卜二不二BUBR



品牌与产品介绍

Brand & Product Introduction





品牌介绍

卜二不二是由多位资深宠物营养师及动物营养博士共同成立的专注宠物营养健康的宠物食品品牌。

品牌成立于2023年

拥有自己的研发团队

专一不二，只为宠物营养健康。

口号：卜二成为你的不二选择，卜二之选

使命：为宠物的健康生活作出贡献。

愿景：让养宠生活更简单快乐。

价值观：谦虚，真诚，奋进，温暖，快乐。

心之所向，身之所往，行而不辍，未来可期。

Brand Introduction

Bubr is a premium pet food brand focused on nutrition and health. It was co-founded by a team of experienced pet nutrition experts and a PhD in Veterinary Nutrition.
Established in 2023, the brand operates with an independent research and development team, dedicated to delivering high-quality nutritional solutions for pets. With a wholehearted commitment, Bubr focuses on supporting optimal health and balanced nutrition for companion animals.

品牌力：产品创新

Brand Strength: Product Innovation



专注产品力

三年间，我们以“十年磨一剑”的定力高度投入产品研发，从0到1构建起领先行业的创新体系，迅速崛起为国内宠物食品领域的头部力量。如今，我们的代理网络已覆盖全国，多个系列产品凭借前瞻性的配方与工艺，持续引领行业创新风向。这不仅是产品的胜利，更是对“长期主义”与“专业精神”的最佳诠释。

品牌主题店

中国首个在全国各省各区拥有主题宠物门店的品牌，直达消费者，赋能产品研发

Product Excellence

Over the past three years, we have remained highly focused on product development, investing with a long-term vision and building a strong innovation system from the ground up. This commitment has enabled us to rapidly emerge as a leading force in China’s pet food industry.Today, our distribution network covers the entire country, and multiple product lines continue to lead market trends with forward-thinking formulations and advanced production processes. This success reflects not only product strength, but also our dedication to long-term development and professional excellence.

Brand Experience Stores

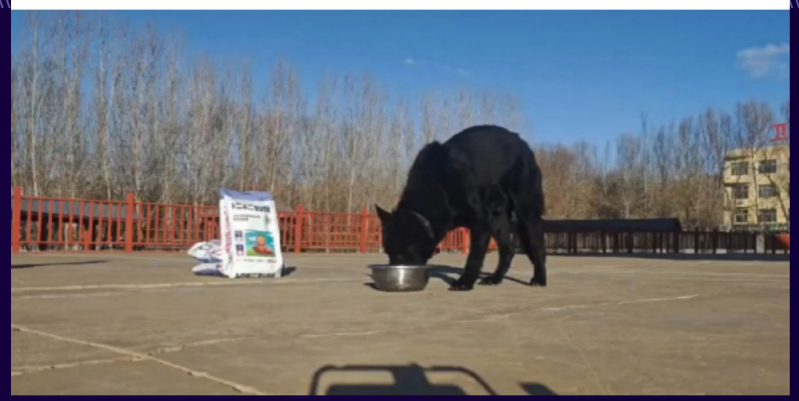
We are the first pet food brand in China to establish themed retail stores across multiple provinces and regions. By connecting directly with consumers, these stores provide valuable insights that continuously empower and enhance our product development.

