

ALL NATURAL



DOG TREATS

Happy Howie's All Natural Dog Treats — Makin' It Real...Naturally!

At Happy Howie's, we believe that dogs are family members too, and they deserve the same great taste and high quality as humans do. That's why everything we do at Happy Howie's starts with real quality ingredients — the real meat flavors that dogs love — and a real commitment to pets and pet parents everywhere.



From our humble beginning in Detroit, we've grown into a nationwide brand that pet parents trust. Under the leadership of David Collado since 2011, we have built an outstanding team, and refined our product offerings, processes and packaging. Since taking over the business, David and his team have increased sales by 800%, which more than doubled the number of jobs.

Today, Happy Howie's All Natural Dog Treats can be found in thousands of stores nationwide.



We work with a select group of suppliers, each meeting high standards for food safety to ensure the best quality possible. In the Happy Howie's kitchens, we only use real beef, lamb, turkey and other natural ingredients sourced in the United States. There are no wheat, corn, nitrates or soy in any Happy Howie's products. Our amazing burger patties, woof stix, deli-style sausages and jerky treats are made in small batches and slow-cooked to perfection in our own special ovens to seal in the real meat flavor.



We wouldn't be here today without the support of our team members and the community. Happy Howie's gives back by providing much-needed local job opportunities, training and career paths for our employees. We also partner with local animal shelters and non-profits, providing financial support and promoting pet adoption programs on our website.

Happy Howie's started with an idea - to make the best, all natural dog treats on the planet, and to make dogs (and pet parents) everywhere, happy...naturally!

We think we're well on our way to reaching our goals.

MAKE 'EM HAPPY...NATURALLY!



David Collado, President