



Brand catalogue **2019**

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

We take partnerships 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 ideas and much more. You will have the freedom to adapt the materials to the needs of your market.

Distributor service

Your online platform where you can log in to access:

- Commercial information
- Export documents
- Brand identity materials 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.

Distributor Service enables you to pick and mix the material that is 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 remains 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 food safety standards

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 expectations**
- 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.

Company history | 5

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

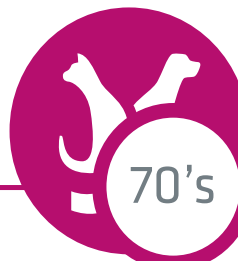
The Aller company was established

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.

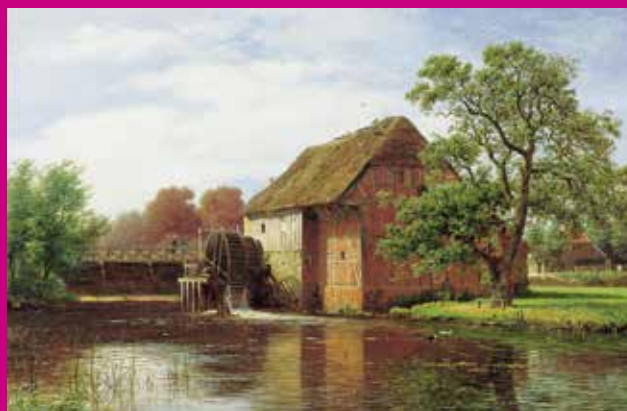
Early history

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 pet food philosophy

More than 90 years of experience with animal nutrition

Our pet food philosophy | 8

Quality assurance

When you buy food for your pet, you want to get the **best value for money in terms of both 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. 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 Petfood 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.

ALL DOGS & CATS

ALL DOGS & CATS | 9

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 artificial flavours and colourings.

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



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 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 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.

ALL PUPPIES | 10

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 artificial flavours and colourings. Below is an overview of the crucial functions some of the ingredients contribute to the food.



OMEGA-3 & OMEGA-6

ALL PUPPIES contains Omega-3 and -6.

Omega-3 and -6 fatty acids help 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

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



AllerPetfood



ALL PUPPIES

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

ALL PUPPIES | 11



Composition

Ingredients: Whole wheat, processed and hydolysed animal protein, animal fat (poultry, chicken), wheat bran, whole maize, fish meal, salmon oil (cold pressed), sodium chloride.

Additives: Vitamins, EU approved antioxidants and preservatives.

Energy ME/1000 g: 16010 KJ / 3830 kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	28%	Muscles, growth and maintenance
Crude fat	14%	Energy, fur and skin
Crude fibre	2%	Intestines and digestion
Crude ash	6%	Muscles, teeth and bones
Moisture	9%	Aids rehydration
Calcium	1.4 %	Teeth and bones
Phosphorus (P)	1.1 %	Teeth, bones and energy
Magnesium	0.1 %	Nervous, teeth, bones and energy
Omega-3	3.6 g	Fur
Omega-6	23.5 g	Fur
Iron	200 mg	Skin, fur and muscles
Copper	20 mg	Teeth and bones
Manganese	10 mg	The nervous system, teeth, bones and energy
Zinc	194.4 mg	Healing of scarbs
Iodine	5.74 mg	Energy
Selenium	0.16 mg	Cell protection
Vitamin A	15000 IU	Eyesight, growth and skin
Vitamin D3	1500 IU	Bones, teeth and growth
Vitamin E	150 mg	Cell protection
Vitamin B1	2.5 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	10 mg	
Vitamin B6	2 mg	

CONTENT PER KG		NUTRITIONAL BENEFITS
Vitamin B12	0.1 mg	Liver
D-Pantothenic acid	30 mg	Combustion of proteins and carbohydrates
Niacin	21.5 mg	The nervous system
Biotin	0.03 mg	Skin and fur
Folic acid	0.4 mg	DNA
Choline chloride	700 mg	Liver

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 | 12

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-resalable. 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

400 g



5 710535 680510

3 kg



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. (in boxes of 4 pcs.) / 288 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double-stacking possible: Optimised for 40" high cube containers	Yes	Yes



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

ALL DOGS | 13

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 beneficial to your dog's health. ALL DOGS pet food is produced from non-GMO raw materials and contains no artificial flavours and colourings. Below is an overview of the crucial functions some of the ingredients contribute to the food.