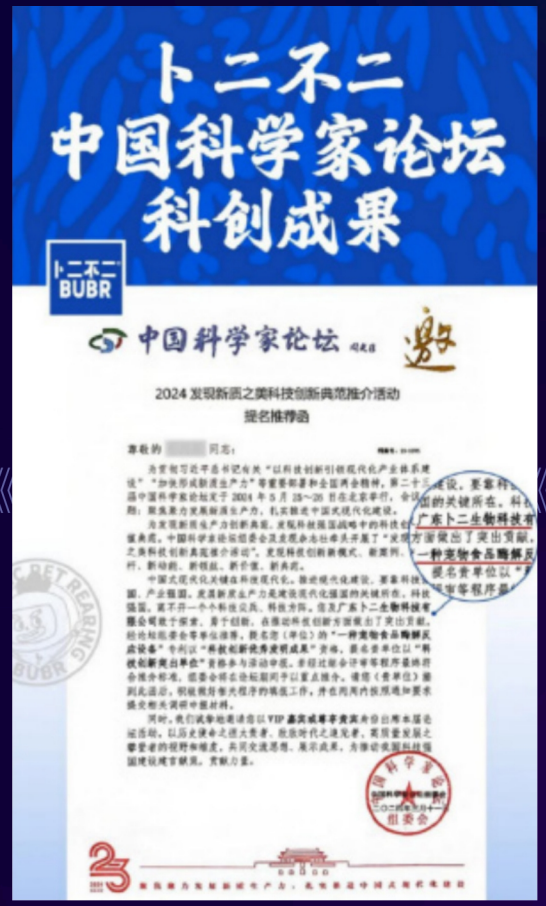
品牌力：国家采购，权威认证

Brand Strength: Government Procurement & Certified Quality









权威认证，值得信赖

获中国科学家论坛提名推荐，
配方通过中国农科院效验，
品质安全获高度认可；
产品更被国家边境部队采购，
彰显专业与可靠

Authoritative Certifications & Trusted Quality

Nominated and recommended by the China Scientists Forum,
formulations verified by the Chinese Academy of Agricultural Sciences,
quality and safety highly recognized;

products are also procured by national border forces,demonstrating professionalism and reliability.

品牌力：产品安全闭环体系

Brand Strength: Product Safety Closed-Loop System

研发源头控制

- 联合山东农科院与高级营养师，历时1000日完成喂养实验
- 配方研发基于高效建筑科学标准，确保营养性与安全性
- 每款产品上市前均完成完整验证

研发端通过千日实验构建安全根基

Control, Research and Development

Nominated and introduced by the China Science Forum,the formulas have been tested and verified by the Chinese Academy of Agricultural Sciences, quality and safety have been highly evaluated;the products are also procured by national border military units,demonstrating strong professionalism and reliability.

72项质检

- 实现原材料全程可溯源
- 执行18项检测流程，确保生产全链路可控
- 每批产品出厂后送第三方机构进行72项全面检测

出厂前72项检测构筑最后一道首安全防线

72 Quality Inspection Items

Full-process traceability of raw material sources is implemented.18 inspection procedures are carried out to ensure that the entire production chain can be controlled.Each batch of products after production is sent to a third-party organization for comprehensive testing of 72 indicators.

售后追溯系统

- 建立批次留样机制，支持精准追溯
- 出现疑似食用异常时，第一时间调取批次留样复检
- 由工厂驻场营养师与宠物兽医协同分析原因

实现从生产到消耗全过程闭环追溯

Post-Sales Traceability System

A batch-based sample retention mechanism is established to support accurate traceability. When any suspected abnormality is found during use, retained samples from the corresponding batch are immediately taken for re-testing. Nutrition experts at the factory and veterinarians jointly analyze the causes.

品牌力：研发生产力

全自动膨化主粮生产线 3 条、全自动宠物湿粮生产线 1 条；体产值超 10 亿元
与泰山免疫力研究院共建宠物免疫力研发中心，与山东省农科院、山东农业大 学开展宠物营养研发、人才培养及市场转化等科研合作；

Brand Strength: R&D and Production Capability

3 fully automatic extruded dry food production lines and 1 fully automatic wet pet food production line, with a total output value exceeding RMB 1 billion.

A pet immunity R&D center has been jointly established with the Taishan Institute of Immunity Research, along with scientific research cooperation with the Shandong Academy of Agricultural Sciences and Shandong Agricultural University in pet nutrition research, talent development, and market application.

