



REAL Petfood



ALL Dogs & Cats



TASTY Petfood



Brand catalogue 2017



Contents

Why Aller Petfood?	3	REAL Dog food, Senior	25	TASTY Petfood	44
Company profile	4	REAL Kitten food	27	TASTY DOGS	45
Company history.....	5	REAL Cat Food, Indoor	29	TASTY CATS	47
Our petfood philosophy	8	REAL Cat Food, Outdoor.....	31	Get in touch.....	48
REAL Petfood	10	ALL Dogs and Cats.....	34		
REAL Puppy Food	17	ALL Puppies.....	35		
REAL Dog food, Maintenance	19	ALL Dogs	38		
REAL Dog food, Performance	21	ALL Cats	41		
REAL Dog food, Sensitive.....	23				



Why should I become an **Aller Petfood** distribution partner?

We take entering a partnership seriously. It is a mutual commitment of achieving the best possible positioning in your market.

Your local distribution and marketing skills combined with our many years of experience with pet food and pet food marketing create a strong team.

We do not believe that it is realistic to apply generic sales and marketing strategies and tools to all markets and with all our distribution partners. Therefore, we aim to reach the perfect combination by giving you access to our online brand tool box: "Distributor Service". You will find a range of marketing materials, knowledge and promotion idea and much more. You will have the freedom to adapt to the needs of your market.

Distributor service

Your online platform where you can log in to access:

- Commercial information
- Export documents
- Brand identity material such as logos, product photos etc.
- Marketing materials ready to be translated into your language and implemented in your market
- Promotion ideas
- Knowledge bank
- Etc.

This enables you to pick and mix the material that is most relevant to your market and swiftly adapt it to you language, so you can have it printed locally. At the same time we are able to ensure that the branding of the products remain strong and uniform in the various countries in all the Aller Petfood markets.

Rest assured that we did not develop the online platform because we do not want to communicate with our distribution partners anymore. On the contrary. We are always keen to discuss how we can develop the brand together to gain an ongoing positive market attention and position.



International experts in **high-quality pet food** for cats and dogs

We are proud that our partnerships go back a long way. We know that our focus on effective support, high earnings & large margins and an open and honest communication is the backbone of our partnerships. **As a partner, you benefit from our high quality, high flexibility and high service level.**

100% commitment

We are fully committed to our partners and we expect that our partners are fully committed to us. That is why we regard collaboration with our customers as a partnership rather than a customer-supplier relationship. **Our approach is highly appreciated by our partners some of whom we have worked with for more than 35 years.**

Setting the highest standards food safety

High quality is the combination of food safety and the best ingredients.

Our goals for quality assurance are:

- to produce pet food at levels comparable to those required for human consumption
- to produce pet food which we guarantee covers the pet's requirements

- **to deliver a consistently high-quality product which always meets the customer's expectation**
- to ensure complete traceability of raw materials as well as finished products.

Quality is also about dialogue

Quality is about facts, conducting tests, offering full traceability, living up to the highest standards – but it is also about dialogue. About being sincere and having integrity. Our word is our bond, and **we take pride in being a reliable and trustworthy partner in the pet food business.**

ISO 22000

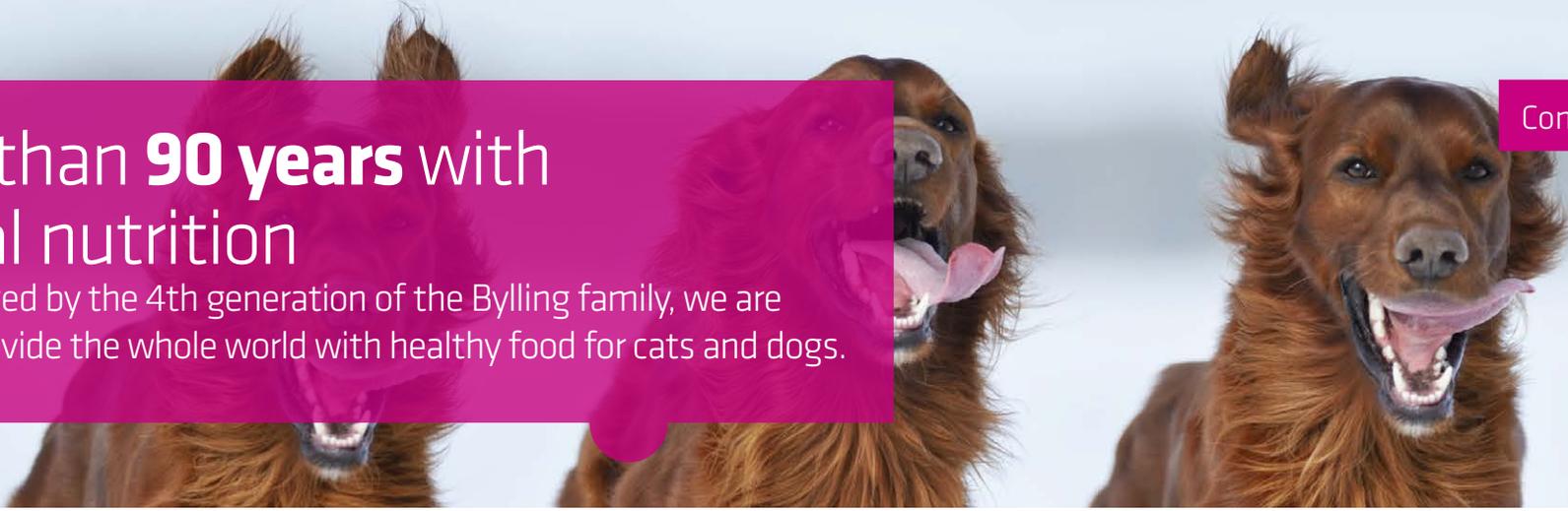
Food safety is paramount. We were the first manufacturer in the industry to effectively systematise the quality-assurance work to obtain ISO 22000 certification. ISO 22000 integrates the principles of the Hazard Analysis and Critical Control Point (HACCP) system and is more comprehensive than the ISO 9001 standard.

The ISO 22000 certification is your guarantee that the pet food products are manufactured, prepared, packaged, distributed and certified to the highest standards of food safety. A vital aspect of this is the ability to repeat, repeat, and repeat... To manufacture and deliver the same predefined product with full traceability each and every time.



More than **90 years** with animal nutrition

Now managed by the 4th generation of the Bylling family, we are proud to provide the whole world with healthy food for cats and dogs.



A history that dates back to the vikings

Aller Petfood is a Danish, family-owned company managed by the 4th generation of the Bylling family. The Byllings have been committed to developing and producing animal nutrition since 1921.



The image shows CEO, Henriette Bylling together with her father, Povl Bylling.



1921

The Aller company was established



50's

Agricultural food



60's

Aqua cultural food



70's

Pet food



2004

Russian dry food division in Tver.

Aller Petfood Denmark as separate company



2005

Wet food factory in St. Petersburg



Our history

The history of Aller Petfood begins at Aller Mølle, an ancient mill located in Aller, Denmark. The mill has a history that can be traced back to the days of the vikings.

Early history

Before 1769 Aller Mølle was **owned by the Danish king** who leased it to various millers. This was followed by a succession of owners until 1864. As a result of the Second Schleswig War, the border was relocated north of the parish of Aller. Now situated in German territory, Aller Mølle was cut off from many of its former customers.

In 1902 the current miller, **Ferdinand Tams, sold Aller Mølle to a company owned by Danish farmers.** It was a move that was not popular with the German authorities. The mill underwent modernisation and it was sold to new owners in 1910.

The Byllings at Aller Mølle

The first Bylling at Aller Mølle, miller Frederik Bylling, was employed in 1910 to take care of the mill and the mill farm.



The name “Aller Petfood”

The name “Aller Petfood” originates from the small village of Aller in the southern part of Jutland, Denmark.

The name is based on the old milling tradition of naming the mill after its location. The name reminds us how proud we are of our roots.

Ane Kristine Lind had been employed two years earlier as a bookkeeper and housekeeper. Frederik fell in love with Ane Kirstine, and they married in 1912.

In 1911 the mill underwent refurbishment to modern standards following a big fire. **The following year in 1912, Frederik Bylling rented Aller Mølle. He purchased it in 1921.**

Subsequent generations at Aller Mølle

Frederik's son, Hans Jørgen Bylling worked with various feed companies before returning to work alongside his father in 1938. **Hans Jørgen took over Aller Mølle in 1954 as the second generation of the family in charge of the mill.** A forward-looking man, Hans Jørgen developed the mill in accordance with the changing requirements of his customers. He was a pioneer in the production of pelletised pig feed when it was introduced to the market in the 1950s.

