



KIVO

natural petfood

Product catalogue





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Intro

What drives us to do what we do

Our mission began 50 years ago, born from the love our Grandpa Bert had for dogs. In 1972, he started producing natural pet food in his own factory and we've been doing it ever since. Now, three generations later, we still make everything in-house, with the same passion and care. Sure, we've been around a long time, but dusty or old-fashioned? That's not us. We're proud to be champions of transparency in the pet food world. Not just claiming it showing it. No gimmicks, no nonsense, just honest ingredients. Because we believe pet food should be real. And it should be right.

WHY YOUR FOUR-LEGGED FRIEND CRAVES OUR PRODUCTS



MEAT AS
NUMBER #1



HEALTHIER FOOD
FOR DOGS



LOCAL PRODUCTS FREE
OF NONSENSE

Puppy

With these delicious meals, your puppy is sure to make a fresh start.

Not only because of the wholesome ingredients inside, but also because you're serving your little one a daily moment of joy. Super important during the early stages!





FACTSNOTFABLES

These meals are more finely ground, making them easier for puppies to digest.

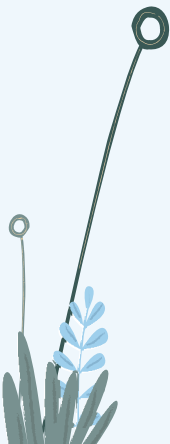
Our fresh meat for puppies is made from 100% pure meat, with no added ingredients like synthetic vitamins (premix).

The essential vitamins are naturally present in the meat itself.

Plus, our product is completely free from gluten, grains, additives or artificial fragrances, colors, and flavors.

Our puppy sausages are tailored to the prey model ratio ideal for puppies. They contain 70% muscle meat, 20% organ meat, and 10% bone—ensuring a well-balanced calcium-to-phosphorus ratio.

Our puppy kibble is perfectly sized for little mouths.



BEEF & CHICKEN PUPPY

250gr – 500gr – 1000gr

Our love for dogs was born in 1972. We believed the market for dog food could improve. For the food of our tail-wagging little ones, room to improve appeared as well. After all, they require different food from adult dogs. To assure easy digestion, we grind the meat with our finest smallest knives. Besides, we lower the percentage of bones to 10% compared to our adult meals to tune the calcium-phosphorus ratio. If we wouldn't do that, your little one would be at risk for growing pains.



Composition

60% fresh beef and 40% fresh chicken. This is composed of: 70% muscle meat: chicken meat, beef trimming, beef heart. 20% organ meat: beef liver, beef spleen, beef kidney, beef lung, beef tripe. 10% bones: chicken carcass.

Analysis

Crude protein 15.2%, crude fat 15.8%, crude fiber 2.6%, crude ash 2.1%, calcium 0.4%, phosphorus 0.3%, moisture 67.5%, kCal per 100 grams: 203.

Vitamins on dry matter:

Vitamin A: 1935 IE/kg, vitamin D3: 801 IE/kg, vitamin B1: 2.9 mg/kg, vitamin B2: 7.1 mg/kg, vitamin B3: 103 mg/kg, vitamin B5: <10 mg/kg, vitamin B6: 3.7 mg/kg, vitamin B11: 1850 µg/kg, vitamin B12: 69.3 µg/kg.

BEEF & DUCK PUPPY

250gr – 500gr

Who thinks of sausage, thinks of grinded meat. But did you know there's more to it than that for our pups? We make sure these meals are pulverized with our finest cutlery. This way, the food is the easiest to digest for the small digestive tract it's meant for. We examined this sausage thoroughly. All vitamins given in the analysis, are put in the meal by Mother Nature. We refuse to get them from a laboratory. Why is that so important, you ask? Well, the natural ones are easier to absorb and possess a higher biological value.



Composition

This meal consists of 60% fresh beef and 40% fresh duck. This is composed of: 65% muscle meat: duck meat, beef trimming, beef heart. 20% organ meat: beef liver, beef spleen, beef kidney, beef lung, beef tripe, duck heart, duck kidney. 15% bones: duck carcass.

Analysis

Crude protein 14.2%, crude fat 14.7%, crude fiber 1.1%, crude ash 1.9%, calcium 0.4%, phosphorus 0.3%, moisture 68%, kCal per 100 grams: 189.

Vitamins on dry matter:

Vitamin A: 53779 IE/kg, vitamin D3: 1200 IE/kg, vitamin B1: 2.0 mg/kg, vitamin B2: 8.5 mg/kg, vitamin B3: 84 mg/kg, vitamin B5: 27 mg/kg, vitamin B6: 4.4 mg/kg, vitamin B11: 1445 µg/kg, vitamin B12: 157.7 µg/kg.

FRESH CHICKEN GLUTEN-FREE *puppy*

4kg – 14kg

With this delicious meal, your puppy makes a fresh start for sure. Not only by the virtuous ingredients it contains, but also because you dish up a moment of happiness for your little one. This is of vital importance in the first stage of life! Without too much trouble, you pull out a bowl filled with fresh chicken, rice, potato, cranberry, apple, tomato, spirulina & Echinacea. Because of the kibble's small size, you can feed this to your little puppy with peace of mind. Specially developed for large breed puppies, this recipe contains a reduced calcium level to support healthy and balanced growth.

Composition

Chicken (36%; fresh: 22% – dried: 14%), rice (36%), poultry fat, salmon oil (1.0%), brewer's yeast, egg powder, minerals, dried apple (0.1%), cranberry (0.1%), inulin (source of FOS; 0.3%), dried tomato (0.1%), yucca (0.02%), spirulina (0.01%), Echinacea (0.01%).

Analysis

Crude protein 28%, crude fat 15%, crude fiber 3.4%, crude ash 6%, calcium 1%, phosphorus 0.8%, moisture 8%, kCal ME: 3690.



TURKEY & RICE GLUTEN-FREE *puppy*

4kg – 14kg

Whether your pup is already tearing through the house or still peacefully snoozing in your arms, they grow incredibly fast and deserve the very best start. That's why we've developed this complete and delicious food especially for puppies of small to medium breeds. With smaller kibble, perfectly suited to little mouths. High-quality turkey provides easily digestible proteins for strong muscles, while steamed rice offers the energy they need to play and grow.

Composition

Turkey (20%), puffed corn, dried beef (14%, of which 6% beef fat), steamed sorghum, steamed rice (10%), carob flour, refined rapeseed oil, maltodextrin, salmon oil (3%), dried beet pulp (2.5%), egg powder, brewer's yeast, carrot (0.1%), banana (0.1%), parsley (0.1%), nettle (0.1%), apple (0.1%), cranberry (0.1%), pea (0.1%), glucosamine (0.05%), chondroitin sulfate (0.05%).

Analysis

Crude protein 27%, crude fat 15%, crude fiber 2.5%, crude ash 6.7%, calcium 1.4%, phosphorus 0.85%, kCal ME: 3690.



Advice *- puppy*

For the breeders among us:

Let's take a closer look at introducing solid food:

Step 1:

Start between 4 and 5 weeks of age.

It's important not to introduce solids too early, as a puppy's digestive system is still developing and not yet able to process solid food efficiently. Starting too soon can lead to digestive issues and nutrient deficiencies.

Step 2:

Introduce soft, pureed solid food alongside the mother's milk.

Step 3:

Observe how your puppy responds and adjust if needed.

Step 4:

Gradually increase the amount of solid food while reducing the milk intake.

Step 5:

Choose high-quality puppy food for the best possible start.

The recommended daily amount of fresh meat is between 40 and 50 grams per kilogram of your puppy's body weight.

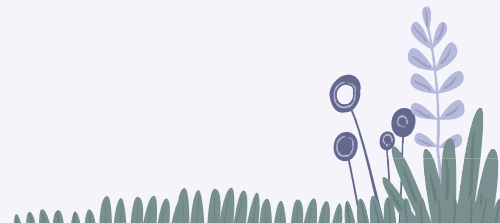
Let's break that down with an example:

If your puppy weighs 7 kilograms, you should feed between 280 and 350 grams of fresh meat per day.

You can mix, alternate, or feed our fresh meat or kibble exclusively whatever suits you and your pup best.

