



There is a definite rise in trend towards upmarket and bespoke treats explained founder and managing director of The Barking Bakery Michelle Turnbull...

"This may be a personalised pawty cake, a tail swishing iced woofin or some of our infamous doggy pupcorn. They are all made from human grade ingredients and DEFRA approved, whilst being doggy friendly and MSG free.

Owners love to spoil their dogs and as a society we are becoming increasingly aware of giving them the right treats"

The Barking Bakery was set up in 2012 by Michelle and her pet pooch Angus and after much research and testing, she launched this highly innovative and luxury brand onto the high street in 2014. She now supplies selected pet hotels, dog friendly cafes and restaurants and pet stores and garden centers, with the likes of Pets at Home, The Range, Occado and Booths being a few trusted stockists.

"We have worked hard to build strong working relationships with some fantastic suppliers and high street names have more recently expanded into the export market with purveyors in Belgium and the Netherlands. We are always looking for new connections and welcome a variety of distributors under one condition, they are as mad about dogs as we are!"

Chief taste tester Angus (a stubborn pooch with a discerning palette) is head of quality control and he ensures only the finest quality pawlicking products leave the Barking Bakery.

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