Hans Jørgen and his wife Misse lived and worked at the mill throughout their lives. They had four children; Povl, Birgitte, Kirsten and Hans Erik. **Povl and Hans Erik both became involved in the family business and the third generation of Byllings at Aller Mølle was a reality.**



Today – the fourth generation

Povl and his wife Dorothe had two children, Frederik and Henriette. They were brought up in the idyllic village of Aller. Today they are the **fourth generation of Aller Petfood**. Henriette as CEO and Frederik as operationally involved in the Danish division.

Divisions ensure focus

The Byllings have always embraced innovation and vision. In 1968 the business expanded to serve the fish-farming sector. In 1979 the family diversified into the pet food production.

In 2007, as a result of unprecedented growth, the Aller Mølle Group was divided into two divisions: Agriculture, fish farming and petfood. The fish-farming division was run by Hans Erik Bylling under the name “Aller Aqua Group”. Aller Petfood and Aller Mølle was run under “Aller Mølle Group”.

By 2009 the Aller Mølle Group had developed into two distinctive business units: The Petfood side (managed by Henriette Bylling) and the Aller Mølle (managed by Povl and Frederik Bylling).

Embracing the future with confidence

In 2009 it became evident that changes in the Danish agricultural market had resulted in a dramatic shift in demand for feed milling. As a result, the Byllings made the difficult decision to sell Aller Mølle and the feed milling activities. Focus was now solely on Aller Petfood.

Today, Aller Petfood Group is the market leader on private label pet food in Russia while the brands are undergoing expansive development.



Our petfood philophy

More than 90 years of experience with animal nutrition



Quality assurance

When you buy food for your pet, you want to get the **best value for money both in terms of nutrition and taste**. We understand and appreciate that. Here you can read more about how you can be reassured that we only add the best quality of meat to our products. We have also added some information about how we follow the declaration recommendations very strictly.

The pillar of our food declaration: Accurate and science-based information

We follow the trade association's recommendations for how we should declare our pet food. In addition, we want to contribute to accurate and science-based information to customers and pet owners about animal feed. We base our feed and choice of ingredients on several principles:

1. **There are differences in what nutritionally is best for dogs, cats and humans.** What we humans find less delicious is often a treat for your pet, and the most nutritious.

2. The production of our products is done in accordance with our ISO 22000 system. This ensures that our animal food is produced according to the same **quality standards used in the production of food for humans**.
3. We provide products of consistent high quality that meet customer expectations.
4. **We ensure full traceability** of raw materials as well as finished products, exactly in the same manner as human food companies do.

Your dog's meat preferences

What exactly is "meat" when we write it in the declarations on our pet food?

Besides pure muscle meat, which we humans mainly prefer, our pet food also contains liver, heart, etc. And there is a good reason for this. Intestines and organs simply contain more nutrients than muscle meat does. This is why in nature predators such as cats and dogs eat the contents of the abdominal cavity, including the liver, intestines and other organs first, followed by the rest of the carcass. They do this to ensure that they eat the best first.

Hands-on information about the quality of the meat in the Aller brands

Human food and animal feed follow different definitions and rules. Human and animal dietary requirements are different. Therefore, there are also two different sets of rules for human food and animal feed. Individually, both sets of rules ensure that the meat used is healthy and nutritious for humans and pets, respectively. In our declarations, the term "meat" means quite specifically, that the meat was derived from either

1. **Slaughtered animals, which also may be included in human food.**
2. **Slaughtered animals that are unfit for human consumption according to local food authorities'** regulations, but which do not have any signs of diseases communicable to humans or animals.
3. **Remnants of animals derived from the production of human food.** It is important to remember that all three types of meat are nutritious and healthy for animals and that the meat contains all the necessary proteins and nutrients that your dog or cat requires.



REAL PETFOOD

Treat your dog to a 5-star dinner. **Every day.**

We have put our vast experience and care into REAL Petfood. It is a range of 100% nutritionally balanced recipes to promote your dog's good health.

REAL Petfood: The gourmet pet food that promotes good health

REAL Petfood is gourmet and honest pet food for your dog or cat. We know how different pets are: Age, breeds, activity level, performance level just to mention a few. We have developed the REAL Petfood range to make sure that YOUR cat and dog gets just the food he needs to benefit his health and his quality of life in general.

The range is developed in Denmark and includes **selected ingredients with a high biological value.** Protein sources like egg, fish together with fat/oil from fish, chicken and plants provide the nutritional foundation for this gourmet range.

You can explore the REAL Petfood product range here: We warmly welcome you to our world of pet food. Please do not hesitate to contact us if you have any questions about our products.

It's all about what goes in...

You want to know that what you are feeding your dog is good for them. You do not want "fillers", artificial flavouring or colouring of any kind. That is why **REAL Petfood only contains ingredients that promote good health.** Every recipe is developed in close collaboration with veterinarians and leading breeders in order to suit dogs of all breeds and at every stage of their lives. To give you an insight into exactly what goes into REAL Petfood, we present detailed information on all of the ingredients below.

... and what is left out

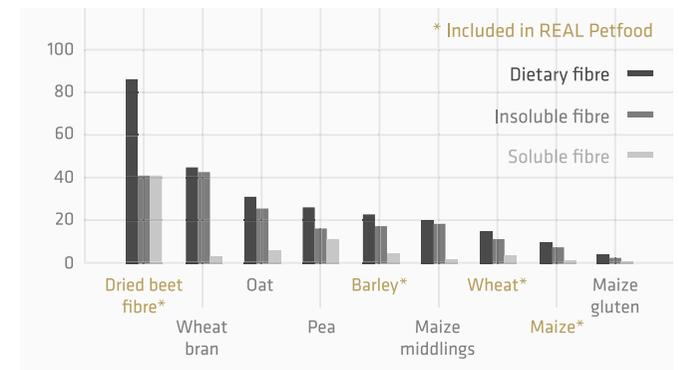
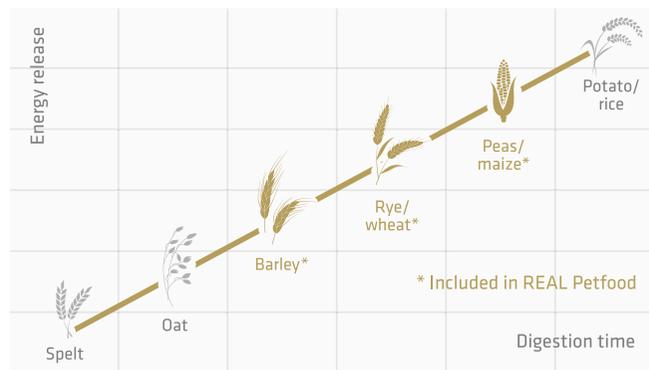
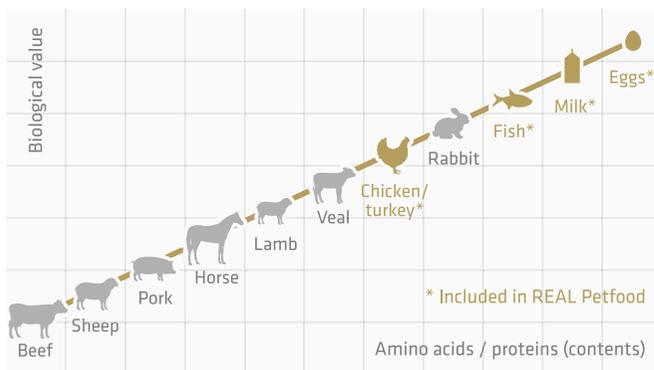
The carefully selected ingredients in REAL Petfood exclude:

- Genetically modified ingredients
- Artificial flavourings
- Artificial colours
- Soya (known to be one of the leading allergens)



The REAL Petfood ingredients

When you treat your dog with REAL Petfood you can be sure that your dog's or cat's food meets exactly the same high standards as the food you eat. Adult dogs, puppies, nursing bitches, senior dogs, active pets... With REAL Petfood you know that every tasty mouthful is doing them the world of good.



Protein contribution

The above graph provides you with an overview of the protein types we include on REAL Petfood. The scale shows that we only include ingredients that have a high biological value together with a high value of amino acids/proteins.

Carbohydrates

The easier the whole grain is digested, the quicker the dog produces energy from the food. But his hunger also return sooner because the intestines are emptied quicker. To maintain a consistent level of energy, a combination of various carbohydrate ratings is necessary. That is why REAL Petfood contains both whole wheat, whole barley and whole maize.

Dietary fibre

There are two types of fibres: Soluble and insoluble. They differ significantly in their ability to bind water in the digestive system. The intestines are kept healthy through regular movements, a stable bacteria flora and normal defecation. It is important that the food contains a balance of both soluble and insoluble fibres.

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Salmon & other rich fish

Salmon is an excellent source of protein. It contains an abundance of essential amino acids. They are thought to be effective against disease and cannot be produced by the dog naturally. The salmon also contains a high level of omega 3 and 6 fatty acids which has a positive influence on your dog's skin and coat.