Store our fresh meat in the freezer and thaw it in the fridge.

Once defrosted and properly sealed, it will stay fresh for 2 to 3 days in the refrigerator.



Fresh Meat

Fresh, frozen meals with 100% real meat and 0% nonsense. Trust us, this is your dog's (wet) food dream come true. Our meals are based on the ancestral diet of their wild forebears. Just the way nature intended. And that's where we make the difference. We offer meals that contain the full prey animal muscle meat, organ meat, and bone as well as carefully balanced meat mixes.





FACTSNOTFABLES

Our complete meals are made from a whole prey animal. This means each meal contains **65%** muscle meat, **20%** organ meat, and **15%** bone perfectly balanced to support your dog's natural nutritional needs.

Our fresh meat is made from 100% real meat, with no added ingredients like synthetic vitamins (premix).

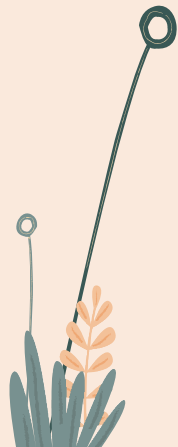
The essential vitamins are naturally present in the meat itself. What's more, our product is completely free from gluten, grains, artificial additives, or synthetic fragrances, colors, and flavors.

The fresh meat and fish we use come from high-quality by-products intended for human consumption.

We place great value on the fact that no animals are specifically killed for our products.

Curious about our production process?

Our factory doors are always open, and we regularly offer guided tours.



TURKEY COMPLETE

500gr – 1000gr

This roll is guaranteed to bring happiness to your household. We call this tender turkey sausage complete, because it contains a complete prey animal: it's composed of 65% muscle meat, 20% organ meat & 15% bones. It's mixed and grinded in our very own factory, so we know exactly what goes in your dog's mouth. We are excited to share these details with you, because we rate transparency very highly!



Composition

100% fresh turkey meat. This is compiled of: 65% muscle meat: turkey meat, turkey MDM. 20% organ meat: turkey heart, turkey stomach. 15% bones: turkey carcass.

Analysis

Crude protein 11.7%, crude fat 13.1%, crude fiber 0.7%, crude ash 4.7%, calcium 1.5%, phosphorus 0.8% moisture 69.5% kCal per 100 grams: 165.

Vitamins on dry matter:

Vitamin A: 3901 IE/kg, vitamin D3: 813 IE/kg, vitamin B1: 2.0 mg/kg, vitamin B2: 2.6 mg/kg, vitamin B3: 83 mg/kg, vitamin B5: <10 mg/kg, vitamin B6: 3.3 mg/kg, Vitamin B11: 2900 µg/kg, vitamin B12: 49.4 µg/kg.

CHICKEN & FISH COMPLETE

500gr – 1000gr

Because of the heavenly flavors this pink roll offers, your dog will see the world through rose-tinted glasses. You can never go wrong with chicken. Add salmon to the equation and you've created a meal to die for. And however elusive they may appear, we even managed to catch some eels to join them. This meal is 100% natural. That means there's nothing in it but pure fresh meat (and fish). All vitamins present come from the meat itself, instead of synthesized powder.



Composition

65% fresh chicken meat, 20% fresh eel and 20% fresh salmon. It's compiled of: 65% muscle meat: chicken meat, chicken MDM, salmon bodies, eel bodies. 20% organ meat: chicken stomach, chicken heart, chicken liver. 15% bones: chicken carcass.

Analysis

Crude protein 15.5%, crude fat 17.2%, crude fiber 0.6%, crude ash 3.0%, calcium 0.8%, phosphorus 0.5%, moisture 64.3%, kCal per 100 grams: 217.

Vitamins on dry matter:

Vitamin A: 21606 IE/kg, Vitamin D3: <100 IE/kg, Vitamin B1: 1.4 mg/kg, Vitamin B2: 5.3 mg/kg, Vitamin B3: 96 mg/kg, Vitamin B5: 31 mg/kg, Vitamin B6: 4.8 mg/kg, Vitamin B11: 1211 µg/kg, vitamin B12: <5 µg/kg, Omega 3: 42 g/kg.

BEEF COMPLETE

500gr – 1000gr

A fresh meal made from the juiciest beef trimmings, that's our professional lingo for beef muscle meat. We don't slaughter animals for animals, so the prime cuts go to human consumption. What do we use? The leftover trimmings and those are actually fantastic! Perfect for making the tastiest dog food out there. What more could you ask for? Well, a bit of organ meat and bone, of course — because your four-legged friend needs those too for essential vitamins and minerals. And yes, those are absolutely included. They come directly from the meat ingredients themselves, which means they're more easily absorbed and have a higher biological value.



Composition

100% beef meat. It's compiled of: 65% muscle meat: beef trimmings, beef heart, 20% organ meat: beef tripe, beef kidney, beef spleen, beef lung, beef liver. 15% bone: beef bone.

Analysis

Crude protein 15.8%, crude fat 15.2%, crude fiber 2.9%, crude ash 1.3%, calcium 0.2%, phosphorus 0.2%, moisture 67.1%, kCal per 100 grams: 165.

Vitamins on dry matter:

Vitamin A: 27163 IE/kg, Vitamin D3: 328 IE/kg, Vitamin B1: 3.9 mg/kg, Vitamin B2: 5.9 mg/kg, Vitamin B3: 85 mg/kg, Vitamin B6: 3.5 mg/kg, Vitamin B12: 140.0 µg/kg.

CHICKEN COMPLETE

500gr – 1000gr

Chicken is known for its versatility and multi-applicability in the human diet. In this way, we don't differ much from our dogs. It explains why quite some of our meals contain the small, clucking bird. This particular roll is our pure option, made of 100% chicken meat. It's composed of meat, organs and carcass. These 3 ingredients make sure your cute pet ingests sufficient essential vitamins and minerals.



Composition

100% chicken meat. It's compiled of: 65% muscle meat: chicken meat, 20% organ meat: chicken heart, chicken stomach, chicken liver, 15% bones: chicken carcass.

Analysis

Crude protein 14.9%, crude fat 15.6%, crude fiber 0.4%, crude ash 2.4%, calcium 0.6%, phosphorus 0.4%, moisture 66.2%, kCal per 100 grams: 200.

Vitamins on dry matter:

Vitamin A: 22168 IE/kg, Vitamin D3: 829 IE/kg, Vitamin B1: 3.0 mg/kg, Vitamin B2: 1.8 mg/kg, Vitamin B3: 94 mg/kg, Vitamin B5: 35 mg/kg, Vitamin B6: 6.2 mg/kg, Vitamin B11: 1638 µg/kg, Vitamin B12: 15.7 µg/kg.

BEEF & CHICKEN COMPLETE

250gr – 500gr – 1000gr

We completely understand why your furry friend hysterically drools when he hears the sound of his bowl, for the mouth speaks what the heart is full of. So unpack this sausage rapidly and create a moment of happiness for your faithful buddy! You can't go wrong with the flavors of beef and chicken. Good thing they are healthy as well, so you've got a win-win situation. This meal is 100% natural. That means there's nothing else in it than pure fresh meat.



Composition

60% fresh beef meat and 40% fresh chicken meat. It's compiled of: 65% muscle meat: chicken meat, beef trimmings, beef heart, 20% organ meat: beef tripe, beef kidney, beef lung, beef spleen, beef liver. 15% bones: chicken carcass.

Analysis

Crude protein 16.2%, crude fat 12.9%, crude fiber 1.1%, crude ash 2.1%, calcium 0.6%, phosphorus 0.5%, moisture 68.3%, kCal per 100 grams: 181.

Vitamins on dry matter:

Vitamin A: 51439 IE/kg, Vitamin D3: 492 IE/kg, Vitamin B1: 2.2 mg/kg, Vitamin B2: 11.3 mg/kg, Vitamin B3: 124 mg/kg, Pantothenic acid: 36 mg/kg, Vitamin B6: 4.1 mg/kg, Vitamin B11: 791 ug/kg, Vitamin B12: 143.3 ug/kg.