VITAMINS & MINERALS

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



OMEGA-3 & OMEGA-6

ALL DOGS contains Omega-3 and -6. Omega-3 and -6 fatty acids help 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.

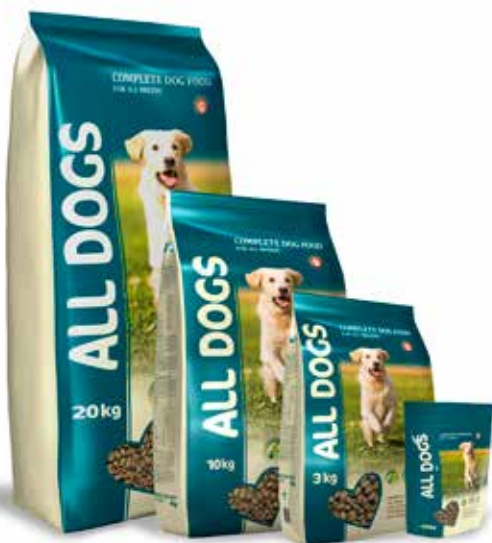


ALL DOGS

ALL DOGS | 14

Composition and analytical components

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



Composition

Ingredients: Whole wheat, wheat bran, processed animal protein, animal fat (poultry, chicken), fish meal, sodium chloride.

Additives: Vitamins, EU approved antioxidants and preservatives.

Energy ME/1000 g: 14700 KJ / 3510 Kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	22%	Muscles, growth and maintenance
Crude fat	10%	Energy, fur and skin
Crude fibre	3%	Intestines and digestion
Crude ash	7%	Muscles, teeth and bones
Moisture	9%	Aids rehydration
Calcium	1.4%	Teeth and bones
Phosphorus (P)	1.1%	Teeth, bones and energy
Magnesium	0.15	Nervous, teeth, bones and energy
Omega-3	2.2 g	Fur
Omega-6	15 g	Fur
Iron	150 mg	Skin, fur and muscles
Copper	10 mg	Teeth and bones
Manganese	10 mg	The nervous system, teeth, bones and energy
Zinc	194.4 mg	Healing of scarbs
Iodine	5.74 mg	Energy
Selenium	0.16 mg	Cell protection
Vitamin A	15000 IU	Eyesight, growth and skin
Vitamin D3	1500 IU	Bones, teeth and growth
Vitamin E	150 mg	Cell protection

CONTENT PER KG		NUTRITIONAL BENEFITS
Vitamin B1	2.5 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	10 mg	
Vitamin B6	2 mg	Liver
Vitamin B12	0.1 mg	
D-pantothenic acid	30 mg	Combustion of proteins and carbohydrates
Niacin	21.5 mg	The nervous system
Biotin	0.03 mg	Skin
Folic acid	0.4 mg	DNA
Choline chloride	700 mg	Liver



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

ALL DOGS | 15

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.

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-resalable. 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

400 g



5 710535 680015

3 kg



5 710535 680114

10 kg



5 710535 680138

20 kg



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	156 pcs / 468kg	44 pcs / 440 kg	24 pcs. / 480 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
Optimised for 40" high cube containers				



Value for money grain-free dog food for all breeds

ALL DOGS, Grain-free pet food | 16

The grain-free version of ALL DOGS make it easy for the consumer to cater exactly to the needs of their pet without making any quality compromises. ALL DOGS, Grain-free pet food targets a gap in the market for affordable grain-free food.

Ingredients

In the **ALL DOGS, Grain-free pet food** we have replaced the grain with peas and broad beans, but the high quality of the ingredients remains the same. ALL DOGS, Grain-free pet food contains high-quality ingredients such as cereals, vegetables, meat, oil, fat, fish, vitamins and minerals. The ingredients all benefit your dog's health. ALL DOGS, Grain-free pet food pet food is produced from non-GMO raw materials and contains no artificial flavours and colourings. Below is an overview of the crucial functions some of the ingredients contribute to the food.



GRAIN-FREE

We have **replaced the grain** with peas and broad beans.



OMEGA-3 & OMEGA-6

ALL DOGS, Grain-free pet food contains Omega-3 and -6. Omega-3 and -6 fatty acids helps to ensure a healthy and shiny coat.



DENTAL CARE

ALL DOGS, Grain-free pet food provides dental care. The crispness and angular shape of the pellets helps to ensure a good oral hygiene.



VITAMINS & MINERALS

ALL DOGS, Grain-free pet food contains essential vitamins and minerals. Vitamins and minerals are essential to a balanced nutrition for your pet.