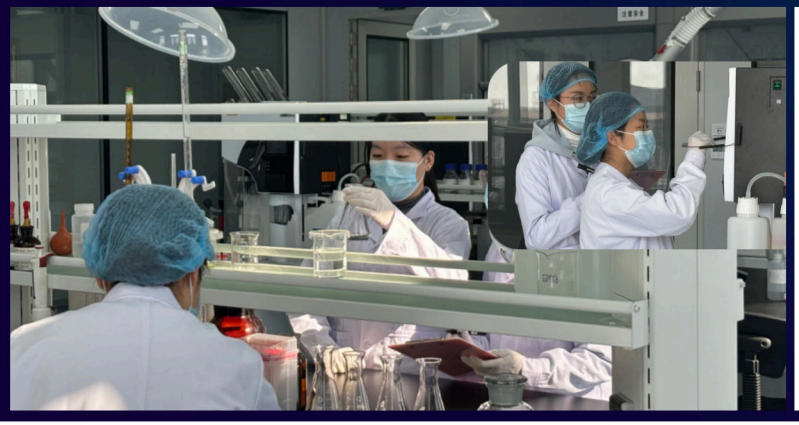












SOX606索氏提取仪（脂肪测定仪）







F800纤维测定仪



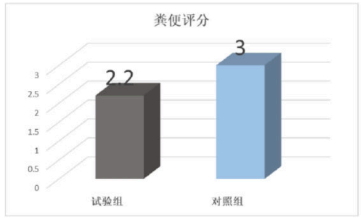
K1100全自动凯氏定氮仪

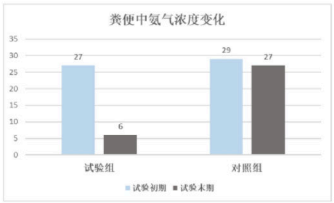
DS 2500F近红外
多功能品质分析仪技术指标

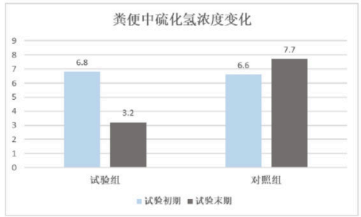


一种改善宠物肠道健康和粪便臭味的产品的开发









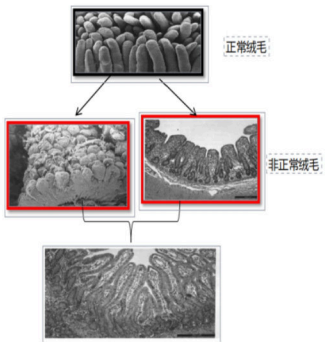
双膨化专利技术

不同糊化度对宠物猫采食、胃肠反应与营养物质表观消化率的影响

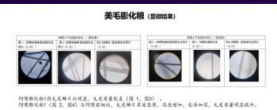
分组	A组	B组	C组	D组	E组	*p*值
糊化度（%）	85.0	87.5	90.0	92.5	95.0	
采食量（g/d）	65.4±4.2	70±11.4	74.6±10.2	82.2±7.9	84.6±6.7	0.04
腹泻率（%）	10.0±2.3	9.0±2.3	8.3±3.7	7.9±2.9	7.4±2.0	0.443
呕吐率（%）	8.0±3.87	7.7±2.04	7.4±1.98	7.1±1.60	6.8±1.54	0.699
干物质表观消化率（%）	88.4±12.3	88.8±4.8	89.3±4.0	89.7±4.4	90.2±3.3	0.463
粗蛋白表观消化率（%）	87.2±10.7	87.4±11.3	87.6±9.0	89.6±4.3	90.5±4.2	0.476
粗脂肪表观消化率（%）	96.0±2.5	96.5±1.6	96.9±1.4	97.4±3.2	98.1±0.5	0.274

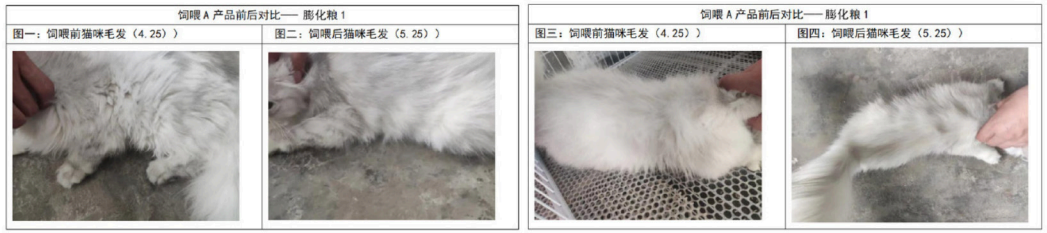
一种改善宠物肠道健康和粪便臭味的产品的开发

通过优化宠物食品配方结构和工艺，应用提升肠道功能的原料组合，改善宠物肠道黏膜的完整程度，促进肠道吸收，降低多余粪臭气体的产生；同时采用双膨化工艺提高产品中淀粉的糊化度，避免由于淀粉熟化不够造成腹泻，从而改善粪便的成型度，为犬猫提供营养支持，改善宠物健康的同时，为养宠（犬猫）人士提供更优质的用户体验， 改善饲养环境，提升社会福利。



