



THE BLITZ GUIDE TO PET ENRICHMENT

Simple ways to keep pets busy, curious and fulfilled



A simple beginner's guide from Blitz Snuffle Mats

Sniff • Search • Lick • Chew • Play • Explore

What is enrichment?

Enrichment means giving an animal safe opportunities to use natural behaviours, make choices and engage their brain and senses. For dogs, that might mean sniffing out food, licking, chewing, solving a puzzle, exploring new smells or playing. Other animals can enjoy species-appropriate enrichment too.



Enrichment doesn't have to be complicated.

A walk gives physical exercise, but enrichment adds something different: opportunities to think, investigate and work things out. Even a few minutes of a well-chosen activity can add variety to an animal's day.

Think of enrichment as adding purpose and choice to everyday activities. Instead of always serving food in a bowl, you might occasionally turn part of a meal into a sniffing or searching activity.

The main types of enrichment



Food & foraging: snuffle mats, treat searches, scatter feeding, food puzzles and stuffed enrichment toys encourage pets to work for food in a safe, enjoyable way.

Sensory: new smells, textures, sounds and environments can provide interesting sensory experiences. Keep new experiences gentle and let your pet choose whether to investigate.

Cognitive: simple training, puzzle toys, hide-and-seek and problem-solving activities get the brain working.

Physical & play: appropriate play, exploring, digging opportunities and movement can provide both physical and mental stimulation.

Social: positive time with people or suitable animal companions can also be enriching — but what counts as enjoyable depends on the individual animal.

Sniffing & foraging

A dog's nose is one of their most important ways of exploring the world. Sniff-based activities give dogs a chance to slow down, investigate and use their natural searching skills.



Try sprinkling a small amount of dry food or treats through a snuffle mat or snuffle ball and allow your dog to search at their own pace. Start easy, with food that is simple to find, before hiding pieces more deeply.

Make it harder gradually. Enrichment should be achievable and enjoyable — not frustrating. If your pet walks away, paws frantically, becomes agitated or starts destroying the item, make the activity easier or stop.

Always supervise the use of fabric enrichment products and remove them when the activity is finished. They are enrichment tools, not indestructible chew toys.

Licking, chewing & problem-solving



Licking: lick mats and suitable food puzzles can make a small portion of food last longer and turn feeding into an activity. Use pet-safe foods appropriate for your individual animal.

Chewing: chewing is a natural behaviour for dogs. Choose appropriately sized, suitable products and always supervise, particularly with edible chews or anything that could break into pieces.

Problem-solving: puzzle feeders and interactive toys encourage pets to work out how to reach food or rewards. Begin with simple puzzles so they learn how the activity works before increasing difficulty.

If introducing a new food, chew or enrichment product, consider your pet's age, size, health, allergies and dietary needs. Ask your vet if you're unsure what is suitable.

Easy enrichment ideas at home



You don't need expensive equipment to add enrichment to the day. Rotate activities so they stay interesting rather than offering everything at once.

- Scatter part of your dog's meal safely across the garden or a snuffle mat.
- Hide a few treats around one room and encourage them to search.
- Loosely roll treats inside a towel for a simple supervised search game.
- Put safe items in a cardboard box and scatter food among them — supervise closely and remove cardboard if your pet eats it.
- Let your dog enjoy a slower 'sniff walk' where they have time to investigate smells.
- Practise a few easy reward-based tricks or cues.
- Rotate favourite toys instead of leaving every toy available all the time.

Use part of your pet's normal daily food allowance where possible, especially if you use food enrichment regularly.

Getting enrichment right



Follow your pet, not a checklist. Every animal is different. One dog may love searching through fleece; another may prefer licking, chewing or chasing an interactive ball. Watch what your pet genuinely enjoys.

Start simple. Let them succeed quickly at first. Once they understand the activity, gradually increase the challenge.

Keep it safe. Supervise enrichment, regularly inspect products for wear or damage, remove broken items, use appropriately sized products and never force an animal to interact.

Keep it positive. Enrichment is about choice and enjoyment. It should complement suitable exercise, rest, training, social contact and veterinary care — not replace them.



Enrichment doesn't need to be complicated.

A little sniffing, searching, licking, chewing, playing or problem-solving can add variety and interest to your pet's day.



Blitz Snuffle Mats

Handmade snuffle products & pet enrichment

www.blitzsnufflemats.co.uk

Please always supervise pets while using enrichment products. Choose activities, foods and products appropriate to the individual animal. This guide provides general enrichment ideas and is not veterinary or behavioural advice.