers will expect free treats (and drinking water) to be available. Don't disappoint them with mass-market "junk" treats full of "animal derivatives", instead Sir Woofchester's can supply you with a superior treat at trade prices

HOUSE TREATS

USUALLY A COMPLIMENTARY OPTION FOR CUSTOMERS

PUP & MIX

UPGRADE TO PREMIUM BULK TREATS - 4 DELICIOUS TREAT TYPES, NORMALLY CHARGED

Delicious palatability · Specially formulated with low grease & odour (perfect to handle in a hospitality setting!) · Hand-baked process with natural ingredients · Long shelf life · Jar supplied with legally-compliant labelling etc.



DOG SNACKS

'Bar Snacks' for dogs, great flavours in a convenient size for treating.



PAW SCRATCHIES

PULLED PORK
DOG SNACK BITES

WOOF BAR

ALL DAY BREAKFAST
DOG SNACK BAR

SCAMPI FRIES

SCAMPI & PEA
DOG SNACK STICKS

Convenient Shelf Ready Packs of 12 'grab bags' · Replicates bestselling pub snacks · New softer treat style · Very high scoring palatability & popularity with all ages & breeds of dogs · Grain free and made with natural ingredients

TREAT POTS

Delicious hospitality-themed recipes to delight your dog



BARK BURGERS

BEEF PATTIES *with* CHEESE

BARK BANGERS

MINI CHICKEN SAUSAGE TREATS

SUNDAY ROAST

HAND BAKED LAMB & MINT TREATS

SLEEPY BONES

BEDTIME & RELAXATION MINI BONES

Replicates favourite human dishes – but as a treat · Unique paperboard pot packaging · Very high scoring palatability & popularity with all ages & breeds of dogs · Superb quality products such as grainfree, wheatfree or natural ingredients.

DINNER BOWLS

A delicious treat for hungry dogs or to replace a meal at home



ROAST DINNER

CHICKEN DRUMSTICK, SAUSAGE,
PEAS & CARROTS *on a bed of*
CHICKEN & POTATO DOG FOOD

FISH & CHIPS

DRIED SPRATS, SWEET POTATO
FRIES & PEAS *on a bed of* SALMON &
TROUT DOG FOOD

Enable your customer's pouch to enjoy the dining experience with them · Ready-to-eat recyclable packaging that dogs eat directly from · Can be reused as a water bowl · Easy for your staff and no special storage or chilling required · Very high scoring palatability & popularity with all ages & breeds of dogs · Superb quality products such as grainfree, wheatfree or natural ingredients.

DOG DRINKS

Alcohol free & refreshing - serve as a drink or pour over dry food



BARK BREW DOG 'BEER'

CHICKEN FLAVOUR

PAW STAR DOG 'MARTINI'

CHICKEN & PASSIONFRUIT

Enable your customers to make a fuss over their dog with Sir Woofchester's British-made canine beverages · Ready-to-drink recyclable packaging that dogs drink from directly · Easy for your staff and no special storage or chilling required · Higher scoring palatability than all other dog beverages tested through Sir Woofchester's · Unique recipes from specialist ingredients that seek to recreate the equivalent human beverages

HOLIDAY WELCOME PACK

*An ideal complimentary check-in gift for dog owners,
creating an extra-special first impression*



SLEEPY BONES BEDTIME & RELAXATION TREAT POT
plus BALL TOY & WASTE BAGS

Create huge added value for your customers · Specially formulated treats with relaxation herbs ·
Recyclable packaging · Waterproof container can be reused as a water bowl or other purposes

POINT OF SALE



MENU HOLDERS

Semi-permanent (laminated) with a slot for your personalised menu



CDU

Countertop Display Unit



A5 SIGNAGE



FSDU

Freestanding Display Unit

ACCESSORIES



DOG BOWL
for indoor & outdoor use



WASTE BAGS
SCENTED & BIODEGRADABLE
for bedrooms or retailing



MDC DOG 'PARKING' HOOK
Attach one to each outside table



ECO BAG DISPENSER & REFILLS
great for outside spaces

SIR
WOOFCHESTER'S®
CANINE HOSPITALITY

YOUR PARTNER
for **DOG-FRIENDLY**

Made in Britain · Ethical Brand Award · Hand-made baking process · Grain-free &
Natural Ingredients · Working towards Carbon-neutral status · Hospitality focus:
compliance with Trading Standards and DEFRA

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