美毛膨化粮（表观结果）





饲喂膨化粮1前毛发干枯，炸毛现象明显（图 1，图3），饲喂膨化粮1后（图 2，图4）与饲喂前相比毛色更好，顺滑度提高，减少打结现象，同时猫毛发量增加。

FULL-PRICED CAT FOOD

CHICKEN& ALFALFA



Ingredient Composition

Fresh chicken, salmon, Enzymatically hydrolyzed anchovy,chicken floss, Freeze_dried raw bone and meat,Dehydrated cod, krill powder, salmon oil, potato starch,Eggyolk powder, cassava starch, Butter, Alfalfa granules,Beeryeast powder, cranberries, and cherries

Additive Composition

Dry compoundfeedfor the catsindi仟erent age stageswith goodflavour, The complete Fresh Meat cat Food(chicken andAlfalfa)is wrapped in chicken floss, It ismore palatable, Rich in salmon and krill, It is good for hairand skin,Alfalfa and psyllium help with hair management,Bloodtonic and diuresis

Guaranteed Analysis(As Dry Matter Basis)

Crude protein Min	31 %
Crude fat Min	15 %
Crude fiber Max	6 %
Crude ash Max	10 %
Moisture Max	10 %

chicken& Alfalfa	clear Heat, promoteDiuresis, Replenish Fluid and Relieve constipation
Ω 3 Deep_sea fish oil	cod, salmon oil, Hair shining&Nourishing

鸡肉苜蓿草



Ingredient Composition

新鲜鸡肉、三文鱼、酶解金枪鱼、鸡丝、冻干生骨肉、脱水鳕鱼、磷虾粉、三文鱼油、马铃薯淀粉、蛋黄粉、木薯淀粉、黄油、苜蓿颗粒、啤酒酵母粉、蔓越莓和樱桃

Additive Composition

适合不同年龄段猫咪的干性复合饲料，味道鲜美。全鲜肉猫粮（鸡肉和苜蓿）采用鸡肉丝包裹而成，口感更佳，富含鲑鱼和磷虾，有益于毛发和皮肤健康，苜蓿和百里香籽有助于毛发管理，具有补血和利尿的功效。

Guaranteed Analysis(As Dry Matter Basis)

粗蛋白 最低值	31 %
粗脂肪 最小值	15 %
粗纤维 最大值	6 %
粗灰分 最高	10 %
水分 最大值	10 %

鸡肉与苜蓿草	清热、利尿、补液、通便
Ω 3 深海鱼油	鳕鱼油、三文鱼油、滋养护发

FULL-PRICED CAT FOOD

CHICKEN& POMEGRANATE



Ingredient Composition

Fresh chicken, salmon, Enzymatically hydrolyzed anchovy,Freeze_dried chicken floss, Dehydrated cod, krill powder,salmon oil, potato starch, Eggyolk powder, cassavastarch,Butter, Beet pulp, Beeryeast powder, cranberries, plantainseeds, pomegranateextract

Additive Composition

Dry compoundfeedfor the catsindi仟erent age stageswith good flavour, The complete fresh meat cat food(chicken and pomegranate)is wrapped in chicken floss, Itis more palatable, Rich in various fruitsand vegetablesvitamins, Taurine,And amino acids, It is evenlymatchedand nutritious, chicken and pomegran_ ate helpwithgastrointestinal digestion,Alleviate indigestion,Andstimulate appetite pomegranate helpwithgastrointestinal digestion,Alleviate indigestion, Andstimulate appetite

Guaranteed Analysis(As Dry Matter Basis)	
Crude protein Min	32%
Crude fat Min	16 %
Crude fiber Max	6 %
Crude ash Max	10 %
Moisture Max	10 %

cod& salmon — Rich in polyunsaturated fatty acids such as omega_3, EpA, and DHA, delivering shiny furwithin28days

It is well_matched and rich in nutrients. — A variety offruits and vegetables+vitamins+ a variety of amino acids