BEEF & DUCK COMPLETE

500gr – 1000gr

This sausage certainly is one you'd want to leave behind in the bowl of your buddy. It's made of the juiciest beef trimmings and the tastiest duck meat. It's clear of nonsense and compiled, mixed and grinded in our very own factory. This meal is 100% natural. That means there's nothing in it but pure fresh meat.



Composition

60% fresh beef and 40% fresh duck. This is compiled of: 65% muscle meat: duck meat, beef trimmings, beef heart, 20% organ meat: beef liver, beef spleen, beef kidney, beef lung, beef tripe, duck heart, duck kidney. 15% bones: duck carcass.

Analysis

Crude protein 14.2%, crude fat 14.7%, crude fiber 1.1%, crude ash 1.9%, calcium 0.4%, phosphorus 0.3%, moisture 68%, kCal per 100 grams: 189.

Vitamins on dry matter:

Vitamin A: 53779 IE/kg, Vitamin D3: 1200 IE/kg, Vitamin B1: 2.0 mg/kg, Vitamin B2: 8.5 mg/kg, Vitamin B3: 84 mg/kg, Vitamin B5: 27 mg/kg, Vitamin B6: 4.4 mg/kg, Vitamin B11: 1445 ug/kg, Vitamin B12: 157.7 ug/kg.

DUCK COMPLETE

500gr

This roll is one to remember. It's the prime example of all duck or no dinner. A sausage made of 100% fresh duck meat, without nonsense. It contains 1 animalistic protein and thus is suitable for sensitive dogs. Furthermore, it's simply delicious. When you pour the meat into your dogs bowl, your enthusiastic pet will stand behind you in a matter of milliseconds. This meal is 100% natural. That means there's nothing in it but pure fresh meat.



Composition

100% fresh duck meat. It's compiled of: 65% muscle meat: duck meat, 20% organ meat: duck heart, duck liver, 15% bones: duck carcass.

Analysis

Crude protein 13.8%, crude fat 20.3%, crude fiber 0.2%, crude ash 3.4%, calcium 0.6%, phosphorus 0.4%, moisture 62.5%, kCal per 100 grams: 238.

Vitamins on dry matter:

Vitamin A: 30892 IE/kg, Vitamin D3: 2258 IE/kg, Vitamin B1: 5.9 mg/kg,
Vitamin B2: 4.8 mg/kg, Vitamin B3: 87 mg/kg, Vitamin B5: 35 mg/kg,
Vitamin B6: 7.1 mg/kg, Vitamin B11: 6254 µg/kg, Vitamin B12: <10 µg/kg.

LAMB COMPLETE

500gr

Once again, another favorite for your little carnivore: a roll of 100% lamb meat. Lots of dogs enjoy the exclusive taste that lamb has to offer. Moreover, it's an appropriate choice for sensitive dogs, because lamb allergies are a rarity and the roll doesn't contain any other types of meat. This meal is 100% natural.



Composition

100% fresh lamb meat. It's compiled of: 65% muscle meat: lamb shreds & trimmings, 20% organ meat: lamb pluck & lamb tripe, 15% bones: lamb bones.

Analysis

Crude protein 13.2%, crude fat 23.7%, crude fiber 2.2%, crude ash 2.0%, calcium 0.4%, phosphorus 0.3%, moisture 60.6%, kCal per 100 grams: 266.

Vitamins on dry matter:

Vitamin A: 113378 IE/kg, Vitamin D3: <100 IE/kg, Vitamin B1: 12.5 mg/kg,
Vitamin B2: 5.4 mg/kg, Vitamin B3: 27 mg/kg, Vitamin B5: <10 mg/kg,
Vitamin B6: 1.6 mg/kg, Vitamin B11: 457 µg/kg, Vitamine B12: 106.3 µg/kg.

5 ANIMAL SPECIES COMPLETE

500gr – 1000gr

Excellent meat in a sausage, this is what you call rock & roll. Your beloved pet will start the boogiewoogie spontaneously, once this meal is presented. This sausage contains a whopping five types of meat: beef, duck, turkey, salmon & eel. A magnificent mixture that incorporates a bit of everything. The fair share of fish contributes with its healthy dose of omega 3 and vitamin D.



Composition

40% beef, 20% duck, 20% turkey, 10% salmon and 10% eel. It's compiled of: 65% muscle meat: beef trimmings, beef heart, turkey meat, salmon bodies, eel bodies, 20% organ meat: beef tripe, beef kidney, beef spleen, beef lung, beef liver, duck heart, duck kidney, 15% bones: duck carcass, turkey carcass.

Analysis

Crude protein 14.3%, crude fat 20.4%, crude fiber 2.3%, crude ash 2.6%, calcium 1.0%, phosphorus 0.6%, moisture 61.6%, kCal per 100 grams: 241.

Vitamins on dry matter:

Vitamin A: 27891 IE/kg, Vitamin D3: 1293 IE/kg, Vitamin B1: 1.4 mg/kg, Vitamin B2: 4.2 mg/kg, Vitamin B3: 84 mg/kg, Vitamin B5: <10 mg/kg, Vitamin B6: 5.1 mg/kg, Vitamin B11: 3956 µg/kg, Vitamin B12: 93.2 µg/kg, Omega 3 fatty acids: 46 g/kg.

HORSE & RABBIT COMPLETE

500gr

It might surprise you, considering the carnivore nature of your pet, but not every dog is capable of eating every type of meat. Sometimes, there's an intolerance present for a certain type of protein. Dogs with intolerances typically tend to react to chicken or beef proteins. To counter these specifically, we present meals containing complete prey animals, without making use of any chicken or beef. These meals contain proteins that dogs rarely reject. This roll is a prime example of such a product. Next to this, it's very low in fat too!



Composition

80% fresh horse meat and 20% fresh rabbit meat. It's compiled of: 65% muscle meat: horse trimmings, rabbit meat, 20% organ meat: horse kidney, horse lung, horse heart, horse liver, rabbit kidney. 15% bone: rabbit carcass.

Analysis

Crude protein 20.4%, crude fat 4.7%, crude fiber <0.1%, crude ash 4.2%, calcium 0.3%, phosphorus 0.15%, moisture 71%, kCal per 100 grams: 124.

Vitamins on dry matter:

Vitamin A: 136397 IE/kg, Vitamin D3: <100 IE/kg, Vitamin B1: 61 mg/kg, Vitamin B2: 10.9 mg/kg, Vitamin B3: 214 mg/kg, Vitamin B5: <10 mg/kg, Vitamin B6: 12.5 mg/kg, Vitamin B11: 4848 µg/kg, Vitamin B12: 270.5 µg/kg.

DEER & GOAT COMPLETE

500gr

A sausage that will unlock your wild side. Our sausage makers have created this delicious blend of red meat with extreme precision. Juicy deer meat combined with the full flavor of goat meat. Our deer meat is shot in the wild and is therefore super tender. Goat meat is known for its subtly spicy notes. Put these two species together in one sausage and you have a noble meal to feed your dog. Handmade, without hassle, straight from our own factory in Veldhoven.



Composition

80% fresh deer meat and 20% fresh goat meat. This is composed of: 65% muscle meat: deer, 20% organ meat: goat tripe, goat liver, goat heart, goat lung, 15% bone: deer bone.

Analysis

Crude protein 18%, crude fat 10.5%, crude fiber 3.5%, crude ash 3.0%, calcium 0.7%, phosphorus 0.5%, moisture 68% kCal per 100 gram: 167

Vitamin A: 58300 IE/kg, vitamin D3: 338 IE/kg, vitamin B1: 0.8 mg/kg, vitamin

B2: 3.6 mg/kg, vitamin B3: 41 mg/kg, vitamin B5: 11 mg/kg, vitamin B6: 2 mg/kg,

vitamin B11: 143 µg/kg, vitamin B12: 106 µg/kg.

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TRIPE & CHICKEN MIX

500gr – 1000gr

Fresh tripe is a true delicacy on the menu in several restaurants abroad. In the Netherlands however, we prefer to feed it to our beloved pets. Specifically for the dog, tripe is extraordinarily healthy. The scent of this roll is even more intense than the color on the outside. For this reason, it's even more of a treat. This sausage is the ideal option for dogs with a small appetite. Like you may have heard before, fresh tripe has a positive effect on the intestinal flora. It contains natural enzymes & prebiotics and those satisfy the intestines. You could use this roll as diversification of the diet, as it doesn't contain a complete prey animal. It consists of 80% tripe (which is the stomach of a cow, so falls into the category of organ meat).



