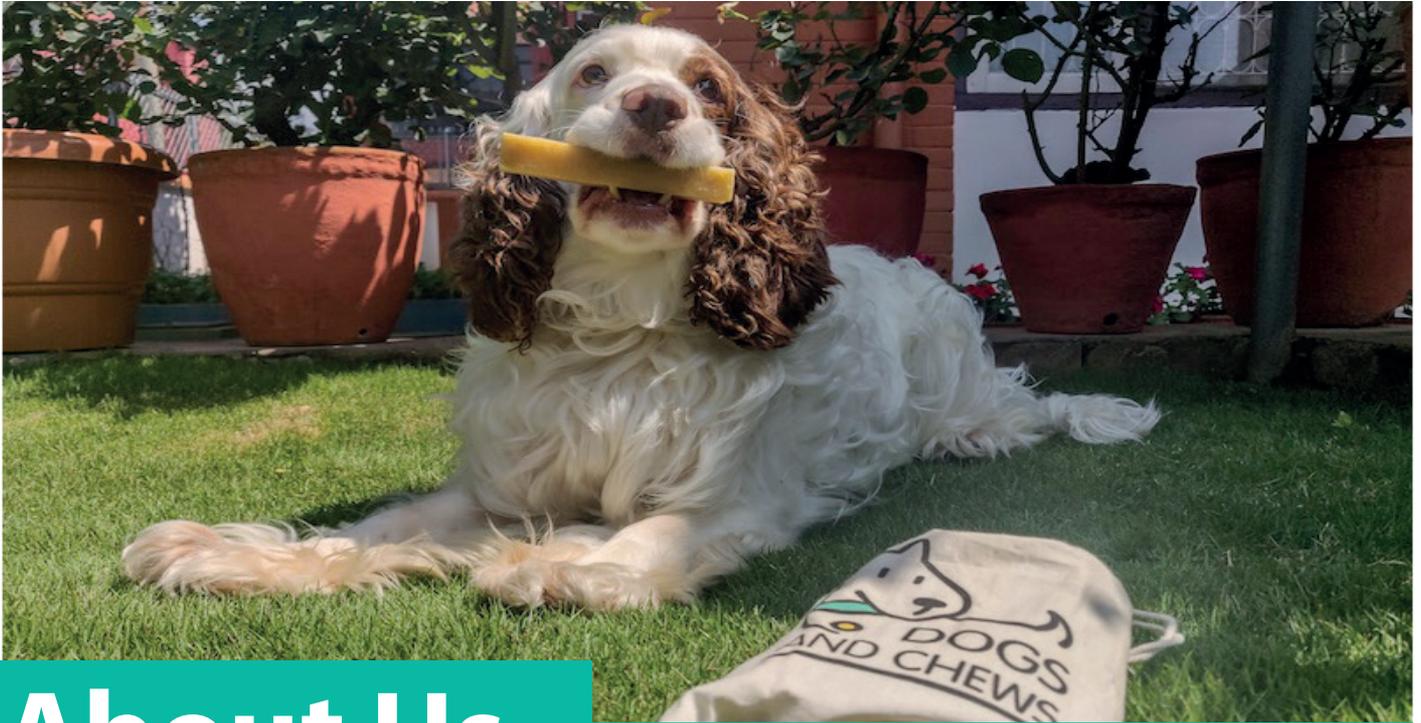


Made in
Nepal

Made In Nepal Pvt. Ltd





About Us

Made In Nepal Pvt. Ltd. ("MINPL") is a manufacturing and trading company with the vision to promote Nepalese products globally. The company is a partnership started by some of the oldest and largest business houses of Nepal. With many years of experience in trading various hand-crafted products within and out of Nepal, they decided to backward integrate to start their own processing, contract manufacturing, and aggregation within MINPL with the following core values:

- 1) To work with Fair Trade Certified or Fair Work Place Vendors
- 2) Good Quality Control – Ability to Repeat Approved Samples
- 3) Time Conscious – Ability to Execute Orders on Time
- 4) Production Capacity - Ability to Handle Large Orders
- 5) Employment to Women – To Uplift Society

MINPL is focusing on Churpi - Dog Chew and Human Chew, Cardamom, Hemp products, Essential Oils & Herbs, Pashmina and Cashmere products and sculptures.

About Churpi Division – Dog Chew

Our **Vision** is to be the leading processor and exporter of natural products while assisting 20,000+ farmers to globalize their produce and to grow together economically keeping fair trade practices at the core of all activities. We aim to achieve this vision by providing the highest quality of chews at aff-ordable prices while enhancing your dog's health and well-being.

MINPL, through its processing units in Kathmandu (Nepal), Ilham (Nepal) as well as sister unit in Darjeeling (India), exports all natural, vegetarian and long-lasting chews made of a very hard cheese (Churpi) at altitudes of more than 10,000 feet, in the lap of Himalayas. These chews are excellent and unique for dogs of all sizes and ages. These treats are not only delicious, but are high in protein and calcium. We supply these healthy chews in countries like USA, Canada, UK, Japan, Korea and others.

