

OEM/ODM Product Platform Catalog

12 platforms built from 347 food SKU references - updated 2026-05-31

B2B OEM / ODM FOOD PROGRAM

12 product platforms with RFQ-ready variant data.

Similar products are consolidated into buyer-facing platforms. Details include 347 source SKU references, nutrition...

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RFQ Technical Document Pack

Specification, nutrition, packaging, QC and export route included in the updated SKU data

01

Product specification sheet

Format, target pet, protein route, reference size, net weight, texture, MOQ and customization scope.

02

Ingredient and nutrition panel

Ingredient route, guaranteed analysis target, calorie direction and hot-market formula cue for buyer review.

03

Packaging material suggestion

Primary pack, laminate route, retail setup, barcode area and buyer decision window.

04

Sample and shelf-life plan

Bench sample timing, pilot sample route, retention sample plan and shelf-life validation direction.

05

Microbiology and quality checkpoints

Incoming material checks, moisture/water activity, metal-control, sensory release and micro test route.

06

Carton, barcode and export document route

UPC/EAN space, master carton data, pallet logic, invoice, packing list and origin documents.

Product Platform Library

Platforms 1-4 of 12

Dog Treats

Meat Jerky & Fillet Treat Pla...

114 source SKU references

Pet / format: Dog / Meat Jerky & Fillet Treat

Protein routes: Beef / Chicken / Duck / Fish / Salmon +1 more

Size route: 2-10cm strip, breast, wrap, soft strip or buyer-defined cut / 2-8cm pieces,

Net weight: 2-10cm strip, breast, wrap, soft strip or buyer-defined cut / 2-8cm pieces

Nutrition: Protein 28-45% min; Fat 2-12% min; Moisture 14-25% max; meat-first route. / Protein 24-42% min; Fat 2-12% min; Moisture 16-25%

Pack route: stand-up pouch, window pouch, tub or club bag / stand-up pouch, sampl

Variant base: Beef / Chicken / Duck / Fish / Salmon +1 more routes selected b...

Dog Treats

Chew & Dental Treat Platform

81 source SKU references

Pet / format: Dog / Chew & Dental Treat

Protein routes: Chicken / Duck / Fish

Size route: 2-6 inch chew, mini/medium/large dog size grading / 2-8 inch chew, knot, ro...

Net weight: 2-8 inch chew, knot, roll, spiral, ring or sheet

Nutrition: Protein 18-28% min; Fat 2-8% min; Fiber 4% max; Moisture 16-22% max; chew texture by size. / Protein 12-28% min; Fat 2-8% min;

Pack route: Flow wrap, stand-up pouch or pillow bag / flow wrap, stand-up pouch, pillow...

Variant base: Chicken / Duck / Fish routes selected by RFQ market.

Dog Treats

Snack Bite & Biscuit Treat Pl...

64 source SKU references

Pet / format: Dog / Snack Bite & Biscuit Treat

Protein routes: Chicken / Duck / Fish / Salmon

Size route: small bite, bone shape, triangle, flower or buyer-defined mold / 2-8cm pie

Net weight: small bite, bone shape, triangle, flower or buyer-defined mold

Nutrition: Baked grain/vegetable route; protein, fiber and calorie target adjusted by claim. / Protein 28-40% min; Fat 2-10% min; Fiber 3%

Pack route: stand-up pouch, paper box, pillow bag or display carton / Stand-up pouc

Variant base: Chicken / Duck / Fish / Salmon routes selected by RFQ market.

Wet Food

Wet Food Platform

37 source SKU references

Pet / format: Cat / Wet Food

Protein routes: Chicken / Duck / Fish / Salmon

Size route: 10g-15g stick, 40g-85g tray/cup, 70g-150g can or buyer-defined portion / 2-...

Net weight: 40g-85g tray/can, 70g-100g pouch, or buyer brief / 10g-15g stick, 40g-85g t...

Nutrition: Protein 7-10% min; Fat 0.5-3% min; Fiber 1.5% max; Moisture 78-85% max; kcal route by formula. / Moisture 78-88%; complete-food or

Pack route: Retort pouch, aluminum tray, can or cup by market channel / soup pouch, tra...

Variant base: Chicken / Duck / Fish / Salmon routes selected by RFQ market.