Composition

This meal consists of 80% fresh tripe & 20% meaty chicken carcasses.

Analysis

Crude protein 13.8%, crude fat 12%, crude fiber 1.9%, crude ash 1.6%, calcium

0.6%, phosphorus 0.4%, moisture 72% kCal per 100 grams: 163.

RABBIT MIX

500gr

There's only a few dogs you won't make happy with a sausage full of fresh meat. We've got a very special offer with this one. It's composed of rabbit only, rabbit meat & rabbit carcass to be exact. This meal contains an abundance in calcium. Like every other one, the roll rolls into your dog's bowl with lots of love.



Composition

100% fresh rabbit meat. It's compiled of meaty rabbit carcasses with a small percentage of organs.

Analysis

Crude protein 16.9%, crude fat 8.5%, crude fiber 0.5%, crude ash 4.9%, calcium 2.0%, phosphorus 1.1%, moisture 69.6%, kCal per 100 grams: 144.

4 FISH SPECIES MIX

500gr

This sausage will make sure your dog feels at home like a fish does in water! It's packed with omega 3 & explodes from the amount of vitamin D. Your dog's fur makes it difficult to acquire enough vitamin D through sunlight. You can help him by including this roll in his diet once a week. Vitamin D plays a vital role in calcium absorbance. Calcium in its turn is essential for strong bones, teeth and muscles, as well as a healthy heart. Furthermore, you've probably heard of the positive effects of omega 3 fatty acids countless times, but did you know they improve concentration & stimulus processing?



Composition

35% salmon bodies, 35% mackerel, 20% eel bodies & 10% herring.

Analysis

Crude protein 17.2%, crude fat 17.7%, crude fiber 0.7%, crude ash 4.2%, calcium 1.3%, phosphorus 0.8%, moisture 61.1%, kCal per 100 grams: 228.

Vitamins on dry matter:

Vitamin D3: 15850 IE/kg, omega 3: 176 g/kg, omega 6: 83 g/kg.

BEEF & CHICKEN PORTIONS

Bag of 500 gram filled with portions of 25 gram

We completely understand why your furry friend hysterically drools when he hears the sound of his bowl, for the mouth speaks what the heart is full of. So unpack this bag rapidly and create a moment of happiness for your faithful buddy! You can't go wrong with the flavors of beef and chicken. Good thing they are healthy as well, so you've got a win-win situation.

Composition

60% fresh beef meat and 40% fresh chicken meat. It's compiled of: 65% muscle meat: chicken meat, beef trimmings, beef heart, 20% organ meat: beef tripe, beef kidney, beef lung, beef spleen, beef liver.

Analysis

Crude protein 16.2%, crude fat 12.9%, crude fiber 1.1%, crude ash 2.1%, calcium 0.6%, phosphorus 0.5%, moisture 68.3%, kCal per 100 grams: 181.

Vitamins on dry matter:

Vitamin A: 51439 IE/kg, Vitamin D3: 492 IE/kg, Vitamin B1: 2.2 mg/kg, Vitamin B2: 11.3 mg/kg, Vitamin B3: 124 mg/kg, Pantothenic acid: 36 mg/kg, Vitamin B6: 4.1 mg/kg, Vitamin B11: 791 µg/kg, Vitamin B12: 143.3 µg/kg.



DUCK PORTIONS

Bag of 500 gram filled with portions of 25 gram

This portion is one to remember. It's the prime example of all duck or no dinner. A portion made of 100% fresh duck meat, without nonsense. It contains 1 animalistic protein and thus is suitable for sensitive dogs. Furthermore, it's simply delicious. When you pour the meat into your dogs bowl, your enthusiastic pet will stand behind you in a matter of milliseconds.

Composition

100% fresh duck meat. It's compiled of: 65% muscle meat: duck meat, 20% organ meat: duck heart, duck liver, 15% bones: duck carcass.

Analysis

Crude protein 13.8%, crude fat 20.3%, crude fiber 0.2%, crude ash 3.4%, calcium 0.6%, phosphorus 0.4%, moisture 62.5%, kCal per 100 grams: 238.

Vitamins on dry matter:

Vitamin A: 30892 IE/kg, Vitamin D3: 2258 IE/kg, Vitamin B1: 5.9 mg/kg, Vitamin B2: 4.8 mg/kg, Vitamin B3: 87 mg/kg, Vitamin B5: 35 mg/kg, Vitamin B6: 7.1 mg/kg, Vitamin B11: 6254 µg/kg, Vitamin B12: <10 µg/kg.



TURKEY PORTIONS

Bag of 500 gram filled with portions of 25 gram

This portion is guaranteed to bring happiness to your household. It contains a complete prey animal: it's composed of 65% muscle meat, 20% organ meat & 15% bones. It's mixed and grinded in our very own factory, so we know exactly what goes in your dog's mouth. We are excited to share these details with you, because we rate transparency very highly!

Composition

This meal consists of 100% fresh turkey meat. This is compiled of: 65% muscle meat: turkey meat, turkey MDM. 20% organ meat: turkey heart, turkey stomach. 15% bones: turkey carcass.

Analysis

Crude protein 11.7%, crude fat 13.1%, crude fiber 0.7%, crude ash 4.7%, calcium 1.5%, phosphorus 0.8% moisture 69.5% kCal per 100 grams: 165.

Vitamins on dry matter:

Vitamin A: 3901 IE/kg, vitamin D3: 813 IE/kg, vitamin B1: 2.0 mg/kg, vitamin B2: 2.6 mg/kg, vitamin B3: 83 mg/kg, vitamin B5: <10 mg/kg, vitamin B6: 3.3 mg/kg, Vitamin B11: 2900 µg/kg, vitamin B12: 49.4 µg/kg.



DEER & GOAT PORTIONS

Bag of 500 gram filled with portions of 25 gram

Our makers have created this delicious blend of red meat with extreme precision. Juicy deer meat combined with the full flavor of goat meat. Our deer meat is shot in the wild and is therefore super tender. Goat meat is known for its subtly spicy notes. Put these two species together in one sausage and you have a noble meal to feed your dog. Handmade, without hassle, straight from our own factory in Veldhoven.

Composition

80% fresh deer meat and 20% fresh goat meat. This is composed of: 65% muscle meat: deer, 20% organ meat: goat tripe, goat liver, goat heart, goat lung, 15% bone: deer bone.

Analysis

Crude protein 18%, crude fat 10.5%, crude fiber 3.5%, crude ash 3.0%, calcium 0.7%, phosphorus 0.5%, moisture 68% kCal per 100 grams: 167.

Vitamins on dry matter:

Vitamin A: 58300 IE/kg, vitamin D3: 338 IE/kg, vitamin B1: 0.8 mg/kg, vitamin B2: 3.6 mg/kg, vitamin B3: 41 mg/kg, vitamin B5: 11 mg/kg, vitamin B6: 2 mg/kg, vitamin B11: 143 µg/kg, vitamin B12: 106 µg/kg.





Advice - *fresh meat*

Switching Over

If you want to introduce your loyal four-legged friend to our fresh meat or transition them from their current food, we recommend starting by mixing a little of our fresh meat with their usual meal. Gradually increase the amount of fresh meat each day while slowly reducing the old food. For dogs with sensitive stomachs, we advise pouring boiling water over the fresh meat and gradually reducing the amount of water. Allow up to 7 days for this transition. Don't forget to let the meat cool down before serving!

Ideal Weekly Menu

In the attachment, you'll find our carefully curated weekly menus. You'll also find menus without chicken and beef. In addition to complete meals with whole prey, we also offer mix meals. These meals don't follow the prey model ratio but are perfect for feeding 1 to 2 times a week. Please refer to the weekly menu in the attachment for guidance.

Amount

The recommended daily amount of fresh meat is between 20 and 30 grams per kilogram of your dog's body weight.

Let's illustrate with an example: if your dog weighs 15 kilograms, you should feed between 300 and 450 grams of fresh meat per day.

