

Buddy Bites Inc. - Our Mission and Impact

At Buddy Bites, we believe that every dog deserves a happy, healthy life - and that starts with what's in their bowl. Our mission is more than just delivering premium kibble. It's about redefining the relationship between dogs, their owners, and the communities that support them.

The Origin Story

Buddy Bites was founded in 2019 by two dog-loving entrepreneurs who were frustrated with the lack of transparency and nutritional standards in the dog food industry. While living in Hong Kong, they struggled to find consistent, high-quality options for their own dogs. Imported kibble was expensive and inconsistent in quality, and local options lacked the nutritional transparency they were looking for.

After months of research, the founders partnered with veterinary nutritionists and food scientists to design formulas that would meet - and exceed - the nutritional standards set by global regulatory bodies. But more than that, they wanted to build a brand rooted in trust, giving pet owners clarity and confidence in every bite they fed their dogs.

From the start, they made a commitment: for every bag sold, they would donate dog food to shelters in need. This principle of "Buy One, Give One" became the backbone of Buddy Bites' mission and continues to guide everything they do.

Community and Shelter Support

While the business was born in Hong Kong, its heart lies in the dog shelters across Asia and

beyond. Buddy Bites has established long-term partnerships with a growing number of rescue shelters, adoption agencies, and nonprofit organizations that focus on canine welfare. These partnerships are not just one-off donations - they are ongoing collaborations.

In Hong Kong, Buddy Bites works with organizations like Catherine's Puppies, Hong Kong Dog Rescue, and Sai Kung Stray Friends. In Singapore, the company partners with SOSD (Save Our Street Dogs) and Voices for Animals. And in the UK, Buddy Bites recently started collaborations with Dogs Trust and All Dogs Matter.

Through these partnerships, Buddy Bites has donated over 500,000 meals to date. Each donation is more than just food - it's relief for overwhelmed shelter staff, it's nutrition for dogs awaiting adoption, and it's a signal that these animals are not forgotten.

Building this network required deep, on-the-ground engagement. The Buddy Bites team regularly visits shelters, speaks with staff, and adapts their donation formulas based on specific dietary needs at each shelter. Whether it's puppies recovering from malnutrition or senior dogs with sensitive digestion, Buddy Bites creates solutions that are not just generous - they're tailored.

Education and Advocacy

In addition to providing food, Buddy Bites is committed to educating the public about pet nutrition and adoption. The company runs free webinars with vets, publishes blog posts on dietary myths, and promotes adopt-don't-shop campaigns through its social media channels.

They've also developed educational kits for schools, helping students understand how to care for animals and get involved in community support. Many of these initiatives are run in collaboration with local shelters and animal welfare groups.

Looking Ahead

The journey of Buddy Bites is just beginning. As they expand into new markets and develop new products, their core values remain unchanged: transparency, compassion, and community. Every meal purchased is a vote for better standards, and every donation is a step toward a world where every dog has a home - and a full belly.

To learn more about our mission and join us in supporting dogs in need, visit www.buddybites.dog or follow us on Instagram @buddybites.hk