ALL DOGS, Grain-free pet food

Composition and analytical components

ALL DOGS, Grain-free pet food contains good and fresh ingredients such as vegetables, meat & meat derivatives, derivatives of vegetable origin, oils & fats, minerals.

ALL DOGS, Grain-free pet food | 17



RELEASED
IN SPRING
2018

Composition

Ingredients: Peas (pea meal), processed animal protein, horse beans, beet pulp (dried fibers), animal fat (poultry, chicken), sodium chloride, psyllium husk.

Additives: Vitamins, EU approved antioxidants and preservatives.

Energy ME/1000 g: 14010 kJ / 3350 kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	32%	Muscles, growth and maintenance
Crude fat	9%	Energy, fur and skin
Crude fibre	4,5%	Intestines and digestion
Crude ash	9.5%	Muscles, teeth and bones
Moisture	8%	Aids rehydration
Calcium	2.2%	Teeth and bones
Phosphorus (P)	1.5%	Teeth, bones and energy
Magnesium	0.1%	Nervous, teeth, bones and energy
Sodium	0.4%	Muscles and fluid balance
Potassium	0.8%	Muscles and fluid balance
Omega-3	2.33 g	Fur
Omega-6	14.62 g	Fur
Zinc	97.2 mg	Healing of scarbs
Iodine	2.87 mg	Energy
Selenium	50 mg	Cell protection
Vitamin A	7500 IU	Eyesight, growth and skin
Vitamin D3	750 IU	Bones, teeth and growth
Vitamin E	75 mg	Cell protection

CONTENT PER KG		NUTRITIONAL BENEFITS
Vitamin B1	1.25 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	5 mg	
Vitamin B6	1 mg	
Vitamin B12	0.05 mg	Liver
D-pantothenic acid	15 mg	Combustion of proteins and carbohydrates
Niacin	10.75 mg	The nervous system
Biotin	0.01 mg	Skin
Choline chloride	1600 mg	Liver
Folic acid	0.2 mg	DNA



ALL DOGS, Grain-free pet food

ALL DOGS Grain-free is developed to fit the needs of dog owners with a preference for a grain-free diet for their dog. The grain-free variety of the ALL DOGS range matches the original ALL DOGS food by offering a full, nutritional and value for money diet.

ALL DOGS, Grain-free pet food | 18



Quality and claims

- Standard quality dog food
- Grain-free recipe
- Contains husk for digestion support and smooth change from another food to ALL DOGS, Grain-free pet 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

3 kg, 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.

Pellets

Size 1:1



Bar codes for ALL DOGS, Grain-free pet food

3 kg



10 kg



COLLI AND PALLETING

	ALL DOGS, grain-free pet food 3 kg	ALL DOGS, grain-free pet food 10 kg
Pcs./kg per colli:	96 pcs. (in boxes of 4 pcs) / 288 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double-stacking possible: Optimised for 40" high cube containers	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 is produced from non-GMO raw materials and contains no artificial flavours and colourings. Below you will find an overview of the crucial functions some of the ingredients contribute to the food.



OMEGA-3 & OMEGA-6

ALL CATS contains Omega-3 and -6. Omega-3 and -6 fatty acids help 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 prevent retinal degeneration and strengthens 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.

ALL CATS | 20



Composition

Ingredients: Whole wheat, processed animal protein poultry, beet pulp (dried fibers), animal fat (poultry, chicken), fish meal, sodium chloride, potassium chloride.

Additives: Vitamins, EU approved antioxidants and preservatives. Taurine added.

Energy ME/1000 g: 14850 KJ/3550 Kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	30%	Muscles, growth and maintenance
Crude fat	9%	Energy, fur and skin
Crude fibre	2.5%	Intestines and digestion
Crude ash	6.5%	Muscles, teeth and bones
Moisture	9%	Aids rehydration
Calcium	1.4%	Teeth and bones
Phosphorus (P)	1%	Teeth, bones and energy
Magnesium	0.1%	Nervous, teeth, bones and energy
Sodium	0.35%	Muscles and fluid balance
Taurine	1000 mg	Eyesight and heart function
Omega-3	2 g	Fur
Omega-6	13 g	Fur
Iron	200 mg	Skin, fur and muscles
Copper	10 mg	Teeth and bones
Manganese	10 mg	The nervous system, teeth, bones and energy
Zinc	258.94	Healing of scarbs
Iodine	7,64 mg	Energy
Selenium	0.21 mg	Cell protection
Vitamin A	20000 IU	Eyesight, growth and skin
Vitamin D3	2000 IU	Bones, teeth and growth
Vitamin E	200 mg	Cell protection