Krill / shrimps

Krill is a small shrimp containing chitin, which has a positive effect on the pet's bones and joints. It is rich in easily-absorbed protein and fat and also contains omega 3. Omega 3 supports the health and several of your dog's organs such as heart, kidneys and liver.



Chicken

Our chicken comes from selected high-quality chicken meals from human-grade processing plants. The fresh chicken undergoes a special drying process treatment, which provides a more concentrated form of protein. Chicken is a great source of essential amino acids.

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Milk

Milk is an easily digested protein and it has a high concentration of calcium. The high concentration of in milk promotes healthy teeth and bones. Furthermore, it is a natural source of vitamin C.



Eggs

Eggs are a great way to ensure that dogs receive the highest quality and most easily digested natural protein available. An egg is a complete protein filled with biotin, sulphur and amino acids – all essential to cell growth. Egg protein helps build muscle strength and provides fatty acids such as Omega 6 for a healthy skin and coat. Eggs have a high content of vitamin A, B, E, K and biotin.



Lecithin

Lecithin is a natural source of phospholipids. Phospholipids are the main component of cell membranes and other membranes in the cell interior. They have a significant beneficial effect on the blood/fat balance. Phospholipids in lecithin allow the absorption of fatty acids in the intestines by transporting lipids around the body and the exchange of lipids between cells and their surroundings. Phospholipids are also an important contributing factor to how fat is burnt in the cells.

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Whole barley

Whole barley is a valuable ingredient as it takes longer to digest than other whole grains. Compared to a more quickly digestible whole grain, it makes the dog feel full for a longer period of time and releases more long-term energy. Whole barley is a good aid for weight maintenance as it eliminates chronic hunger. The glucans in the whole barley are also known to stimulate the immune system.



Whole wheat

Whole wheat is a stable source of carbohydrates with a medium digestion time. Wheat is sometimes linked to a high gluten content, which might cause allergies in some animals. Grains grown in sunny countries tend to have a higher gluten value than those grown in less sunny climates; e.g. Denmark. The whole wheat (as well as the whole barley) used in REAL Dog Food is sourced in Denmark to maintain a low gluten value eliminating the risk of allergies..



Whole maize

Maize is a highly digestible carbohydrate. It is a rich source of vitamin B1, vitamin B5, vitamin C and dietary fibres. You can feed your dog with food that does not include carbohydrates because he can generate glucose from protein and fat. But it does mean compromising his intestinal health. The cooked or extruded forms of soluble carbohydrates found in REAL Petfood are easily and rapidly digested. Please note that not all forms of starch are easily digested. Raw whole grains are less digestible. Also, some starchy carbohydrates, including raw potatoes and banana, are completely indigestible by pets.

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Vitamins & minerals

The majority of the vitamin/mineral content in Real Petfood comes from the natural content of the other ingredients, hence only a minimum of additional vitamins and minerals are added.



Beet fibre

Experts recommend beet fibre as one of the best sources of fibre for dogs. This fibre is insoluble and moderately fermentable: it adds bulk and moisture to stools while assisting colon health. It also promotes a feeling of fullness after a meal, reducing the risk of obesity. The volatile fatty acids in beet fibre are beneficial to intestinal bacteria. Oligofructose acts as a prebiotic and helps to maintain a healthy digestive system.



Vegetable oil

Due to its many beneficial properties, rapeseed oil has been chosen as the ideal oil for REAL Petfood. The mildly flavoured rapeseed is thought to be the healthiest and most easily digested of all oils and fats. It contains the lowest saturated fats (7%) of all commercially available oils and second highest monounsaturated (61%), and is believed to reduce 'bad' cholesterol. It has a high level of vitamin E. The high content of Omega 3 and linoleic acid content promotes a healthy skin and coat. The combination of salmon, krill, linseed and rapeseed oil ensures the perfect balance of Omega 3 and 6 (1:4).

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Linseed

Linseed is a naturally rich source of Omega 3 fatty acids and also contains high levels of lignans. Lignans are thought to benefit the heart.

Our linseed aids hair, skin and nails and the immune system, promotes a healthy digestive system and reduces the risk of constipation. It also prevents dry skin, eczema, dandruff, arthritis, allergies, inflammatory and autoimmune disorders.



Brewer's yeast

Brewer's yeast is one of the most nutritious of all yeasts because of its high level of vitamins and minerals. It especially has a high level of vitamin B which promotes a healthy nervous system.



REAL Puppy Food

Composition and analytical components

Real Dog food puppy

REAL Puppy Food contains **good and fresh ingredients:** Chicken (protein meal and fat), whole wheat, whole barley, whole maize, fish (protein meal and oil), linseed, beet fibre, milk (milk protein meal), eggs, rapeseed oil, yeast, lecithin, minerals (feed lime, salt and monocalcium phosphate), L-lysine and EU approved antioxidants and preservatives.

We understand that only the best is good enough for the new member of your family. That is why you can be sure that **every ingredient in REAL Puppy Food is chosen carefully based on its nutritional benefits for your puppy.**

Composition

Ingredients: Chicken (protein meal and fat), whole wheat, whole barley, whole maize, fish (protein meal and oil), linseed, beet fibre, milk (milk protein meal), eggs, rapeseed oil, yeast, lecithin, minerals (feed lime, salt and monocalcium phosphate), L-lysine and EU approved antioxidants and preservatives.

Additives: Vitamins, antioxidant (Tocopherol-extracts of natural origin), preservative (citric acid).

Energy ME/100 g: 1630 KJ/390 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	28 %	Muscles, growth and maintenance
Crude fat	16 %	Energy, fur and skin
Crude fibre	3 %	Intestines and digestion
Ash	8.5 %	Muscles, teeth and bones
Calcium	1.8 %	Teeth and bones
Phosphorus	1.2 %	Teeth, bones and energy
Potassium	0.6 %	Muscles and fluid balance
Sodium	0.4 %	Muscles and fluid balance
Magnesium	0.15 %	Nerves, teeth, bones and energy
Vitamin A	1500 IU	Eyesight, growth and skin
Vitamin D3	150 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	0.8 mg	
Vitamin B2	0.6 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	0.6 mg	
Vitamin B12	0.003 mg	Liver
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	1.5 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur

CONTENT PER 100g		NUTRITIONAL BENEFITS
Niacin	2 mg	Nerves
Choline chloride	120 mg	Liver
Vitamin C	5.5 mg	Cell protection
Iron	15 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	20 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.04 mg	Cell protection
Manganese	1 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	1.06 g	Fur
Omega-6	4.24 g	Fur



REAL Puppy Food

Composition and analytical components

Quality and claims

- Super premium puppy food
- Complete diet for all breeds with an energy level adapted to puppies and pregnant/lactating bitches
- Developed in collaboration with veterinarians and leading breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Consistent energy level throughout the day
- Pellet shape helps to reduce plaque and tartar
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a gentle digestion
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

4 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.

The product must be stored in a dry and cool place.

Bar code for REAL Puppy Food

4kg



5 706263 162015

COLLI AND PALLETING

	REAL Dog Puppy 4 kg
Pcs./ kg per colli:	96 pcs. / 384 kg
Pallet type:	Euro pallet 1/1
Folio:	Top
Double stacking possible:	Yes
- Optimized for 40" high cube containers	



REAL Dog food Maintenance

Composition and analytical components

Real Dog food Maintenance

REAL Dog Food, Maintenance contains **good and fresh ingredients**: Chicken (protein and fat), whole grain, whole maize, whole barley, fish (protein meal and oil), beet fibre, linseed, milk (milk protein meal), yeast, rape seed oil, eggs, lecithin, minerals (feed lime, salt, monocalcium phosphate), L-lysine and EU approved antioxidants and preservatives.

We understand that you consider your dog a companion for whom you want the very best. That is why you can be sure that every ingredient in REAL Dog Food, Maintenance is chosen carefully based on its nutritional benefits for your dog. Our standards are high and **our quality experts work closely together with nutritional experts to make sure that our product is the best product possible**. Every time.

Composition

Ingredients: Chicken (protein and fat), whole grain, whole maize, whole barley, fish (protein meal and oil), beet fibre, linseed, milk (milk protein meal), yeast, rape seed oil, eggs, lecithin, minerals (feed lime, salt, monocalcium phosphate), L-lysine and EU approved antioxidants and preservatives.

Additives: EU approved antioxidants and preservatives.