Storage

Store our fresh meat in the freezer and thaw it in the fridge. Once thawed and properly sealed (you can use our Fresh Bucket + freshness clip for this), it will stay fresh for 2 to 3 days.

Mixing

You can mix our fresh meat with kibble or other types of food as desired. However, it's helpful to stick to a consistent daily feeding schedule, so your dog and especially their stomach and intestines knows what to expect.

Note for sensitive dogs: be cautious with sensitive dogs, especially those with a delicate digestive system or food intolerances.



VEGETABLE SAUSAGE

250gr

The plant-based addition to your meat bowl. Puréed and gently steamed vegetables, packed into a tasty sausage. By preparing the veggies this way, they become super digestible for your meat-eater. How do we know that for sure? We took inspiration straight from nature. In the wild, carnivores would eat the stomach contents of their prey herbivores naturally getting pre-digested botanicals rich in fiber, vitamins, minerals, and trace elements.



Composition

Endive 30%, green beans 30%, pumpkin 30%, carrot 10%.

Analysis

Crude protein 1.9%, crude fat 0.4%, crude fiber 1.9%, crude ash 0.6%, calcium 0.06%, phosphorus 0.03%, moisture 90%.

Vitamins on dry matter:

Vitamin B2: 9.6 mg/kg, Vitamin B11 (folic acid): 5369 µg/kg, Vitamin E: 6.5 mg/kg,

Vitamin K3: 2.1 mg/kg.



Advice - *vegetable sausage*

The plant-based addition to your dog's bowl of meat or kibble

Pureed and steamed vegetables, packaged as a tasty sausage. By processing the vegetables this way, they become truly the most digestible for your meat-eater. How do we know this for sure? We've taken inspiration from a classic scene in nature. Carnivores would eat the stomach contents of their prey, which were plant-eaters. In doing so, they ingested pre-digested botanicals full of fibers, vitamins, minerals, and trace elements. In short: we keep the meat nice and raw, while the vegetables are gently steamed. By heating the vegetables, we also give the flavors a power-up!

Adding Veggie Sausage

To complete your dog's menu, we recommend adding 10% veggie sausage to their fresh meat meal.

How to Add

You can add the veggie sausage to any meal, including dry food or steamed meat.

Constipation

When a dog suffers from constipation, the veggie sausage can be effective. This is due to the extra fiber, which helps promote healthy bowel movements.

Extra Vitamins

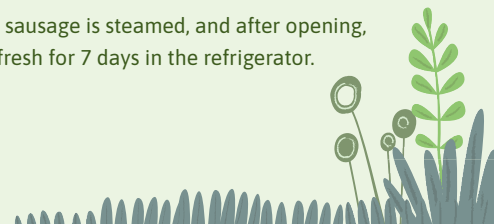
The veggie sausage contains vitamins that are not naturally found in fresh meat, such as Vitamin K and Vitamin E.

Overweight

The veggie sausage is extremely low in fat, making it suitable for a low-fat diet. Temporarily add extra veggie sausage and reduce the amount of meat. This will lower the overall calorie content of the meal, while still providing fullness to avoid hunger. Do this only temporarily, as otherwise, your dog may miss out on important vitamins from the meat.

Storage

The veggie sausage is steamed, and after opening, it remains fresh for 7 days in the refrigerator.



Steamed Meat

Our shelf-stable sausages are easygoing. You can use them as a complete meal, training treats, or even take them on holiday. They're the perfect solution for dog owners who aren't big fans of raw food, but still want to serve a bowl full of meaty goodness.





FACTSNOTFABLES

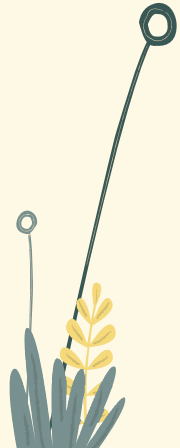
Contains nearly 80% meat or fish, complemented by tasty ingredients like brown rice, apple, and carrot.

Suitable for puppies and adult dogs.

Shelf-stable for 18 months without refrigeration. Once opened, keep refrigerated and use within 4 days.

These steamed meals are not only complete, but also perfect as a reward, a snack, or for use in dog puzzles and games.

Ideal as a fresh meat alternative while on holiday, so your dog can always enjoy nutritious meals.



STEAMED CHICKEN

600gr

A beautiful start of the day or a delightful dinner: this steamed meat roll can do it all. It mainly consists of chicken meat. By adding a percentage of carrot, apple and brown rice, we boost this meal with extra fibers. You can never go wrong with the flavor of chicken and the same goes for its content. Ideal for daily usage for every stage of life.



Composition

78% chicken meat (5% heart, 5% liver), 15% brown rice, 3% vegetables, 2% fruit, vitamins and minerals.

Analysis

Crude protein: 10.6%, crude fat: 12.6%, crude fiber: 1.9%, crude ash: 2.6%, calcium: 1.5%, phosphorus: 0.8%, moisture: 57%, kcal per 100 grams 193.

STEAMED BEEF

600gr

A soft, steamed meal with lots of beef, topped off with some veggies. This locally produced delicacy brings a smile to your dog's face. By using one animalistic protein, the digestive system of the sensitive dogs is pleased, too. Suitable for all tail-wagging friends, young and old.



Composition

78% beef meat (5% heart, 5% lung, 5% spleen/kidney, 3% liver), 15% brown rice, 3% vegetables, 2% fruit, vitamins and minerals.

Analysis

Crude protein: 16%, crude fat: 6.7%, crude fiber: 1.7%, crude ash: 1.6%, calcium: 1%, phosphorus: 0.5%, moisture: 62.7%, kcal per 100 grams 154.

STEAMED LAMB

600gr

When you think of our 'shelf-stable sausage', you probably picture a roll of gently steamed meat. And while that's absolutely true it contains 78% meat it's also boosted with some plant power, like brown rice, apple, and carrot. But that's not all: it's also enriched with essential vitamins and minerals. Thanks to its versatility, this sausage is bound to become your new best friend in the pantry. Suitable for puppies, adults, and seniors alike.



Composition

78% lamb meat (5% heart, 8% offal (liver, lung, skirt), 15% brown rice, 3% vegetables, 2% fruit, vitamins and minerals.

Analysis

Crude protein 13.4%, crude fat 8.5%, crude fiber 1.7%, crude ash 1.8%, calcium 1.0%, phosphorus 0.5%, moisture 63.8%.

STEAMED DUCK

600gr

Some products just can't be avoided. One of them is this delicious roll of steamed duck. It's loaded with meat, which is accompanied by known members of the club of veggies, like carrot & apple. Furthermore, this meal contains brown rice, a wonderful addition which is high in fiber. That's not even everything, because important vitamins and minerals are added to the mix as well. Imagine how cozy the ingredients live together on the inside. This festive meal is fit for all ages.



Composition

78% duck meat (5% heart, 3% liver), 15% brown rice, 3% vegetables, 2% fruit, vitamins and minerals.

Analysis

Crude protein: 11.1%, crude fat: 15.2%, crude fiber: 0.9%, crude ash: 2.0%, calcium: 1.5%, phosphorus: 0.8%, moisture: 58.4%, kcal per 100 grams 210.

STEAMED BEEF & CHICKEN

600gr

What never fails to improve a meal? As much meat as possible. That's why we offer a steamed roll that contains two meat pioneers: beef & chicken. Because the roll is slowly cooked in the oven, it's firm and easy to cut in slices. It's servable on a wooden plank, but easier to just deposit in the food bowl. This product is very versatile, because it's easy to cut into healthy little trainers. Suitable for all tail-wagging friends, young and old.



Composition

57% chicken meat, 21% beef meat (5% heart, 5% lung, 5% spleen/kidney, 3% liver), 15% brown rice, 3% vegetables, 2% fruit, vitamins and minerals.

Analysis

Crude protein: 11.9%, crude fat: 11.1%, crude fiber: 1.4%, crude ash: 1.9%, calcium: 1.1%, phosphorus: 0.6%, moisture: 59.6%, kcal per 100 grams 185.

STEAMED CHICKEN & SALMON

600gr

The solution for pet owners that don't go feral for raw food, but do want to serve a bowl full of fresh meat. A steamed sausage made of two delicious flavors: chicken & salmon. It's supplemented with some greenery and brown rice. You can serve it every day, because it's complete. This festive meal is fit for all ages.