Our journey in the Churpi business started in 2016 from Ilham, a small eastern city of Nepal, with a single farmer. We have grown and expanded over the course of time. Today we have a vast consortium of milk farmers. With all the knowledge gained over the years, we help to educate these farmers to maintain high standards of the product that comply with international requirements. This model is not only sustainable to the entire value chain but also gives us confidence to supply our product in huge volumes with consistent quality.

Once Churpi arrives at our processing units, our product goes through a number of checkpoints, where we manually and mechanically test the products for quality. We have acquired certifications from international organizations such as the **FDA** and **Directorate of Animal Health for Sanitary Requirement**.



About Churpi

Churpi was first made in the Himalayan region to preserve milk, at altitudes of more than 10,000 feet, mainly in Nepal, Sikkim and Tibet. These snacks were prepared for human consumption by turning yak/cow milk into hard cheese. The milk is used in a traditional recipe and turned into a long lasting snack, packed with calcium and protein. In simpler terms, Churpi is a kind of hard cheese made entirely by hand with only natural ingredients which include yak/cow milk, lime and rock salt.

Process

Milk is sourced at high altitudes

Yaks and cows in the Himalayan region graze at altitudes of greater than 10,000 feet, munching on herbs and medicinal plants found abundantly in the region. They drink pure Himalayan water which adds medicinal value to the milk. Local farmers collect the fresh milk and it marks the first stage of producing Churpi chews.

The milk is boiled

Heating milk at 90-degree Celsius temperature kills microbes and harmful bacteria. Then, the fat is separated and removed from the milk through the Centrifugation Process. The remaining skimmed milk is used to prepare tasty Churpi treat for dogs.

Forming cheese

To make the fresh cheese, the separated milk is heated by adding a small quantity of lime juice and Himalayan salt. Through the coagulation process, semi-solid cheese is formed at the end of this stage.

Removing moisture

The coagulated cheese is then packed into rectangular blocks, in a jute cloth, and is compressed with high force to extract and remove excess water. This allows the chew to be hardened in the process.

Smoke drying to form Churpi

The dehydrated blocks are cut to produce long bars of hard Churpi and are smoke dried for 28 days. This step is a way of putting a natural preservative layer on the Chhurpi.

Sorting and Quality Test

Churpi chews are brought to our processing units for inspection from 30+ micro dairies. Only the chews that match international standards are selected for further processing and packaging, to deliver the final product all the way from the Himalayas for your dog to enjoy!!



Why Churpi for Dogs?

Chewing is a very essential aspect of your dog's mental and oral health. Among the various types of chews available on the market, Churpi is one of the healthiest and most fun options. Churpi chews is made using an ancient Himalayan recipe to create a product that is natural and long-lasting using only yak/cow milk, lime and salt.

Churpi contains a high percentage of protein, with a low level of carbohydrate, making it a very nutritious snack with proven dental benefits. It will also keep your dogs occupied for some time while saving your footwear and furniture from the instinctive gnawing!

Benefits of Churpi chews over other chews:

- **Natural Treat:** Prepared with yak/cow milk, churpi is a more natural option than rawhides and non-edible chews.
- **Edible Chew:** Most of the dog chews found in the market are made from plastics or nylons which are non-edible. Why provide non-edible chews for dogs when a nutritious and edible option is so readily available?
- **Packed with Nutrients:** Yak Milk chews are packed with health benefits and nutrition, as they contain protein, calcium, probiotics and vitamins; moreover these chews are gluten, grain, lactose and chemical free. Unlike other chews, Churpi chew is a great source of protein (approximately 53%) and contains less than 1% fat.
- **Better Digestion:** As edible rawhides, synthetic bones and chews contains artificial coloring and glue, they are hard to digest whereas yak milk chew is easily digested by slowly melting the cheese through extensive gnawing over a period of time. Milk in its raw form is difficult for dogs to digest due to lactose content but with our age-old Himalayan recipe, all of the lactose is drained out and once the milk is hardened into Churpi, it is easily digestible.
- **Dental Benefit:** Many dog owners believe that a non-edible hard chew is great for their dog's dental hygiene. But what most of them ignore is the fact that broken bones and sharp edges from these hard chews can often lead to cuts and painful sores. Hard Yak Chews involve hours of chewing and is perfect for your dog's teeth. It helps to reduce common dental problems like Plaque and Tartar.
- **No Hazards:** Small rawhides, plastic & nylon chews pose a choking hazard. However, our milk-based chew can be softened with enough moisture and rarely pose a threat of choking. Furthermore, the small pieces left at the end can be microwaved to turn them into crunchy popcorn.
- **No Chemicals:** Lots of dog chews like rawhides, bully sticks, synthetic bones are treated with harmful chemicals and artificial flavors and are made from plastics and polymeric materials. Churpi cheese involves no chemicals, preservatives or artificial agents at any stage of production.
- **No Bacteria Infestation:** Yak Milk dog chew is prepared after thorough heating at optimal temperatures because of which it has very less chance of bacterial infestation. Other chews involving animal parts pose a high threat of bacterial infection for your dog.

Why not opt for a natural, healthy, preservatives, chemical, gluten, lactose and hormone free dog chew that is durable and long-lasting?