Energy ME/100 g: 1630 KJ/390 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	21 %	Muscles, growth and maintenance
Crude fat	15 %	Energy, fur and skin
Crude fibre	4 %	Intestines and digestion
Ash	6.5 %	Muscles, teeth and bones
Calcium	1.3 %	Teeth and bones
Phosphorus	0.8 %	Teeth, bones and energy
Potassium	0.55 %	Muscles and fluid balance
Sodium	0.3 %	Muscles and fluid balance
Magnesium	0.15 %	Nerves, teeth, bones and energy
Vitamin A	1500 IU	Eyesight, growth and skin
Vitamin D3	150 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	0.8 mg	
Vitamin B2	0.6 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	0.5 mg	
Vitamin B12	0.003 mg	Liver
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	1.5 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	2 mg	Nerves

CONTENT PER 100g		NUTRITIONAL BENEFITS
Choline chloride	120 mg	Liver
Vitamin C	5.5 mg	Cell protection
Iron	15 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	20 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.04 mg	Cell protection
Manganese	1 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	1.13 g	Fur
Omega-6	4.52 g	Fur



REAL Dog food Maintenance

Composition and analytical components

Quality and claims

- Super premium dog food
- Complete diet for adult dogs of allbreeds with an ordinary level of activity
- Developed in collaboration with veterinarians and leeding breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Consistent energy level throughout the day
- Pellet shape helps to reduce plaque and tartar
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a gentle digestion
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

4 kg and 10 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.

The product must be stored in a dry and cool place.

Bar codes for REAL Dog food, Maintenance

4kg



5 706263 162114

10kg



5 706263 162138

COLLI AND PALLETING

	REAL Dog Maintenance 4 kg	REAL Dog Maintenance 10 kg
Pcs. / kg per colli:	96 pcs. / 384 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double stacking possible:	Yes	Yes
- Optimized for 40" high cube containers		



REAL Dog food Performance

Composition and analytical components

Real Dog food Performance

REAL Dog Food, Performance contains good and fresh ingredients: Chicken (protein meal and fat), whole wheat, whole barley, whole maize, fish (protein meal and oil), linseed, beet fibre, egg, rape seed oil, milk (milk protein meal), yeast, lecithin, minerals (feed lime, salt), L-lysine and EU approved antioxidants and preservatives.

We understand that you want your dog to be at his absolute best when you e.g. are hunting, doing agility or engaging in other types of competitive activities. That is why you can be sure that every ingredient in REAL Dog Food, Performance is chosen carefully based on its nutritional benefits for your dog – with a stern focus on boosting the energy level.

Ingredients: Chicken (protein meal and fat), whole wheat, whole barley, whole maize, fish (protein meal and oil), linseed, beet fibre, egg, rape seed oil, milk (milk protein meal), yeast, lecithin, minerals (feed lime, salt), L-lysine and EU approved antioxidants and preservatives.

Energy ME/100 g: 1690 KJ/405 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	24 %	Muscles, growth and maintenance
Crude fat	18 %	Energy, fur and skin
Crude fibre	4 %	Intestines and digestion
Ash	7 %	Muscles, teeth and bones
Calcium	1.3 %	Teeth and bones
Phosphorus	0.8 %	Teeth, bones and energy
Potassium	0.55 %	Muscles and fluid balance
Sodium	0.3 %	Muscles and fluid balance
Magnesium	0.15 %	Nerves, teeth, bones and energy
Vitamin A	1500 IU	Eyesight, growth and skin
Vitamin D3	150 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	0.8 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	0.6 mg	
Vitamin B6	0.6 mg	
Vitamin B12	0.003 mg	
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	1.5 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	2 mg	Nerves

CONTENT PER 100g		NUTRITIONAL BENEFITS
Choline chloride	120 mg	Liver
Vitamin C	5.5 mg	Cell protection
Iron	15 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	20 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.04 mg	Cell protection
Manganese	1 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	1.34 g	Fur
Omega-6	5.36 g	Fur



REAL Dog food Performance

Composition and analytical components

Quality and claims

- Super premium dog food
- High performance dog food
- Complete diet for adult dogs of all breeds with a high activity level
- Extra energy for extraordinary activity level
- Developed in collaboration with veterinarians and leading breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Consistent energy level throughout the day
- Pellet shape helps to reduce plaque and tartar
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a gentle digestion
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

4 kg and 10 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.
The product must be stored in a dry and cool place.

Bar codes for REAL Dog food, performance

4kg



5 706263 162213

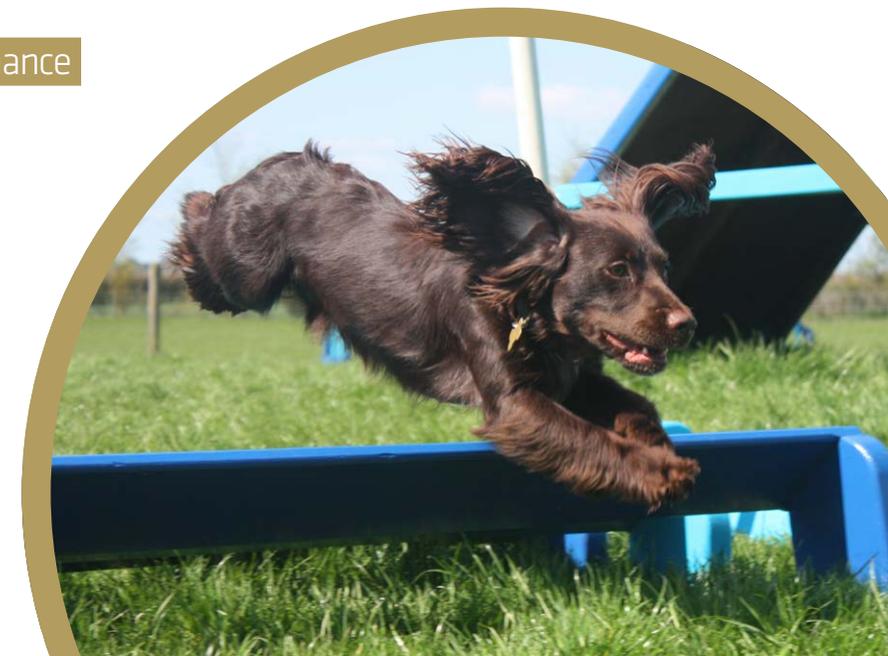
10kg



5 706263 162237

COLLI AND PALLETING

	REAL Dog Performance 4 kg	REAL Dog Performance 10 kg
Pcs. / kg per colli:	96 pcs. / 384 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double stacking possible:	Yes	Yes
- Optimized for 40" high cube containers		



REAL Dog food Sensitive

Composition and analytical components

Real Dog food Sensitive

REAL Dog Food, Sensitive does not contain **neither any whole grain products nor commonly used protein types**. It is exclusively made using meat protein from lamb and using peas and potatoes as carbohydrates. Additionally, all the vital vitamins and minerals are included. The ingredients are: Lamb (meat protein meal), peas, potato (starch), linseed, rape seed oil, fish (protein meal and oil), brewer's yeast, egg (protein/fat meal), chicory (dried), carrots (dried), lecithin, minerals (salt), DL-methionine, L-lysine and EU approved antioxidants and preservatives.

We understand that you want to ensure that your dog gets the best opportunities for a healthy and active life. That is why you can be sure that every ingredient in REAL Dog Food, Sensitive is chosen carefully based on its nutritional benefits for your sensitive dog. Our standards are extremely high and our quality experts work closely together with nutritional experts to make sure that our product is the best product possible.

Ingredients: Lamb (meat protein meal), peas, potato (starch), linseed, rape seed oil, fish (protein meal and oil), brewer's yeast, egg (protein/fat meal), chicory (dried), carrots (dried), lecithin, minerals (salt), DL-methionine, L-lysine and EU approved antioxidants and preservatives.

Energy ME/100 g: 1671 KJ/400 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Raw protein	25 %	Muscles, growth and maintenance
Raw fat	156 %	Energy, fur and skin
Crude fibre	4 %	Intestines and digestion
Ash	8.5 %	Muscles, teeth and bones
Calcium	1.7 %	Teeth and bones
Phosphorus	1.3 %	Teeth, bones and energy
Potassium	0.8 %	Muscles and fluid balance
Sodium	0.3 %	Muscles and fluid balance
Magnesium	0.15 %	Nerves, teeth, bones and energy
Vitamin A	1500 IU	Eyesight, growth and skin
Vitamin D3	150 IU	Bones, teeth and growth
Vitamin E	20 mg	Cell protection
Vitamin B1	0.8 mg	
Vitamin B2	0.6 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	5 mg	
Vitamin B12	0.003 mg	Liver
D-pantothenic acid	1.5 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	2 mg	Nerves
Choline chloride	120 mg	Liver

CONTENT PER 100g		NUTRITIONAL BENEFITS
Vitamin C	3.5 mg	Cell protection
Iron	15 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	15 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.015 mg	Cell protection
Manganese	1 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	0.8 g	Fur
Omega-6	2 g	Fur
Omega-6	5.36 g	Fur



REAL Dog food Sensitive

Composition and analytical components

Quality and claims

- Super premium dog food
- Complete food for diet-sensitive adult dogs of all breeds with an average activity level
- Developed in collaboration with veterinarians and leading breeders
- Helps to provide an overall good health
- Grain free
- Natural vitamins and minerals
- Consistent energy level throughout the day
- Pellet shape helps to reduce plaque and tartar
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a gentle digestion
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

4 kg and 10 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.
The product must be stored in a dry and cool place.