Composition

71% chicken meat (5% heart, 5% liver), 8% salmon, 15% brown rice, 3% vegetables, 2% fruit, vitamins and minerals.

Analysis

Crude protein: 11%, crude fat: 14.2%, crude fiber: 2.0%, crude ash: 2.5%, calcium: 1.3%, phosphorus: 0.7%, moisture: 57.7%.



RIVO

natural petfood

GESTOOMDE LAM

glutenvrij



Advice - *steamed meat*

Transitioning

When switching to steamed meat, start by mixing small amounts with your dog's current food. Gradually increase the portion of steamed meat while slowly reducing the old food.

Feeding Amount

The recommended daily amount depends on your dog's weight and life stage:

20 grams of steamed meat per kilogram of body weight for adult dogs, and 40 grams per kilogram for puppies.

Combining

You can mix or alternate these steamed meals with kibble or other types of food. It's best to maintain a consistent daily routine, so your dog's stomach and digestion know what to expect.

Steamed meat can be combined with other foods without any issues or you can rotate between different types of meals.

Using as Training Treats

Planning a long training session? Skip a regular meal and use the full portion as training treats instead. Just cut the correct amount of steamed meat into small cubes to use during your training exercises.

Storage

The steamed sausages are shelf-stable for 18 months without refrigeration. Once opened, they stay fresh for 4 days in the fridge.

If you don't use the full sausage within 4 days (for example, if you have a smaller dog), you can easily portion and freeze the meals.

On Holiday

Going on holiday? If you normally feed fresh meat, steamed meat is the best alternative. It still provides moist food with a high meat content, making the switch easier on your dog's digestive system than a temporary switch to dry food.

Dry Food

With this range, you can prepare a healthy and tasty meal for your loyal friend in no time. Meat is always the number one ingredient on our recipe list.

We've complemented it with gluten-free and even more importantly steamed plant-based ingredients. This helps reduce the number of “piles” left on the grass. Did you know we also enrich these meals with botanicals, prebiotics, and salmon oil?





FACTSNOTFABLES

Meat or fish is always the number one ingredient on our list, because we believe in the power of animal proteins.

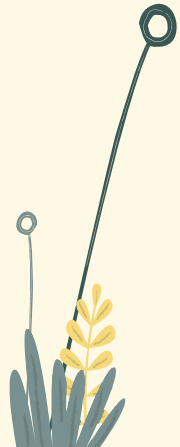
The majority of the protein in our kibble comes from animal sources, which is essential for your dog's health.

In addition to meat, our kibble also contains steamed plant-based ingredients. By steaming these ingredients beforehand, they are optimally digestible for your loyal buddy's digestive system.

They are enriched with salmon oil, botanicals, prebiotics, and superfoods to provide a balanced nutrition.

We keep our kibble free from soy, sugar, salt, and synthetic fragrances, colorings, and flavorings.

Our kibble is cold-pressed, which helps retain valuable vitamins.



FRESH CHICKEN GLUTEN-FREE

4kg – 14kg

Light-heeled in the bowl and probably light-heeled in your buddy's stomach as well. Delicious kibble with a high percentage of meat. What we show off on the front, is really what the bag mostly contains. In this case that's fresh chicken, 36% to be precise. That's worth some goosebumps. A whopping 80% of the protein comes from animals. That brings joy to the inner wolf. The fresh chicken is supplemented with rice, egg, vegetables and fruit in order to bring a beautiful product to life. The vegetal ingredients are steamed beforehand so that they are easily absorbed in the digestive system. After the steaming process, this meal is enriched with prebiotics, salmon oil and superfoods like Echinacea & spirulina. Hereafter, the kibble is pressed at a low temperature so all charming ingredients remain unharmed and maintain their nutritious value. At last, who paid close attention, could guess this product is gluten free as well!

Composition

Chicken (36%; fresh: 22% – dried: 14%), rice (36%), poultry fat, steamed potato (12%), salmon oil (1.0%), brewer's yeast, egg powder, minerals, dried apple (0.1%), cranberry (0.1%), inulin (source of FOS; 0.3%), dried tomato (0.1%), yucca (0.02%), spirulina (0.01%), Echinacea (0.01%).

Analysis

Crude protein 27%, crude fat 14%, crude fiber 2.8%, crude ash 5.8%, calcium 1.2%, phosphorus 0.9%, EPA 0.1%, DHA 0.2%, kcal/kg ME: 3670.



FRESH SALMON GRAIN-FREE

4kg – 14kg

The secret of this fresh duck dry food? It's supplemented with 6 types of vegetables, 4 types of fruit, 3 types of herbs, 2 superfoods and 0 grains. And no, we aren't greengrocers. This product contains the most meat out of all dry meals we offer: 32.5%! We've revealed a lot so far, but there's more to come. Because this meal is rich in glucosamine and chondroitin, it's an appropriate dinner for dogs that could use some joint support. The salmon oil, linseed oil and prebiotics ensure healthy intestines and a shiny fur. Your dog's digestive system will turn into a well-oiled machine. The remaining botanicals have a positive effect on the immune system, concentration and energy. In short, this is a meal to embrace.

Composition

Salmon (30.2%; fresh: 15%, dried: 14%), salmon oil (1.2%), steamed potato (20.5%), potato starch, peas (9.6%), poultry vet, brewer's yeast, egg, dried apples (0.5%), cranberry (0.3%), inulin (source of FOS) (0.3%), dried tomatoes (0.2%), spirulina (0.2%), Echinacea (0.2%), yucca (0.02%).

Analysis

Crude protein 26%, crude fat 14%, crude fiber 2.5%, crude ash 5.0%, calcium 0.9%, phosphorus 0.7%, EPA 0.1%, DHA 0.1%. Kcal/kg ME: 3765.



FRESH DUCK GRAIN-FREE

4kg – 14kg

The secret of this fresh duck dry food? It's supplemented with 6 types of vegetables, 4 types of fruit, 3 types of herbs, 2 superfoods and 0 grains. And no, we aren't greengrocers. This product contains the most meat out of all dry meals we offer: 32,5%! We've revealed a lot so far, but there's more to come. Because this meal is rich in glucosamine and chondroitin, it's an appropriate dinner for dogs that could use some joint support. The salmon oil, linseed oil and prebiotics ensure healthy intestines and a shiny fur. Your dog's digestive system will turn into a well-oiled machine. The remaining botanicals have a positive effect on the immune system, concentration and energy. In short, this is a meal to embrace.

Composition

Duck (32.5%; fresh: 17.5%- dried 15%), sweet potato (28%), peas (17%), hydrolyzed gelatin, chicken fat, beet pulp, brewer's yeast, dried apples (1.7%), salmon oil (0.5%), MOS (mannan-oligosaccharides)(0.5%), egg powder, chicory (source of FOS; 0.2%), dried algae (0.2%), pears (0.2%), blueberries (0.2%), cranberry (0.2%), chamomile (0.2%), fennel (0.2%), nettle (0.2%), dandelion (0.2%), linseed oil, glucosamine (300 mg/kg), chondroitin 300 mg/kg, yucca.

Analysis

Crude protein 26%, crude fat 12%, crude fiber 4.9%, crude ash 7.0%, calcium 1.5%, phosphorus 0.9%, EPA 0.1%, DHA 0.1%, kcal/ kg ME: 3316.



FRESH LAMB GRAIN-FREE

4kg – 14kg

A favorite of many: our delicious dry food made of lamb, supplemented with matching vegetables, fruit & herbs. Lots of dogs enjoy the exclusive taste that lamb has to offer. Combined with powerful botanicals, an appetizing palette is created. A true must & lust for the digestive system. The peas, sweet potato, linseed, nettle, thyme and basil stimulate the immune system and improve skin condition. Thanks to its grain free and steamed vegetal ingredients, this dry food is suitable for sensitive dogs as well. Finally, glucosamine and chondroitin join forces against joint troubles.