鸡肉石榴



Ingredient Composition

新鲜鸡肉、三文鱼、酶解金枪鱼、冻干鸡丝、脱水鳕鱼、磷虾粉、三文鱼油、马铃薯淀粉、蛋黄粉、木薯淀粉、黄油、甜菜渣、啤酒酵母粉、蔓越莓、香蕉籽、石榴提取物

Additive Composition

适合不同年龄段猫咪的干性复合饲料，味道鲜美。这款全天然鸡肉猫粮（包含鸡肉和石榴）用鸡肉丝包裹而成， 口感更佳。富含各种水果和蔬菜中的维生素、牛磺酸以及氨基酸， 营养均衡且美味可口。鸡肉和石榴有助于肠胃消化，缓解消化不良，并刺激食欲。石榴有助于肠胃消化，缓解消化不良，并刺激食欲。

Guaranteed Analysis(As Dry Matter Basis)	
粗蛋白 最低值	32%
粗脂肪 最小值	16 %
粗纤维 最大值	6 %
粗灰分 最高	10 %
水分 最大值	10 %

鳕鱼和三文鱼 — 富含诸如欧米伽-3、EPA 和 DHA 等多不饱和脂肪酸，在 28 天内就能使毛发变得亮丽光洁

它营养均衡且富含各种营养物质。 — 各种水果和蔬菜 + 维生素 + 多种氨基酸

FULL-PRICED CAT FOOD

CHICKEN& COD RECIPE



Guaranteed Analysis(As Dry Matter Basis)

Crude protein Min	28%
Crude fat Min	14 %
Crude fiber Max	5 %
Crude ash Max	10 %
Moisture Max	10 %

Ingredient Composition

Fresh chicken, cod, Dehydrated beef, Enzymaticallyhy_ drolyzed cod, oats, cassava,salmon oil, chicken floss,butter, Beetroot meal, chicken liver powder, Eggyolkpowder, Beeryeast powder, cranberries

Additive Composition

Dry compoundfeedfor the catsindifferent age stageswith good flavour, The complete fresh meat cat food(chicken and cod recipe)is wrapped in chicken floss, It ismore palatable. Rich in prebiotics, which can reducefecal odor

prebiotic	Adequate prebioticsto Nourishthe Gastrointestinal Tract
It is well_matched and rich in nutrients.	A variety offruits and vegetables+vitamins+ a variety of amino acids

鸡肉鳕鱼



Guaranteed Analysis(As Dry Matter Basis)

粗蛋白 最低值	28%
粗脂肪 最小值	14 %
粗纤维 最大值	5 %
粗灰分 最高	10 %
水分 最大值	10 %

Ingredient Composition

新鲜鸡肉、鳕鱼、脱水牛肉、酶解鳕鱼、燕麦、木薯、三文鱼油、鸡丝、黄油、甜菜根粉、鸡肝粉、蛋黄粉、啤酒酵母粉、蔓越莓

Additive Composition

适合不同年龄段猫咪的干性饲料，味道鲜美。这款全天然肉类猫粮（鸡和鳕鱼配方）用鸡肉丝包裹而成，口感更佳。富含益生元，能够减少粪便异味。

益生元	充足的益生元以滋养胃肠道
质地优良，营养丰富。	各种水果和蔬菜 + 维生素 + 多种氨基酸

FULL-PRICED CAT FOOD

CHICKEN& LACTOFERRIN&DHA



Ingredient Composition

Fresh chicken, Dehydratedchicken,Frozenchicken liver, Frozen chicken heart, chickenoil, chicken hydrolysate, cassavastarch, sweet potato granules, First clover granules,Eggyolkpowder, chicken hydrolysate powder, cellulose, Deep_sea fishoil(richinDHA), spirulina powder, Bluebery powder,Blackber_ry powder, pump_kin powder,cranberry powder, Brewingyeastcell wall

Guaranteed Analysis(As Dry Matter Basis)

Crude protein Min	30%
Crude fat Min	15 %
Crude fiber Max	5 %
Crude ash Max	10 %
Moisture Max	10 %

Additive Composition

Dry compoundfeedfor the pregnant and lactatingfe_male cats with good flavour, The complete nutritious_breeding cat food(chicken&lactoferrin&dha)is rich indha and lactoferrin, which can care for intestines andenhance immunity