Product Platform Library

Platforms 5-8 of 12

Wet Food

Wet Food Platform

12 source SKU references

Pet / format: Dog / Wet Food

Protein routes: Chicken / Duck / Salmon

Size route: 2-6 inch chew, mini/medium/large dog size grading

Net weight: 40g-85g tray/can, 70g-100g pouch, or buyer brief

Nutrition: Protein 7-10% min; Fat 0.5-3% min; Fiber 1.5% max; Moisture 78-85% max; kcal route by formula. / Protein 18-28% min; Fat 2-8% min;

Pack route: Retort pouch, aluminum tray, can or cup by market channel / Flow wrap,

Variant base: Chicken / Duck / Salmon routes selected by RFQ market.

Dog Treats

Freeze-Dried Treat Platform

8 source SKU references

Pet / format: Dog / Freeze-Dried Treat

Protein routes: Chicken / Duck / Salmon / Shrimp

Size route: 1-3cm cube, shaped piece, organ piece or powder/topping route

Net weight: 1-3cm cube, shaped piece, organ piece or powder/topping route

Nutrition: High-protein low-moisture route; moisture usually below 8% with oxygen-barrier packaging.

Pack route: high-barrier pouch, jar, tub, sachet or multipack

Variant base: Chicken / Duck / Salmon / Shrimp routes selected by RFQ market.

Dog Treats

Rawhide Chew Platform

8 source SKU references

Pet / format: Dog / Rawhide Chew

Protein routes: Chicken / Fish

Size route: 2-10 inch roll, knot, stick or spiral

Net weight: 2-10 inch roll, knot, stick or spiral

Nutrition: Chew route; moisture, texture, size grading and animal-origin compliance reviewed by destination.

Pack route: flow wrap, bulk bag, stand-up pouch or display carton

Variant base: Chicken / Fish routes selected by RFQ market.

Wet Food

Wet Food Platform

7 source SKU references

Pet / format: Dog / Cat / Wet Food

Protein routes: Chicken / Salmon

Size route: 2-8cm pieces or buyer-defined cut size

Net weight: 40g-85g tray/can, 70g-100g pouch, or buyer brief

Nutrition: Protein 7-10% min; Fat 0.5-3% min; Fiber 1.5% max; Moisture 78-85% max; kcal route by formula. / Protein 28-40% min; Fat 2-10% min;

Pack route: Retort pouch, aluminum tray, can or cup by market channel / Stand-up pouch,

Variant base: Chicken / Salmon routes selected by RFQ market.

Product Platform Library

Platforms 9-12 of 12

Dog Treats

Natural Parts Treat Platform

4 source SKU references

Pet / format: Dog / Natural Parts Treat

Protein routes: Chicken / Duck / Rabbit

Size route: whole part, half cut, small/medium/large grading

Net weight: whole part, half cut, small/medium/large grading

Nutrition: Single-ingredient or limited-ingredient route; moisture and water activity controlled by drying.

Pack route: stand-up pouch, bulk bag, club pack or single-piece wrap

Variant base: Chicken / Duck / Rabbit routes selected by RFQ market.

Dog Treats

Plant-Based Fruit & Veg Treat...

4 source SKU references

Pet / format: Dog / Plant-Based Fruit & Veg Treat

Protein routes: Plant-based

Size route: 1-4cm cube/slice, fruit piece or vegetable piece

Net weight: 1-4cm cube/slice, fruit piece or vegetable piece

Nutrition: Plant-based fiber and low-fat route; calorie and claim language confirmed by market.

Pack route: stand-up pouch, compostable-style pouch, paper box or club bag

Variant base: Plant-based routes selected by RFQ market.

Dog Treats

Seasonal Retail Treat Platform

4 source SKU references

Pet / format: Dog / Seasonal Retail Treat

Protein routes: Chicken

Size route: holiday shape, single piece, mixed mini treat or variety kit

Net weight: holiday shape, single piece, mixed mini treat or variety kit

Nutrition: Base formula follows selected treat route; color/flavor/shape adapted for seasonal campaign.

Pack route: seasonal pouch, gift box, display carton or variety pack

Variant base: Chicken routes selected by RFQ market.

Cat Treats

Snack Bite & Biscuit Treat Pl...

4 source SKU references

Pet / format: Cat / Snack Bite & Biscuit Treat

Protein routes: Chicken / Salmon

Size route: small bite, bone shape, triangle, flower or buyer-defined mold / 2-8cm piec...

Net weight: small bite, bone shape, triangle, flower or buyer-defined mold

Nutrition: Baked grain/vegetable route; protein, fiber and calorie target adjusted by claim. / Protein 28-40% min; Fat 2-10% min; Fiber 3%

Pack route: stand-up pouch, paper box, pillow bag or display carton / Stand-up pouch, s...

Variant base: Chicken / Salmon routes selected by RFQ market.