Composition

Lamb (24%; dried: 14% – fresh 10%), steamed potato (16%), pea starch (15%), dried potato (11%), steamed pea (8%), poultry fat, pea protein (5%), hydrolyzed gelatin, beet pulp, linseed, brewer's yeast, minerals, dried carob, salmon oil (0.8%), dried apple (0.5%), inulin (source of FOS) (0.2%), egg (0.1%), dried carrot (0.02%), nettle (0.02%), Echinacea (0.02%), dried tomato (0.02%), dried mango (0.02%), dried plums (0.02%), dried banana (0.02%), thyme (0.02%), basil (0.02%), spirulina (0.02%), cranberry (0.02%), celery (0.02%), yucca (0.01%), glucosamine (100 mg/kg), chondroitin (100 mg/kg).

Analysis

Crude protein 25%, crude fat 13%, crude fiber 3.0%, crude ash 6.6%, calcium 1.3%, phosphorus 0.9%, EPA 0.1%, DHA 0.1%, kcal/ kg ME: 3555.



ALLROUND FIT GLUTEN-FREE

Chicken & Rice – 4kg – 14kg

Whether your four-legged friend is a couch potato or a rabbit hunter, this all-round kibble is suitable for every dog. This is partly due to the tasty chicken as a high-quality protein source combined with puffed rice for easily digestible energy. A touch of salmon oil makes every coat shine and the gluten-free formula is perfect for sensitive stomachs. Add to that the colorful mix of vegetables and fruit and you have a meal that every four-legged friend will enjoy. No fuss or difficult recipes, just a good kibble that gives your dog everything he needs, every day.

Composition

Dried chicken (28%), puffed corn, steamed rice (17%), steamed sorghum, beet pulp, vegetal fat, lignosulfonate, brewer's yeast, animal fat, salmon oil (0.6%), sunflower oil, peas (0.1%), carrot (0.1%), banana (0.1%), parsley (0.1%), nettle (0.1%), apple (0.1%), cranberry (0.1%).

Analysis

Crude protein 24%, crude fat 13%, crude fiber 3.1%, crude ash 5.3%, calcium 1.2%, phosphorus 0.8%.



PICKY EATER GLUTEN-FREE

Chicken & Tripe – 4kg – 14kg

For the gourmets who need that little bit extra to get excited about their meal. This chunk with chicken and tripe has been specially developed for the fussy eaters among us. It is packed with delicious chicken and an extra touch of tripe, because we know that even the most difficult eaters cannot say no to that. Gluten-free, so that even sensitive dog bellies can enjoy this tasty meal to the fullest. But it certainly does not stop at the taste. This chunk contains a healthy mix of vegetables and herbs such as carrot, parsley, banana, nettle and cranberries, full of natural vitamins and antioxidants to keep your dog healthy and vital. Perfect for dogs that turn their noses up at their food, but with this chunk they can enjoy it again.

Composition

Dried chicken (23%), steamed rice (18%), puffed corn, steamed sorghum, dried tripe (5%), animalistic fat, beet pulp, carob flour, brewer's yeast, lignosulfonate, chalk, egg powder, salmon oil (0.4%), monocalcium phosphate, peas (0.1%), banana (0.1%), carrot (0.1%), apple (0.1%), nettle (0.1%), parsley (0.1%), cranberry (0.1%).

Analysis

Crude protein 24.5%, crude fat 14%, crude fiber 4.3%, crude ash 6.9%, calcium 1.4%, phosphorus 0.8%.



JUNIOR / ENERGY GLUTEN-FREE

Chicken & Beef – 4kg – 14kg

Is your dog a real bundle of energy or still in the middle of a growth phase? This kibble easily keeps up the pace! Richly filled with tasty chicken and tender beef, this meal provides high-quality proteins and fats for dogs that are active or still growing. The gluten-free formula also makes it easily digestible for sensitive dogs. Salmon oil contributes to a shiny coat, while the colorful mix of carrot, banana, parsley, nettle, cranberries, peas, and apple adds a healthy touch. A tasty and nutritious kibble that keeps your dog in top shape, day after day.

Composition

Chicken (16%), steamed rice (16%), bief (15.5%), of which 5.5% beef fat), puffed corn, steamed sorgum, carob, refined rapeseed oil, dried beet pupl (3%), steamed oats (2.5%), maltodextrin, egg powder, steamed tapioca, gelatinate, brewers yeast, salmon oil (0.4%), pea (0.1%), carrot (0.1%), banana (0.1%), parsley (0.1%), nettle (0.1%), apple (0.1 %), cranberry (0.1%).

Analysis

Crude protein 26%, crude fat 16%, crude fiber 3.1%, crude ash 7.3%, calcium 1.2%, phosphorus 0.85%. kCal ME: 3630.



SENIOR / LIGHT GLUTEN-FREE

Lamb & Rice – 4kg – 14kg

Give your four-legged friend a royal meal, but without the 'royal' calories. This kibble is specially made for senior dogs or those with a small belly. It is full of delicious dried lamb and puffed rice. The latter keeps it gluten-free (and therefore easily digestible), without compromising on taste. The glucosamine and chondroitin ensure smooth jumps and playful moves, even after very long naps. The tasty plant-based mix of banana, carrot, apple, nettle, cranberry, parsley and pea make this kibble a daily superfood. In short, a food that tastes, nourishes and supports so that your dog stays healthy and happy.

Composition

Dried lamb (20%), steamed sorghum, puffed rice (17%), puffed corn, carob flour, beet pulp, egg powder, brewer's yeast, animal fat, lignosulfonate, dried chicken, salmon oil (0.5%), peas (0.1%), carrot (0.1%), banana (0.1%), parsley (0.1%), nettle (0.1%), apple (0.1%), cranberry (0.1%), glucosamine (0.05%), chondroitin (0.05%).

Analysis

Crude protein 20%, crude fat 10%, crude fiber 4.3%, crude ash 7.0%, calcium 1.6%, phosphorus 1.0%, EPA 0.1%, DHA 0.1%, kcal/kg ME: 3555.



Advice - *dry food*

Transitioning

When transitioning to KIVO kibble, start by mixing small amounts with your dog's current food. Gradually increase the amount of KIVO kibble each day while slowly reducing the old food.

Feeding Amount

The recommended daily amount is always clearly stated on the packaging. This amount may vary depending on the type of kibble.

Measuring is Key

We have special measuring cups to quickly and easily measure the daily portion.

Combining

Our cold-pressed kibble can easily be mixed or alternated with fresh meat. We recommend maintaining a consistent daily routine so your dog's stomach and digestive system know what to expect.



Supplements

Some dogs could use a little extra support. Specially designed to support joint flexibility, boost immunity, or promote a shiny coat, we offer a range of supplements. They are packed with omega-3, superfoods, oils, and fats. Thanks to the latter two, the base is liquid, which significantly increases absorption.





FACTSNOTFABLES

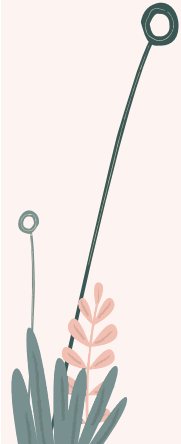
Each of our supplements has its own unique specialty and meets a specific need.

We package our supplements in dark bottles to protect the active ingredients from light and oxygen, ensuring they maintain their strength and quality.

Our supplements are designed to enrich your dog's diet. They contain concentrated substances that cannot be processed into kibble or meat, as they would oxidize in the process.

Our supplements are always liquid. This makes them easier to absorb (partly through your dog's cheek mucosa, bypassing the digestive system), allowing them to better take advantage of the benefits.

Our supplements are made from pure fats or oils, which means they are suitable for even the most sensitive dogs.



SCOTTISH SALMON OIL

500ml – 1000ml

Add shine to your dog's bowl with this super oil. Our salmon oil is sourced from fresh salmon swimming in the cold waters of Scotland. This oil is a natural source of healthy fish fats, specifically omega-3 fatty acids. These fats are beneficial for (get ready, it's quite a list): a healthy skin and coat, joint function support, improved concentration, a stronger immune system, and support for normal brain and heart function. An essential item for your pantry!

Composition

100% Salmon oil.

Analysis

Rough fat >99%.

Total omega 3 16.5%

Good for skin, coat, brain, heart, blood vessels, and joints.