Bar codes for REAL Dog food, Sensitive

4kg



5 710535 624019

10kg



5 710535 624033

COLLI AND PALLETING

	REAL Dog Sensitive 4 kg	REAL Dog Sensitive 10 kg
Pcs. / kg per colli:	96 pcs. / 384 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double stacking possible:	Yes	Yes
- Optimized for 40" high cube containers		



REAL Dog food Senior

Composition and analytical components

Real Dog food Senior

REAL Dog Food, Senior contains good and fresh ingredients:

Whole barley, whole wheat, whole maize, fish (protein meal and oil), linseed, beet fibre, chicken (protein meal and fat), krill – crustaceans (protein meal), egg, milk (milk protein meal), yeast, lecithin, minerals (feed lime, salt, monocalcium phosphate), L-lysine, L-carnitine and EU approved antioxidants and preservatives.

We understand that you want your dog to enjoy his old age just as much as the rest of his life. That is why you can be sure that every ingredient in REAL Dog Food, Senior is chosen carefully based on its nutritional benefits for your ageing dog. Our standards are high and our quality experts work closely together with nutritional experts to make sure that our product is the best product possible.

Ingredients: Whole barley, whole wheat, whole maize, fish (protein meal and oil), linseed, beet fibre, chicken (protein meal and fat), krill – crustaceans (protein meal), egg, milk (milk protein meal), yeast, lecithin, minerals (feed lime, salt, monocalcium phosphate), L-lysine, L-carnitine and EU approved antioxidants and preservatives.

Energy ME/100 g: 1525 KJ/365 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	17 %	Muscles, growth and maintenance
Crude fat	10 %	Energy, fur and skin
Crude fibre	4 %	Intestines and digestion
Ash	6.5 %	Muscles, teeth and bones
Calcium	1 %	Teeth and bones
Phosphorus	0.7 %	Teeth, bones and energy
Potassium	0.55 %	Muscles and fluid balance
Sodium	0.35 %	Muscles and fluid balance
Magnesium	0.15 %	Nerves, teeth, bones and energy
Vitamin A	1500 IU	Eyesight, growth and skin
Vitamin D3	150 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	0.8 mg	
Vitamin B2	0.6 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	0.6 mg	
Vitamin B12	0.003 mg	Liver
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	1.5 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	2 mg	Nerves

CONTENT PER 100g		NUTRITIONAL BENEFITS
Choline chloride	120 mg	Liver
Vitamin C	5.5 mg	Cell protection
Iron	15 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	20 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.04 mg	Cell protection
Manganese	1 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	0.82 g	Fur
Omega-6	3.28 g	Fur



REAL Dog food Senior

Composition and analytical components

Quality and claims

- Super premium dog food
- Complete diet for senior dogs (7+ years) of all breeds with a moderate activity level
- Developed in collaboration with veterinarians and leading breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Consistent energy level throughout the day
- Pellet shape helps to reduce plaque and tartar
- Beneficial to preserve muscle tissue and muscle strength
- Beneficial to a healthy coat and skin
- Beneficial to a gentle digestion
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

4 kg and 10 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.

The product must be stored in a dry and cool place.

Bar codes for REAL Dog food, senior

4kg



10kg



COLLI AND PALLETING

	REAL Dog Senior 4 kg	REAL Dog Senior 10 kg
Pcs. / kg per colli:	96 pcs. / 384 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double stacking possible:	Yes	Yes
- Optimized for 40" high cube containers		



REAL Kitten food

Composition and analytical components

Real Kitten food

Gourmet kitten food, REAL Kitten food, contains good and fresh ingredients: Chicken (protein and fat), whole wheat, fish (protein and oil), eggs, rice, whole maize, beet fibre, krill – crustaceans, (protein meal), minerals (monocalcium phosphate, salt), yeast, ammonium chlorid, lecithin, taurine. EU approved antioxidants and preservatives.

When you get a kitten, he becomes the new member of the family and you want to give him the best start in life. Real Kitten Food can help you in ensuring the optimum nutrition. You can rest assured that every ingredient in REAL Kitten Food is chosen carefully based on its nutritional benefits for your kitten.

Ingredients: Chicken (protein and fat), whole wheat, fish (protein and oil), eggs, rice, whole maize, beet fibre, krill – crustaceans, (protein meal), minerals (monocalcium phosphate, salt), yeast, ammonium chlorid, lecithin, taurine. EU approved antioxidants and preservatives.

Energy ME/100 g: 1690 KJ/405 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	30 %	Muscles, growth and maintenance
Crude fat	18 %	Energy, fur and skin
Crude fibre	2.5 %	Intestines and digestion
Ash	7.5 %	Muscles, teeth and bones
Calcium	1.4 %	Teeth and bones
Phosphorus	1.1 %	Teeth, bones and energy
Potassium	0.6 %	Muscles and fluid balance
Sodium	0.3 %	Muscles and fluid balance
Magnesium	0.08 %	Nerves, teeth, bones and energy
Vitamin A	2000 IU	Eyesight, growth and skin
Vitamin D3	200 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	1.3 mg	
Vitamin B2	1.75 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	0.5 mg	
Vitamin B12	4.4 mcg	Liver
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	4 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	4 mg	Nerves

CONTENT PER 100g		NUTRITIONAL BENEFITS
Choline chloride	240 mg	Liver
Vitamin C	5.25 mg	Cell protection
Iron	20 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	12 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.02 mg	Cell protection
Cobalt	0.1 mg	Enzyme process
Taurine	100 mg	Eyesight and heart function
Omega-3	1.22 g	Fur
Omega-6	4.88 g	Fur



REAL Kitten food

Composition and analytical components

Quality and claims

- Super premium Kitten food
- Complete diet with an energy level adapted to kittens and pregnant and lactating cats of all breeds
- Developed in collaboration with veterinarians and leading breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Beneficial to eyesight maintenance
- Pellet shape helps to reduce plaque and tartar
- Provides a good sense of satiety
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a healthy digestive system
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

4 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.
The product must be stored in a dry and cool place.

Bar code for REAL Kitten food

4kg



COLLI AND PALLETING

	REAL Cat Kitten 4 kg
Pcs./ kg per colli:	96 pcs. / 384 kg
Pallet type:	Euro pallet 1/1
Folio:	Top
Double stacking possible:	Yes
- Optimized for 40" high cube containers	



REAL Cat Food, Indoor

Composition and analytical components

REAL Cat Food, Indoor

REAL Cat Indoor contains good and fresh ingredients: Chicken (protein meal and fat), whole wheat, fish (protein and oil), egg, rice, whole maize, beet fibre, krill – crustaceans (protein meal), minerals (monocalcium phosphate, salt), yeast, ammonium chlorid, lecithin, taurine and EU approved antioxidants and preservatives.

You can be sure that every ingredient in REAL Cat Indoor is chosen carefully based on its nutritional benefits for your cat. We work to extremely high standards. Moreover, our quality experts work closely together with nutritional experts to make sure that our product is the best product possible. Every time.

Ingredients: Chicken (protein meal and fat), whole wheat, fish (protein and oil), egg, rice, whole maize, beet fibre, krill – crustaceans (protein meal), minerals (monocalcium phosphate, salt), yeast, ammonium chlorid, lecithin, taurine and EU approved antioxidants and preservatives.

Energy ME/100 g: 1690 KJ/405 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	30 %	Muscles, growth and maintenance
Crude fat	18 %	Energy, fur and skin
Crude fibre	2.5 %	Intestines and digestion
Ash	7.5 %	Muscles, teeth and bones
Calcium	1.4 %	Teeth and bones
Phosphorus	1.1 %	Teeth, bones and energy
Potassium	0.6 %	Muscles and fluid balance
Sodium	0.3 %	Muscles and fluid balance
Magnesium	0.08 %	Nerves, teeth, bones and energy
Vitamin A	2000 IU	Eyesight, growth and skin
Vitamin D3	200 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	1.3 mg	
Vitamin B2	1.75 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	0.5 mg	
Vitamin B12	4.4 mcg	Liver
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	4 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	4 mg	Nerves

CONTENT PER 100g		NUTRITIONAL BENEFITS
Choline chloride	240 mg	Liver
Vitamin C	5.25 mg	Cell protection
Iron	20 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	12 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.02 mg	Cell protection
Cobalt	0.1 mg	Enzyme process
Taurine	100 mg	Eyesight and heart function
Omega-3	1.22 g	Fur
Omega-6	4.88 g	Fur



REAL Cat Food, Indoor

Composition and analytical components

Quality and claims

- Super premium cat food
- Complete diet for all breeds with an energy level adapted to cats that live indoors
- Developed in collaboration with veterinarians and leading breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Beneficial to eyesight maintenance
- Pellet shape helps to reduce plaque and tartar
- Provides a good sense of satiety
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a healthy digestive system
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

2 kg, 4 kg and 10 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.