CONTENT PER KG		NUTRITIONAL BENEFITS
Vitamin B1	3.33 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	13.32 mg	
Vitamin B6	2.66 mg	Liver
Vitamin B12	0.13 mg	
D-pantothenic acid	39.96 mg	Combustion of proteins and carbohydrates
Niacin	28.64 mg	The nervous system
Biotin	0.03 mg	Skin and fur
Folic acid	0.53 mg	DNA
Choline chloride	1000 mg	Liver



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.

ALL CATS | 21

Quality and claims

- Standard quality cat food
- Complete diet for all breeds
- Omega-3 and Omega-6: Help 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-resalable. 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

400 g



5 710535 780111

3 kg



5 710535 780012

15 kg



5 710535 780050

COLLI AND PALLETING

	ALL CATS 400 g	ALL CATS 3 kg	ALL CATS 15 kg
Pcs./ kg per colli:	576 pcs. (in boxes of 12 pcs.) / 230 kg	156 pcs. / 468 kg	32 pcs. / 480 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
Optimised for 40" high cube containers			



Value for money grain-free cat food for all breeds

ALL CATS, Grain-free pet food | 22

The grain-free version of ALL CATS makes it easy for the consumer to cater exactly to the needs of their pet without making any quality compromises. ALL CATS, Grain-free pet food targets a gap in the market for affordable grain-free food.

Ingredients

In the **ALL CATS, Grain-free pet food** food we have replaced the grain with peas and broad beans, but the high quality of the ingredients remains the same. All the ingredients 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, Grain-free pet food is produced from non-GMO raw materials and contains no artificial flavours and colourings. Below you will find an overview of the crucial functions some of the ingredients contributes to the food.



GRAIN-FREE

We have **replaced the grain** with peas and broad beans.



OMEGA-3 & OMEGA-6

ALL CATS, Grain-free pet food contains Omega-3 and -6. Omega-3 and -6 fatty acids helps to ensure a healthy and shiny coat.



DENTAL CARE

ALL CATS, Grain-free pet food provides dental care. The crispness and angular shape of the pellets helps to ensure a good oral hygiene.



VITAMINS & MINERALS

ALL CATS, Grain-free pet food contains taurine that helps prevent retinal degeneration and strengthens the cat's immune system.



ALL CATS, Grain-free pet food

Composition and analytical components

ALL CATS contains good and fresh ingredients such as vegetables, meat & meat derivatives, derivatives of vegetable origin, oils, fats and minerals.

ALL CATS, Grain-free pet food | 23



RELEASED
IN SPRING
2018

Composition

Ingredients: Peas (pea meal), processed animal proteins (poultry), horse beans, animal fat (poultry, chicken), beet pulp (dried fibers), fish meal, sodium chloride, psyllium husks.

Additives: Vitamins, EU approved antioxidants and preservatives. Taurine added.

Energy ME/1000 g: 14770 KJ/3530 kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	38%	Muscles, growth and maintenance
Crude fat	9%	Energy, fur and skin
Crude fibre	4%	Intestines and digestion
Crude ash	7.5%	Muscles, teeth and bones
Moisture	8%	Aids rehydration
Calcium	1.3%	Teeth and bones
Phosphorus (P)	0.8%	Teeth, bones and energy
Magnesium	0.1%	Nervous, teeth, bones and energy
Sodium	0.5%	Muscles and fluid balance
Potassium	0.7%	Muscles and fluid balance
Taurine	1000 mg	Eyesight and heart function
Omega-3	2.66 g	Fur
Omega-6	16.2 g	Fur
Zinc	233.28 mg	Healing of scars
Iodine	6.88 mg	Energy
Selenium	40 mg	Cell protection
Vitamin A	18000 IU	Eyesight, growth and skin
Vitamin D3	1800 IU	Bones, teeth and growth
Vitamin E	180 mg	Cell protection

CONTENT PER KG		NUTRITIONAL BENEFITS
Vitamin B1	3 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	12 mg	
Vitamin B6	2.4 mg	Liver
Vitamin B12	0.12 mg	
D-pantothenic acid	36 mg	Combustion of proteins and carbohydrates
Niacin	25.8 mg	The nervous system
Biotin	0.03 mg	Skin and fur
Choline chloride	2400 mg	Liver
Folic acid	0.48 mg	DNA
Ammonium chloride	2,5 g	Helps achieve the optimum urinary acidity level