DHA chicken& Lactoferrin	Lactoferrinand DHA, which enhance immunity
Freshchicken cartilage5%	promote bonegrowth and development

鸡肉乳铁蛋白DHA



Ingredient Composition

新鲜鸡肉、脱水鸡肉、冷冻鸡肝、冷冻鸡心、鸡油、鸡蛋白水解物、木薯淀粉、红薯颗粒、第一代三叶草颗粒、蛋黄粉、鸡蛋白水解物粉、纤维素、深海鱼油（富含 DHA）、螺旋藻粉、蓝莓粉、黑莓粉、南瓜粉、蔓越莓粉、啤酒酵母细胞壁

Guaranteed Analysis(As Dry Matter Basis)

粗蛋白 最低值	30%
粗脂肪 最小值	15 %
粗纤维 最大值	5 %
粗灰分 最高	10 %
水分 最大值	10 %

Additive Composition

专为怀孕及哺乳期母猫配制的干性复合饲料，味道鲜美。这款全营养的母猫专用食品（含鸡肉、乳铁蛋白和DHA）富含DHA和乳铁蛋白，能够呵护肠道并增强免疫力。

DHA 鸡肉&乳铁蛋白	乳铁蛋白和 DHA，增强免疫力
新鲜鸡肉 软骨 5%	促进骨骼的生长与发育

FULL-PRICED CAT FOOD

CHICKEN& RABBIT RECIPE



Ingredient Composition

Fresh chicken meat, Fresh free meat, Dehydrated chickenmeat, chicken oil, Freshchicken liver, Fresh chicken heart.sweet potato granules, purple sweet potato granules,Enzymatically hydrolyzed chicken liver powder, Butter,Beet pulp, cellulose, Fish oil.yeast hydrolysate, konjacflour, Eggyolk powder, seaweed powder, plantain seed,cranberry powder, Blueberry powder

Additive Composition

Dry compoundfeedfor the cats in adult age stages withgoodflavour, The complete fresh meat catfood (chickenand rabbit recipe)is rich indual prebioticsand dualprobiotics, which ensure intestinal health, stay_c50 canimprove oral problems

Guaranteed Analysis(As Dry Matter Basis)

Crude protein Min	35%
Crude fat Min	18 %
Crude fiber Max	6 %
Crude ash Max	10 %
Moisture Max	10 %

sTAY_c50 — 28Daysto Improve oral Health

Dual prebiotics
Dual probiotics — promotes gastrointestinal motility and aids absorption

全价鲜肉猫粮

鸡肉兔肉



Ingredient Composition

新鲜鸡肉肉、新鲜无骨肉、脱水鸡肉、鸡油、新鲜鸡肝、新鲜鸡心。红薯颗粒、紫薯颗粒、酶解鸡肝粉、黄油、甜菜渣、纤维素、鱼油、酵母水解物、魔芋粉、蛋黄粉、海藻粉、香蕉籽、蔓越莓粉、蓝莓粉。

Additive Composition

适合成年猫的干性复合饲料，味道鲜美。这款全天然猫粮（鸡肉和兔子肉配方）富含双益生元和双益生菌，有助于维持肠道健康。Stay-C50 可改善口腔问题。

Guaranteed Analysis(As Dry Matter Basis)

粗蛋白 最低值	35%
粗脂肪 最小值	18 %
粗纤维 最大值	6 %
粗灰分 最高	10 %
水分 最大值	10 %

sTAY_c50 — “改善口腔健康 28 天计划”

双益生元
双益生菌 — 促进肠胃蠕动并有助于吸收

FRESH MEAT DOG FOOD

CHICKEN& PURPLE POTATO



Ingredient Composition

Fresh chicken, Dehydrated chicken, chickenpowder, cassava starch, sweet potatogranulesRice, chicken oil, Beet meal, purple sweet potatopowder, chicken hydrolysatebeeryeast powder,chicken hydrolysate, Fish oil, Eggyolk powder,pumpkin powder, carrot powder

Additive Composition

Dry compoundfeedfor the pregnant and lactatingfe_ male dogswith goodflavour, The completenutritious breeding dog food(chicken&purplepotato)is rich in chicken and purple sweet potatos,chicken is a high_quality protein with goodpalatability and high digestion andabsorption rate,purple sweet potatoes are rich in anthocyanins,E仟ective natural antioxidants,And have thee仟ectofenhancing immunity

Guaranteed Analysis(As Dry Matter Basis)

Crude protein Min	21 %
Crude fat Min	13 %
Crude fiber Max	6 %
Crude ash Max	10 %
Moisture Max	10 %

strengthen physicalfitness

chicken is a high_quality protein with high digestibility and absorption rate.