The product must be stored in a dry and cool place.

Bar codes for Cat Food, Indoor

2kg (Chicken)



5 710535 721114

4kg



5 706263 172113

10kg



5 706263 172137

COLLI AND PALLETING

	REAL Cat Indoor 2 kg	REAL Cat Indoor 4 kg	REAL Cat Indoor 10 kg
Pcs. / kg per colli:	144 pcs. / 288 kg	96 pcs. / 384 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top	Top
Double stacking possible:	Yes	Yes	Yes
- Optimized for 40" high cube containers			



REAL Cat food, Outdoor

Composition and analytical components

Cat food, Outdoor

REAL Cat Food, Outdoor only contains healthy and fresh ingredients:

Chicken (protein and fat), fish (protein and oil), rice, whole barley, whole wheat, whole maize, eggs, beet fibre, krill – crustaceans (protein meal), linseed, minerals (monocalcium phosphate, salt), yeast, ammonium chlorid, lecithin, taurine. EU approved antioxidants and preservatives.

We understand your cat is a companion for whom you want the very best. With REAL Cat Food, Outdoor you can be sure that every ingredient is chosen carefully based on its nutritional benefits for your cat.

Ingredients: Chicken (protein and fat), fish (protein and oil), rice, whole barley, whole wheat, whole maize, eggs, beet fibre, krill – crustaceans (protein meal), linseed, minerals (monocalcium phosphate, salt), yeast, ammonium chlorid, lecithin, taurine. EU approved antioxidants and preservatives.

Energy ME/100 g: 1810 KJ/430 kcal

CONTENT PER 100g		NUTRITIONAL BENEFITS
Crude protein	32 %	Muscles, growth and maintenance
Crude fat	24 %	Energy, fur and skin
Crude fibre	2 %	Intestines and digestion
Ash	8.5 %	Muscles, teeth and bones
Calcium	1.8 %	Teeth and bones
Phosphorus	1.3 %	Teeth, bones and energy
Potassium	0.6 %	Muscles and fluid balance
Sodium	0.3 %	Muscles and fluid balance
Magnesium	0.08 %	Nerves, teeth, bones and energy
Vitamin A	2000 IU	Eyesight, growth and skin
Vitamin D3	200 IU	Bones, teeth and growth
Vitamin E	25 mg	Cell protection
Vitamin B1	1.3 mg	
Vitamin B2	1.75 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	0.5 mg	
Vitamin B12	4.4 mcg	Liver
Vitamin B3	4 mg	Combustion of proteins and carbohydrates
D-pantothenic acid	4 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	4 mg	Nerves

CONTENT PER 100g		NUTRITIONAL BENEFITS
Choline chloride	240 mg	Liver
Vitamin C	5.25 mg	Cell protection
Iron	20 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	12 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.02 mg	Cell protection
Cobalt	0.1 mg	Enzyme process
Taurine	100 mg	Eyesight and heart function
Omega-3	1.32 g	Fur
Omega-6	5.28 g	Fur



REAL Cat food, Outdoor

Composition and analytical components

Quality and claims

- Super premium cat food
- Complete diet for all breeds with an energy level adapted to active cats that go outdoors
- Developed in collaboration with veterinarians and leeding breeders
- Helps to provide an overall good health
- Natural vitamins and minerals
- Beneficial to eyesight maintenance
- Pellet shape helps to reduce plaque and tartar
- Provides a good sense of satiety
- Beneficial to growth and maintenance of muscles
- Beneficial to a healthy coat and skin
- Beneficial to a healthy digestive system
- Beneficial to a healthy heart, intestines and immune system
- Beneficial to the prevention of allergies
- Beneficial to a good blood fat balance

Pellets

Size 1:1



Bag size

2 kg, 4 kg and 10 kg

Packaging

The bag is a high quality metalized SOS (block bottom) bag, resealable with zipper. The bag can stand or lie down. Logo is printed on all sides of the bag for easy recognition.

Shelf life and storage

18 months from date of production.

The product must be stored in a dry and cool place.

Bar codes for Cat Food, Outdoor

2kg (Chicken)



5 710535 722111

4kg



5 706263 172212

10kg



5 706263 172236

COLLI AND PALLETING

	REAL Cat Outdoor 2 kg	REAL Cat Outdoor 4 kg	REAL Cat Outdoor 10 kg
Pcs. / kg per colli:	144 pcs. / 288 kg	96 pcs. / 384 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top	Top
Double stacking possible:	Yes	Yes	Yes
- Optimized for 40" high cube containers			





ALL Dogs & Cats

Value for money with no quality compromises

ALL DOGS & CATS is a complete diet for dog, cat and puppy breeds. Of all sizes, ages and activity levels. It tastes good and appeals to the pet's desire to eat.

A complete diet for cats and dogs

The **ALL DOGS & CATS** range offers a complete diet for cats, dogs and puppies. The food includes all the necessary minerals and vitamins to cover the daily needs of your pet. The range is simple and easy to choose from which appeals to the short decision-making process.

Quality is of immense importance to us, which is why our factories are ISO 22000 certified. Furthermore, our pet food is produced using only non-GMO raw materials and contains no unnecessary or artificial additives.

ALL DOGS & CATS is developed in Denmark and manufactured in accordance with European legislation.



ALL DOGS

Danish high-quality food for all dog breeds. Crispy pellets with good taste – contains Omega 3 and 6 and essential vitamins and minerals.

[More about ALL DOGS](#)

aller-petfood.com/brands/all/all-dogs



ALL PUPPIES

Danish high-quality pet food for all puppy breeds. The right combination of protein, fat, vitamins and minerals which provides balanced nutrition.

[More about ALL PUPPIES](#)

aller-petfood.com/brands/all/all-puppies/



ALL CATS

Danish high-quality food for all cat breeds. Contains taurine which helps to strengthen your cat's immune system.

[More about ALL CATS](#)

aller-petfood.com/brands/all/all-cats/

From playful puppy to **healthy dog**

Give your puppy the best start in life with ALL PUPPIES.

Ingredients

ALL PUPPIES contains high quality ingredients such as cereals, vegetables, meat, oil, fat, fish, vitamins and minerals. These ingredients are all of benefit to your dog's health. ALL DOGS pet food is produced from non-GMO raw materials and contains no unnecessary or artificial additives. Below is an overview of the crucial functions some of the ingredients contribute to the food.



OMEGA 3 & 6

ALL PUPPIES contains Omega 3 and 6. Omega 3 and 6 fatty acids helps to ensure a healthy and shiny coat.



DENTAL CARE

ALL PUPPIES provides dental care. The crispness and angular shape of the pellets helps to ensure a good oral hygiene.



VITAMINS & MINERALS

The ALL series contains essential vitamins and minerals. Vitamins and minerals are essential to a balanced nutrition for your pet.



ALL PUPPIES

ALL PUPPIES contains good and fresh ingredients such as cereals, vegetables, meat, oil, fat, fish, vitamins and minerals.



Content per kg.		Nutritional benefits
Crude protein	28%	Muscles, growth and maintenance
Crude fat	14%	Energy, fur and skin
Crude fibre	3%	Intestines and digestion
Crude ash	8.5%	Muscles, teeth and bones
Calcium	18 g	Teeth and bones
Phosphorus (P)	12 g	Teeth, bones and energy
Magnesium	1.25 g	Nervous, teeth, bones and energy
Sodium	4 g	Muscles and fluid balance
Omega-3	4.5 g	Fur
Omega-6	36 g	Fur
Iron	150 mg	Skin, fur and muscles
Cobber	10 mg	Teeth and bones
Manganese	10 mg	The nervous system, teeth, bones and energy
Zink	200 mg	Healing of scarbs
Cobalt	1 mg	Encyme process
Iodine	2 mg	Energy
Selenium	0.2 mg	Cell protection
Vitamin A	15,000 IU	Eyesight, growth and skin
Vitamin D3	1,500 IU	Bones, teeth and growth
Vitamin E	100 mg	Cell protection

Content per kg.		Nutritional benefits
Vitamin B1	8 mg	
Vitamin B2	6 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	5 mg	
Vitamin B12	0.03 mg	Liver
D-pantothenic acid	15 mg	Combustion of proteins and carbohydrates
Niacin	20 mg	The nervous system
Biotin	0.6 mg	Skin and fur
Choline chloride	750 mg	Liver

Composition

Ingredients: Cereals, meat and animal by-products, oil and animal fat, vegetable by-products, fish and fish by-product (source of Omega-3 and Omega-6 fatty acids), minerals.

Additives: Vitamins, EU approved antioxidants and preservatives, citric acid.



ALL PUPPIES

The ALL Petfood series offers a complete diet for cats and dogs. The food includes all the necessary minerals and vitamins to cover the daily needs of the pet.