Product Categories

Natural Chew Bars

Our chew bars are healthy and long-lasting, keeping your dog physically and mentally healthy at the same time. They are available in various sizes according to your dog's physique and gives you the benefit of a perfect value-saving deal.

Our long-lasting ready-to-eat dog chews are loaded with nutrition and health benefits:

Nutrition information:

- Crude Protein Min: 52.6%
- Crude Fiber Max: 0.00%
- Crude Fat Min: 0.9%
- Ash Food Max: 6.0%
- Moisture Max: 10.2%

Sizes



Small



Medium



Large



Extra-Large

Our product categories are not limited to the stated segment only. It can be customized according to other requirements. The size of Churpi bars and puffed chews can be altered as per the wholesaler's desired package size.



Puffed Crunches

Our puffed crunchy snacks are natural and healthy alternative treats for your dog. Unlike chew bars; the puffed snacks are crunchy and can be treated as popcorn for dogs. They have the same nutritional contents as Natural Chew Bars.



Puffed nuggets

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USP of our Churpi Products

- **100% Natural**
All the ingredients used are natural and not artificial cultured or grown
- **Flavored Chews**
We have innovated our taste by offering turmeric and chicken flavored chews
- **Natural Milk**
The milk used are extracted from grass fed yaks /cows from the Himalayan foothills
- **Completely Organic**
No antibiotic or added hormone is fed to the yaks and cows
- **Long Lasting**
The chews are durable and long lasting unlike other artificial chews
- **No Binding Agent**
No binding agents or glue are used during the manufacturing phase
- **No Preservatives**
There are no added preservatives, chemicals, artificial flavors or color
- **Cruelty Free**
None of the animal parts are used and neither are the animals harmed
- **Gluten and Grain Free**
Healthy and nutritious snack for dogs that does not contain gluten, grain or lactose
- **Hand-Crafted**
From milk collection to chhurpi package, the whole manufacturing process is purely made by hand

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Packaging & Shipment

Packaging is an important part of our supply. We offer white label packaging in the retailers brand along with designing support and material consultancy, and final packaging.

Every step is carefully and systematically conducted ensuring the quality and the condition of our products is good. We follow the standard procedure has set by our Quality inspection department. The process we follow for the bulk packaging are:

- Processed chews are wrapped in muslin cloth. Muslin cloth is used in order to maintain ventilation. Desiccant is also packed along the chews to control the moisture
- We use custom made corroborated boxes which are made as per our quality department's instructions. Major feature of the boxes are to allow air ventilation via punched holes
- The muslin cloth with particular shape and size of Chhurpi is placed in the boxes and then sealed

Frequently Asked Questions

What is the nutritional contents in Yak Chew?

Dogs require adequate nutrition to stay energetic through their daily routine of playing, growing, exercising and mothering. Without protein, dogs cannot live a healthy life and dietary protein contains 10 different amino acids. Our products contain 53% of protein with balanced amino acids, 0.7-0.9 % of fat, and 4-6 % of carbohydrates which contribute to the well-being of your dog.

What do I do with small leftover pieces of dog chew?

A small piece of leftover Churpi chew can be placed in a microwave for 40-60 seconds until it puffs up. These puffed pieces can then be given to your dog after they cool down after about 2 minutes.

What do I do if the chew is too hard for my dog?

If your dog finds it too hard to chew on, you can dip the bar in hot water for around 5-10 minutes. Dry out the chew and leave it for an hour before giving to your dog.

How do I store the chew once opened?

Make sure the chew is fully dry before storing. Store in a cool, dry and ventilated area away from heat sources. Avoid any contact with water or moisture for prolonged periods. Exposure to water might attract mold and make the chew lose its shape and stiffness.

What are the feeding recommendations for these dog chews?

Our dog chews are categorized as treats and must not be substituted for meals. We recommend giving 2-3 chews during a one-week period, and more if your dog is a voracious chewer. Always provide adequate fresh drinking water to compensate for the lack of moisture in the treat.

Is milk good for dogs?

Milk in its raw form is difficult for dogs to digest but once the milk is processed and hardened into Churpi, it is easily digestible. Yak milk is a rich source of zinc, antioxidants and Omega 3. Our chews have low lactose content; i.e. less than 1%, as most of it is removed during the manufacturing process. Milk in its plain form will be inadvisable if your dogs are lactose-intolerant.

How should we store bulk chews?

Keep the chews in a cool and dry place. Avoid direct sunlight and contact of water or moisture. Do not store bulk chews in refrigerator as it will cause the hard cheese to crack. Properly seal the chews and store it in dry & normal room temperature. Avoid plastic and uncoated metal containers.

Are salt and fat not bad for dogs?

Our chew contains less than 1% of fat as most of the fat and cream is extracted during the production phase. Salt is harmful for dogs only if it is consumed in large amounts. We only use a tiny pinch of salt with lime in order to coagulate the cheese and hence its content in the final product is negligible.

How many days does it take for an order to be dispatched?

It takes around 40 days for the first order and 30 days for subsequent orders subject to agreed payment terms.

Do you sell chews without label or in a private label?

Yes, we do sell chews in bulk as per requirement.

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