Boost immunity

purple sweet potato is rich in anthocyanins, which helps boost immunity.

全价鲜肉犬粮

鸡肉紫薯



Ingredient Composition

新鲜鸡肉、脱水鸡肉、鸡肉粉、木薯淀粉、甜土豆颗粒、大米、鸡油、甜菜粉、紫薯粉、鸡蛋白水解物啤酒酵母粉、鸡蛋白水解物、鱼油、蛋黄粉、南瓜粉、胡萝卜粉

Additive Composition

专为怀孕及哺乳期雌性犬设计的干性复合饲料，味道鲜美。这款“全面营养的繁殖犬粮（鸡肉&紫薯）”富含鸡肉和紫薯，鸡肉是一种优质的蛋白质，口感良好，消化和吸收率高，紫薯富含花青素（有效的天然抗氧化剂），具有增强免疫力的功效。

Guaranteed Analysis(As Dry Matter Basis)

粗蛋白 最低值	21 %
粗脂肪 最小值	13 %
粗纤维 最大值	6 %
粗灰分 最高	10 %
水分 最大值	10 %

加强 身体素质

鸡肉是一种优质的蛋白质，其消化率和吸收率都很高。

“Boost” 免疫力

紫薯富含花青素，这种物质有助于增强免疫力。

FRESH MEAT DOG FOOD

CHICKEN& PURPLE POTATO



Ingredient Composition

Fresh chicken, dehydrated chicken, Fresh beef, chicken_ oil, Fresh chicken liver, Fresh chicken heart, sweet potatogranules, purple sweet potato granules, Enzymehydrolyzed chicken liver powder, butter, beet pulp,cellulose,Yeastnydrolysate, Fish oil, konjac flour, Eggyolkpowder, seaweed powder, kelpowder, plantain seed,cranberry powder, Blueberry powder, pumpkin powdercarrot powder

Additive Composition

Dry compoundfeedfor the dogs in adult age stages withgoodflavour, The complete fresh meat dogfood (chickenand beef recipe)is rich indual prebioticsand dualprobiotics, which ensure intestinal health, stay_c50 canimprove oral problems

Guaranteed Analysis(As Dry Matter Basis)

Crude protein Min	33%
Crude fat Min	14 %
Crude fiber Max	6 %
Crude ash Max	10 %
Moisture Max	10 %

sTAY_c50 — 28Daysto Improve oral Health

uniform Dietary Fiber — A variety offruits and vegetables+vitamins+ a variety of amino acids

全价鲜肉犬粮

鸡肉牛肉



Ingredient Composition

新鲜鸡肉、脱水鸡肉、新鲜牛肉、鸡油、新鲜鸡肝、新鲜鸡心、甜土豆颗粒、紫薯颗粒、酶解鸡肝粉、黄油、甜菜渣、纤维素、酵母水解物、鱼油、魔芋粉、蛋黄粉、海藻粉、海带粉、香蕉籽、蔓越莓粉、蓝莓粉、南瓜粉、胡萝卜粉

Additive Composition

适合成年犬的干性复合饲料，味道鲜美。这款全天然肉类狗粮（鸡肉和牛肉配方）富含双益生元和双益生菌，有助于维持肠道健康。Stay-C50 可改善口腔问题。

Guaranteed Analysis(As Dry Matter Basis)

粗蛋白 最低值	33%
粗脂肪 最小值	14 %
粗纤维 最大值	6 %
粗灰分 最高	10 %
水分 最大值	10 %

sTAY_c50 — 改善口腔健康 28 天计划”

均匀膳食纤维 — 各种水果和蔬菜 + 维生素 + 多种氨基酸

THANKS











NUTRITIOUSMAIN FOOD SERIES