ALL Puppies | 37

Quality and claims

- Standard puppy food
- Complete diet for all breeds
- Balanced nutrition for a stable growth
- Omega-3 and Omega-6: help to ensure a healthy and shiny coat
- Full of essential vitamins and minerals

Bag sizes

400 g, 3 kg

Packaging

The bag is a high quality glossy bag, non-resealable. Logo is printed on all sides for easy recognition.

Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place

Pellets

Size 1:1



Bar codes for ALL Puppies

400g

3 kg



5 710535 680510



5 710535 680527

COLLI AND PALLETING

	ALL PUPPIES 400 g	ALL PUPPIES 3 kg
Pcs./ kg per colli:	576 pcs. (in boxes of 12 pcs.) / 230 kg	96 pcs. / 288 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double stacking possible:*	Yes	Yes



Danish high-quality dog food **for all breeds**

Crispy pellets with good taste and containing Omega 3 and 6. Choosing ALL DOGS for your dog means that you can be sure that all the nutritional needs of your dog are covered.



Ingredients

ALL DOGS contains high quality ingredients such as cereals, vegetables, meat, oil, fat, fish, vitamins and minerals. These ingredients are all of benefit to your dog's health. ALL DOGS pet food is produced from non-GMO raw materials and contains no unnecessary or artificial additives. Below is an overview of the crucial functions some of the ingredients contribute to the food.



OMEGA 3 & 6

ALL DOGS contains Omega 3 and 6. Omega 3 and 6 fatty acids helps to ensure a healthy and shiny coat.



DENTAL CARE

ALL DOGS provides dental care. The crispness and angular shape of the pellets helps to ensure a good oral hygiene.



VITAMINS & MINERALS

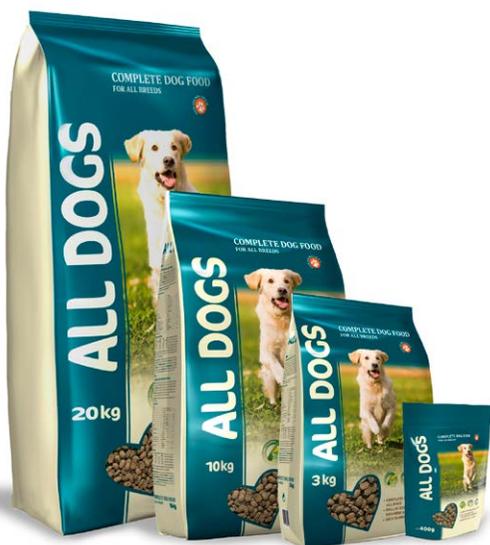
ALL DOGS contains essential vitamins and minerals. Vitamins and minerals are essential



ALL DOGS

Composition and analytical components

ALL DOGS contains good and fresh ingredients such as cereals, vegetables, meat, oil, fat, fish, vitamins and minerals.



Composition

Ingredients: Cereals, vegetable by-products, meat and animal by-products, oil and animal fat, fish and fish by-product and minerals.

Additives: Vitamins, EU approved antioxidants and preservatives.

Energy ME/100 g: 1,365 KJ/326 kcal

Content per kg.		Nutritional benefits
Crude protein	22%	Muscles, growth and maintenance
Crude fat	10%	Energy, fur and skin
Crude fibre	4%	Intestines and digestion
Crude ash	8.5%	Muscles, teeth and bones
Calcium	18 g	Teeth and bones
Phosphorus (P)	12 g	Teeth, bones and energy
Magnesium	1.25 g	Nervous, teeth, bones and energy
Sodium	4 g	Muscles and fluid balance
Omega 3	4.5 g	Fur
Omega 6	36 g	Fur
Iron	150 mg	Skin, fur and muscles
Cobber	10 mg	Teeth and bones
Manganese	10 mg	The nervous system, teeth, bones and energy
Zink	200 mg	Healing of scarbs
Cobalt	1 mg	Encyme process
Iodine	2 mg	Energy
Selenium	0.2 mg	Cell protection
Vitamin A	15,000 IU	Eyesight, growth and skin
Vitamin D3	1,500 IU	Bones, teeth and growth
Vitamin E	100 mg	Cell protection

Content per kg.		Nutritional benefits
Vitamin B1	8 mg	
Vitamin B2	6 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	5 mg	
Vitamin B12	0.03 mg	Liver
D-pantothenic acid	15 mg	Combustion of proteins and carbohydrates
Niacin	20 mg	The nervous system
Biotin	0.6 mg	Skin
Choline chloride	70 mg	Liver



ALL DOGS

ALL Dogs | 40

The ALL Petfood series offers a complete diet for cats and dogs. The food includes all the necessary minerals and vitamins to cover the daily needs of the pet.



Quality and claims

- Standard quality dog food
- Complete diet for adult dogs of all breeds, sizes and levels of activity
- Omega-3 and Omega-6: Help to ensure a healthy and shiny coat
- Full of essential vitamins and minerals
- Dental care: Helps to ensure a good oral hygiene

Bag sizes

400 g, 3 kg, 10 kg, 20 kg

Packaging

The bag is a high quality glossy bag, non-resealable. Logo is printed on all sides for easy recognition.

Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place

Pellets

Size 1:1



Bar codes for ALL DOGS

400g



5 710535 680015

3kg



5 710535 680114

10kg



5 710535 680138

20kg



5 710535 680169

COLLI AND PALLETING

	ALL DOGS 400 g	ALL DOGS 3 kg	ALL DOGS 10 kg	ALL DOGS 20 kg
Pcs. / kg per colli:	576 pcs. (in boxes of 12 pcs.) / 230 kg	96 pcs. / 288 kg	36 pcs. / 360 kg	21 pcs. / 315 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top	Top	Top
Double stacking possible:*	Yes	Yes	Yes	Yes



Everything your cat needs to stay happy

ALL CATS is Danish high-quality cat food for all breeds. All your cat's nutritional needs are covered – and we guarantee that your cat will love the taste!

Ingredients

ALL CATS contains high quality ingredients such as cereals, meat, oil, fat, vegetables, fish, vitamins and minerals. These ingredients are all of benefit to your cat's health.

ALL CATS pet food is produced from non-GMO raw materials and contains no unnecessary or artificial additives. Below you will find an overview of the crucial functions some of the ingredients contributes to the food.



OMEGA 3 & 6

ALL Cats contains Omega 3 and 6. Omega 3 and 6 fatty acids helps to ensure a healthy and shiny coat.



DENTAL CARE

ALL CATS provides dental care. The crispness and angular shape of the pellets helps to ensure a good oral hygiene.



VITAMINS & MINERALS

ALL CATS contains taurine, that helps preventing retinal degeneration and strengthening the cat's immune system.



AllerPetfood



ALL CATS

Composition and analytical components

ALL CATS contains good and fresh ingredients such as cereals, vegetables, meat, oil, fat, fish, vitamins and minerals.



Content per kg.		Nutritional benefits
Crude protein	30%	Muscles, growth and maintenance
Crude fat	9%	Energy, fur and skin
Crude fibre	3%	Intestines and digestion
Crude ash	7%	Muscles, teeth and bones
Calcium	13 g	Teeth and bones
Phosphorus (P)	10 g	Teeth, bones and energy
Magnesium	1 g	Nervous, teeth, bones and energy
Sodium	3.5 g	Muscles and fluid balance
Taurine	0.1%	Eyesight and heart function
Omega-3	3 g	Fur
Omega-6	30 g	Fur
Iron	200 mg	Skin, fur and muscles
Copper	10 mg	Teeth and bones
Manganese	5 mg	The nervous system, teeth, bones and energy
Zinc	120 mg	Healing of scars
Cobalt	1 mg	Enzyme process
Iodine	2 mg	Energy
Selenium	0.2 mg	Cell protection
Vitamin A	20,000 IU	Eyesight, growth and skin
Vitamin D3	2,000 IU	Bones, teeth and growth
Vitamin E	100 mg	Cell protection

Content per kg.		Nutritional benefits
Vitamin B1	13 mg	
Vitamin B2	17 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B6	5 mg	
Vitamin B12	0.04 mg	Liver
D-pantothenic acid	40 mg	Combustion of proteins and carbohydrates
Niacin	40 mg	The nervous system
Biotin	0.6 mg	Skin and fur
Choline chloride	1,000 mg	Liver

Composition

Ingredients: Cereals, meat and animal by-product of vegetable origin, oils and fats, fish and fish by-product (source of Omega-3 and Omega-6 fatty acids), minerals.

Additives: Vitamins, EU approved antioxidants and preservatives.



ALL CATS

The ALL Petfood series offers a complete diet for cats and dogs. The food includes all the necessary minerals and vitamins to cover the daily needs of the pet.

Quality and claims

- Standard quality cat food
- Complete diet for all breeds
- Omega-3 and Omega-6: helps to ensure a healthy and shiny coat
- Taurine: for eyesight maintenance
- Dental care: helps to ensure a good oral hygiene
- Vitamins and Minerals: The need of your cat is fully covered
- Dental care: Helps to ensure a good oral hygiene

Bag sizes

400 g, 3 kg, 15 kg

Packaging

The bag is a high quality glossy bag, non-resealable. Logo is printed on all sides for easy recognition.

Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place

Pellets

Size 1:1



Bar codes for ALL CATS

400g



5 710535 780111

3kg



5 710535 780012

15kg



5 710535 780050

COLLI AND PALLETING

	ALL DOGS 400 g	ALL DOGS 3 kg	ALL DOGS 15 kg
Pcs./ kg per colli:	576 pcs. (in boxes of 12 pcs.) / 230 kg	96 pcs. / 288 kg	24 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top	Top
Double stacking possible:*	Yes	Yes	Yes



TASTY Petfood

Value for money + a healthy diet = **TASTY!**

TASTY Petfood is Danish quality and a complete diet carefully developed for cats and dogs of all breeds, sizes, ages and activity levels. At a fair price.

Danish quality pet food that gives you value for money

TASTY Petfood is a complete diet carefully developed and priced at a level to fit the budget of all animal lovers who want to give their pet a healthy, happy and long life. TASTY Petfood gives you the opportunity to provide your pet with a healthy diet at a low cost.

The range is based on the latest pet nutrition research as well as the international standards pertaining to the content of nutrients (FEDIAF – The European governing body for pet food).

If you serve your pet a nutritious meal of e.g. tasty chicken and he will love it. Simply because it tastes good. Our customers prefer TASTY because it is price and a complete food satisfying the basic minerals and vitamin needs of your pet.



TASTY Dog Food - Lamb

TASTY Dog Food is dry pet food carefully developed and priced to fit all dog owners who want to give their pet the best nutrition possible.

[More about TASTY Dog Food](#)

aller-petfood.com/brands/tasty/tasty-dog/

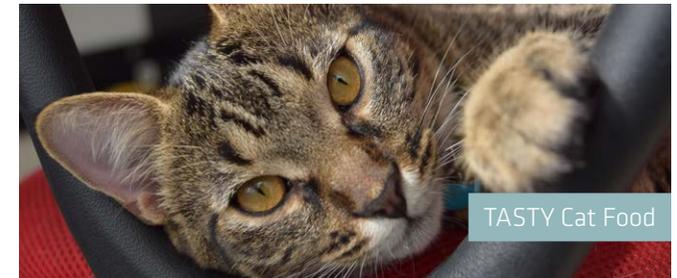


TASTY Dog Food - Chicken

TASTY Dog Food is dry pet food carefully developed and priced to fit all dog owners who want to give their pet the best nutrition possible.

[More about TASTY Dog Food](#)

aller-petfood.com/brands/tasty/tasty-dog/



TASTY Cat Food

Danish high-quality food for all cat breeds. Contains taurine which helps to strengthen your cat's immune system.

[More about TASTY Cat Food](#)

aller-petfood.com/brands/tasty/tasty-cat/

TASTY DOGS - LAMB

The dog likes TASTY because of its taste. The pet owner prefers TASTY because it's First Price positioning, and a complete food satisfying the basic needs.



Composition

Ingredients

Cereals, meat and animal by-product (min. 4% lamb), oils and fats, yeasts, minerals.

Energy

14,671 kJ/kg / 3,507 kcal

Content per kg.		Nutritional benefits
Crude protein	22 %	Muscles, growth and maintenance
Crude fat	9 %	Energy, fur and skin
Crude fibre	3 %	Intestines and digestion
Crude ash	8 %	Muscles, teeth and bones

Quality

First Price/economy. Complete diet for all breeds.

Bag sizes

15 kg

Packaging

The bag is a high quality glossy bag, non-resealable. Logo is printed on all sides for easy recognition.

Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place.

Bar code for TASTY Dog Lamb

15 kg - Lamb



COLLI AND PALLETING

TASTY DOG - Lamb 15 kg	
Pcs./kg per colli:	24 pcs. / 360 kg
Pallet type:	Euro pallet 1/1
Folio:	Top
Double stacking possible:	Yes
- Optimized for 40" high cube containers	



TASTY DOGS - CHICKEN

The dog likes TASTY because of its taste. The pet owner prefers TASTY because it's First Price positioning, and a complete food satisfying the basic needs.



Composition

Ingredients

Cereals, meat and animal by-product (min. 4% chicken), oils and fats, yeasts, minerals.

Energy

14,671 kJ/kg / 3,507 kcal

Content per kg.		Nutritional benefits
Crude protein	22 %	Muscles, growth and maintenance
Crude fat	9 %	Energy, fur and skin
Crude fibre	3 %	Intestines and digestion
Crude ash	8 %	Muscles, teeth and bones

Quality

First Price/economy. Complete diet for all breeds.

Bag sizes

15 kg

Packaging

The bag is a high quality glossy bag, non-resealable. Logo is printed on all sides for easy recognition.

Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place.

Bar code for TASTY Dog Chicken

15 kg - Chicken



5 710535 601553

COLLI AND PALLETING

TASTY DOG - Chicken 15 kg

Pcs./kg per colli: 24 pcs. / 360 kg

Pallet type: Euro pallet 1/1

Folio: Top

Double stacking possible: Yes
- Optimized for 40" high cube containers



TASTY CATS

TASTY CATS | 47

The cat likes TASTY because of its taste. The pet owner prefers TASTY because it's First Price positioning, and a complete food satisfying the basic needs.



Composition

Ingredients

Cereals, meat and animal by-product (min. 4% chicken), oils and fats, yeasts, minerals and taurine.

Energy

15,306 kJ/kg / 3,658 kcal

Content per kg.		Nutritional benefits
Crude protein	28 %	Muscles, growth and maintenance
Crude fat	10 %	Energy, fur and skin
Crude fibre	2 %	Intestines and digestion
Crude ash	7 %	Muscles, teeth and bones

Quality

First Price/economy. Complete diet for all breeds.

Bag sizes

10 kg

Packaging

The bag is a high quality glossy bag, non-resealable. Logo is printed on all sides for easy recognition.

Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place.

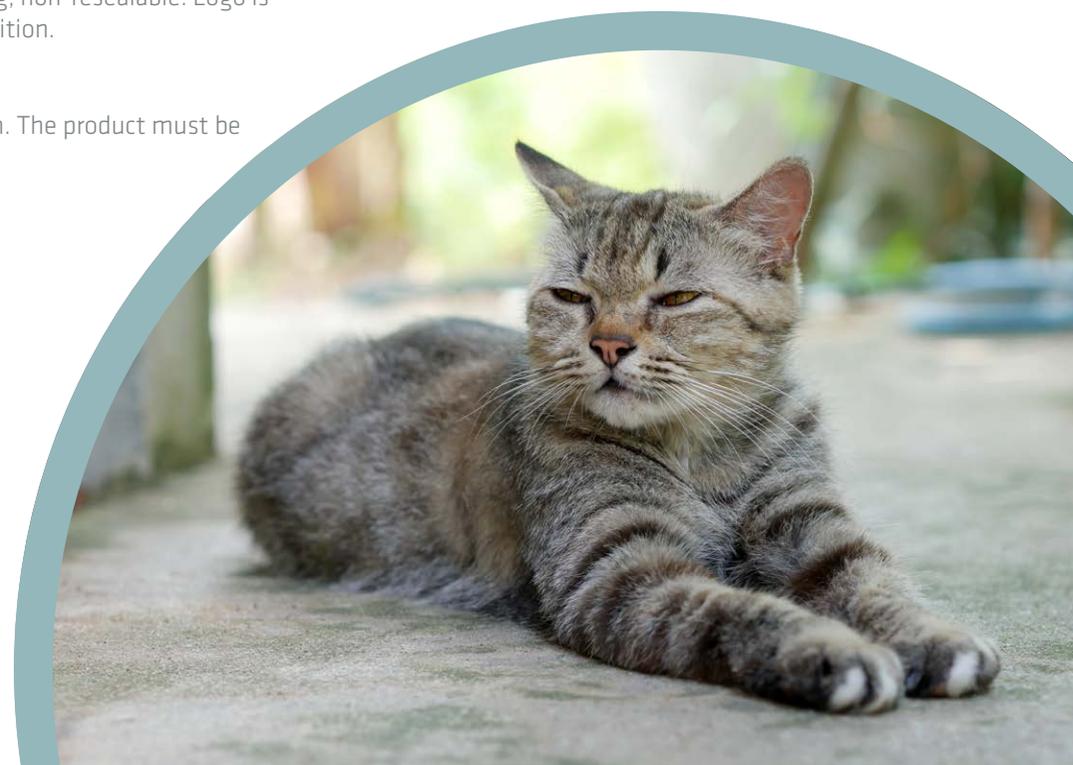
Bar code for TASTY Cat Chicken

10 kg



COLLI AND PALLETING

	10 kg
Pcs./ kg per colli:	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1
Folio:	Top
Double stacking possible:*	Yes





Get in touch

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