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Press Release

Danish Pet Food Brand Unveils New Sustainable Dog Treats at Expozoo Paris Animal Show 2025

Innovative pet food brand Globe Buddy is set to unveil its latest sustainable dog treats, Luxx Rewards and Luxx Dental Sticks, at Expozoo Paris Animal Show from March 7-9, 2025. Crafted with premium French-sourced insect protein, these treats deliver a nutritious, delicious, and eco-conscious alternative to traditional meat-based snacks—proving that great taste and sustainability can go paw in paw.

“Pet parents across Europe are looking for sustainable choices, and we’re meeting that demand with high-quality treats that are good for dogs and the planet,” says Bjarne Gravesen Jensen, CEO of Globe Buddy. “Insect protein has a naturally low climate impact, making it a smart and responsible option for conscious pet owners.”

Sourced from Ynsect, the premium insect protein in Luxx Rewards and Luxx Dental Sticks is nutritious, easily digestible, and packed with essential nutrients. While Luxx Rewards are perfect for training and daily rewards, Luxx Dental Sticks are designed to support oral health with their special texture and high-quality ingredients. Additionally, the insect protein used in these products has a carbon footprint of just 3.20 kg CO₂e per kg of protein, compared to 55.16 kg CO₂e for beef used in pet food.

“The pet food industry must evolve—yesterday’s solutions won’t meet tomorrow’s needs. We are driving change by creating innovative, planet-friendly nutrition that dogs love and that helps reduce our environmental footprint,” says Bjarne Gravesen Jensen.

About Globe Buddy

Globe Buddy is a Danish pet food brand dedicated to making it easier for dog owners to choose healthy, sustainable nutrition for their pets.

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