ALL CATS, Grain-free pet food

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 CATS, Grain-free pet food | 24

Quality and claims

- Standard quality cat food
- Grain-free recipe
- Contains husk for digestion support and smooth change from another food to ALL CATS, Grain-free pet food
- Complete diet for all breeds
- Omega-3 and Omega-6: Help 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

Bag sizes

3 kg, 6 kg

Packaging

The bag is a high-quality glossy bag, non-resalable. 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, Grain-free pet food

3 kg



6 kg



COLLI AND PALLETING*

	ALL CATS, Grain-free pet food 3 kg	ALL CATS, Grain-free pet food 6 kg
Pcs./kg per colli:	120 pcs (in boxes of 4 pcs.) / 360 kg	56 pcs / 336 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double-stacking possible: Optimised for 40" high cube containers	Yes	Yes



TASTY Petfood

TASTY Petfood | 25

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, he will love it. Simply because it tastes good. Our customers prefer TASTY because it is priced at a fair level and it is food satisfying the basic minerals and vitamin needs of your pet.



TASTY Dog Food

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 Dog Food - Lamb

TASTY Dog Food | 26

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



Composition

Ingredients:

Cereals, meat & meat derivatives, derivatives of vegetable origin, oils & fats, minerals.

Additives:

Vitamins, EU approved antioxidants and preservatives.

Energy ME/1000 g:

14280 kJ / 3410 kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	21.5%	Muscles, growth and maintenance
Crude fat	8.5%	Energy, fur and skin
Crude fibre	3.5%	Intestines and digestion
Crude ash	9%	Muscles, teeth and bones

Quality

First price / economy. Complete diet for all breeds.

Bag sizes:

2 kg, 15 kg

Packaging:

The bag is a high-quality glossy bag, non-resalable. 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 Food - Lamb:

2 kg



15 kg



COLLI AND PALLETING

	TASTY Dog Food - Lamb 2 kg	TASTY Dog Food - Lamb 15 kg
Pcs./kg per colli:	144 pcs. (in boxes of 6 pcs.) / 288 kg.	24 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double-stacking possible: Optimised for 40" high cube containers	Yes	Yes

TASTY Dog Food - Chicken

TASTY Dog Food | 27

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



Composition

Ingredients:

Cereals, meat & meat derivatives, derivatives of vegetable origin, oils & fats, minerals.

Additives:

Vitamins, EU approved antioxidants and preservatives.

Energy ME/1000 g:

14280 kJ / 3410 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	8,5%	Muscles, teeth and bones

Quality

First price / economy. Complete diet for all breeds.

Bag sizes:

2 kg, 15 kg

Packaging:

The bag is a high-quality glossy bag, non-resalable. 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 Food - Chicken:

2 kg



15 kg



COLLI AND PALLETING

	TASTY Dog Food - Chicken 2 kg	TASTY Dog Food - Chicken 15 kg
Pcs./kg per colli:	144 pcs. (in boxes of 288 pcs) / 288 kg.	24 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double-stacking possible: Optimised for 40" high cube containers	Yes	Yes

TASTY Cat Food

TASTY Cat Food | 28

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



Composition

Ingredients:

Cereals, meat & meat derivatives, derivatives of vegetable origin, fish & fish derivatives, oils & fats, minerals. Taurine added.

Additives:

Vitamins, EU approved antioxidants and preservatives.

Energy ME/1000 g:

14350 KJ / 3430 Kcal

CONTENT PER KG		NUTRITIONAL BENEFITS
Crude protein	29%	Muscles, growth and maintenance
Crude fat	9%	Energy, fur and skin
Crude fibre	3.5%	Intestines and digestion
Crude ash	8.5%	Muscles, teeth and bones

Quality

First Price/economy. Complete diet for all breeds.

Bag sizes:

2 kg, 10 kg

Packaging:

The bag is a high-quality glossy bag, non-resalable. 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 Food - Chicken:

2 kg



10 kg



COLLI AND PALLETING

	TASTY Cat Food - Chicken 2 kg	TASTY Cat Food - Chicken 10 kg
Pcs./kg per colli:	144 pcs. (in boxes of 6 pcs.) / 288 kg	36 pcs. / 360 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Folio:	Top	Top
Double-stacking possible: Optimised for 40" high cube containers	Yes	Yes





Get in touch

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