SARDINE OIL WILD CAUGHT

500ml

It makes any bowl shine and provides your four-legged friend with a hefty dose of omega-3: wild-caught sardine oil. You're probably already aware that fish oil is rich in omega-3, but did you know our sardine oil contains even more? It boasts a whopping four times more omega-3 fatty acids than salmon oil! This is because these sardines lived in the wild. Omega-3 supports healthy skin and coat, joint function, improved concentration, the immune system, and normal brain and heart function. In short, a valuable addition for every loyal companion.

Composition

100% Sardine oil wild caught.

Analysis

Crude fat: 99,9%

Moist: <1%

Total omega 3: 30,4%

EPA: 15,5%

DHA: 7,4%

Highly beneficial for skin, coat, brain, heart, blood vessels, and joints.



ECHINACEA & TURMERIC

500ml

A supplement elevates any bowl, and with this sardine oil-based one, you'll definitely want to dive in. It also contains real plant power! Echinacea (commonly known as the "coneflower") has been renowned for centuries for its immune-boosting properties. Turmeric (or "golden root") is a powerful antioxidant. Combined with sardine oil, it also delivers a hefty dose of omega-3. This makes it not only a delicious supplement but also an exceptionally effective one. Omega-3 supports healthy skin and coat, joint function, improved concentration, the immune system, and normal brain and heart function.

Composition

Sardine oil (99.4%), Echinacea (0.3%),
Turmeric (0.3%).

Analysis

Crude fat 99,0%, crude ash <0,1%, crude fiber
<0,6%, crude protein <0.3%, EPA + DHA min.
27% (Min. EPA 19% DHA 8%). Total omega 3:
31%.

**Supports the immune system and boosts
natural defenses. Contributes to brain
function, skin, coat, heart, and blood
vessels.**



GREEN LIPPED MUSSEL

500ml – 1000ml

This bottle has been specially developed for dogs that could use a little extra support. The flexible nature of this oil has a remarkably positive effect on your dog! This is due to the combination of fish oil with green-lipped mussel and shark cartilage. As a result, it contains a unique palette of omega-3, glucosamine, and chondroitin, which support the joints. Additionally, the omega-3 fatty acids in sardine oil promote healthy skin and coat while benefiting the heart and blood vessels. The liquid formula ensures optimal absorption.

Composition

Wild-caught sardine oil (97.7%), green-lipped mussel
(0.8%), shark cartilage (1.5%).

Analysis

Crude fat 99,0%, crude ash <0,1%, crude fiber
<0,6%, crude protein <0.3% EPA + DHA min.
27% (Min. EPA 19% DHA 8%). Total Omega 3
min. 31%.

**Highly effective against joint issues.
Also supports brain function, skin,
coat, heart, and blood vessels.**



SHEEP FAT WITH GARLIC & SEAWEED

500ml

The natural solution against ticks that has proven itself time and time again. A supplement packed with powerful ingredients like sheep fat and olive oil. We've complemented their gentle, smooth properties with some strength from the earth and ocean: garlic and seaweed. Garlic keeps ticks and fleas at bay, while seaweed can help reduce tartar and improve oral health. Sheep fat supports healthy digestion and contributes to a strong immune system. The result? A healthy dog with a radiant smile!

Composition

Cold-pressed olive oil (74%), sheep fat (25%), seaweed (0.5%), garlic oil (0.1%).

Analysis

Crude fat 98%, crude protein 0.1%, crude ash <0.1%, crude fiber 1.9%, moisture <0.1%.

A natural anti-tick remedy. Also helps prevent tartar buildup. Supports digestion, appetite, the immune system, and overall health.



SHEEP FAT & OMEGA 3

500ml

We've made this already special oil blend even better with an amazing fat: sheep fat. Sheep fat is an excellent source of energy and a super flavorful addition. The salmon and sardine oils are packed with omega-3, which supports healthy skin and a shiny coat. Sheep fat promotes good digestion and strong bones. And guess what? It's also incredibly tasty! Honestly, your dog will thank you (with extra tail wags, of course).

Composition

Salmon oil (25%), fish oil 18/12 (25%), sheep fat (25%), cold-pressed olive oil (25%).

Analysis

Crude fat 98%, crude protein 0.1%, crude ash <0.1%, crude fiber 1.9%, moisture <0.1%.

Promotes a shiny coat and supports digestion, skin health, and overall well-being.



HORSE FAT

500ml

A splash of this product ensures your loyal companion feels great in their coat. Horse fat works perfectly to support healthy skin and a shiny coat. This supplement consists of 100% horse fat and is free from additives. We've melted it down, making it liquid. Be sure to store it at room temperature and not too cold; otherwise, it will transform from an oil back into solid fat, making it much harder to pump.

Composition

100% Horse fat.

Analysis

Crude fat 96.9%, crude ash <0.1%, crude fiber <0.3%, crude protein 1%.

Combats dandruff, hair loss, and a dull coat. Helps restore the skin and supports healthy digestion.



Advice - *supplements*

Need

Our supplements are a valuable addition to your dog's diet, contributing to balanced nutrition and supporting additional needs.

Appetite

Our supplements are ideal for picky dogs and cats because they smell and taste delicious.

Amount

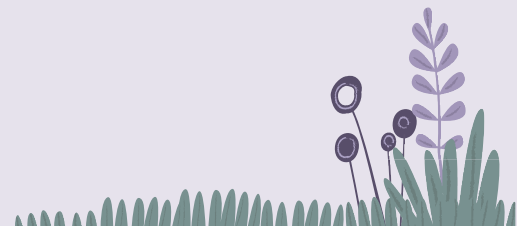
The recommended daily amount is clearly stated on the bottle and depends on your dog's weight.

Usage

Before using the supplement, shake the bottle well to ensure the ingredients are properly mixed.

Questions?

Want to know more about the specific benefits of each supplement? Visit our website for detailed explanations, or feel free to call us for more information.



Petcare

Although bath time is usually a party pooper for most four-legged friends, our products turn it into a pleasant ritual. This is because everything is free from sulfates and alcohol. It is also pH-neutral and contains delightful scents. These scents increase the cuddling factor afterward, ensuring peace and harmony between you and your pet.





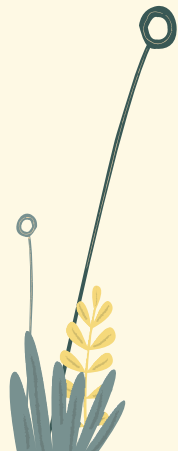
FACTSNOTFABLES

For the optimal well-being of your furry friend, our products are
pH-neutral.

**Our formulas are free from gimmicks like parabens and
alcohol. Some are even free from sulfates!**

Infused with natural ingredients and delightful scents.

Gentle on skin, coat, and paws.



SOFT TOUCH SPRAY

500ml

Do you ever catch a whiff of that “wet dog” scent when sitting next to your loyal companion? Don’t worry, relief is at hand. Most dogs aren’t opposed to a gentle touch. Combined with a dose of Vitamin E and a lovely fragrance, this bottle is a treat for both of you. Not only will it freshen up his body odor, but it will also improve his skin! This is because it’s free from harsh ingredients like parabens, sulfates, and alcohol. Plus, Vitamin E helps strengthen the skin barrier. And we’re taking it a step further: this spray is pH-neutral for your dog’s skin.



Active ingredients

Geraniol (rose oil)

Citrus

Vitamin E

Castor oil

Dog spray with Vitamin E and a fresh rose scent.



PROTECTED DOGGY SPRAY

500ml

Do you also hate those stubborn little pests that latch onto your pet's neck? We sure do! And if you prefer a natural solution, you've got a new ally. The power of lemon keeps ticks and fleas at bay. Don't be fooled: by adding the scent of cedarwood, we've created a wonderfully herbaceous and fresh fragrance. Annoying for ticks, but pleasant for the owner's nose! Tip: natural pest control works best when paired with a product that works from the inside, like our supplement with sheep fat, olive oil, garlic, and seaweed.

Active ingredients

Citronella
Cedarwood
Castor oil

Dog spray against ticks with a lemon-wood scent.



POLISH CARE SPRAY

500ML

Sometimes your furry friend's coat just needs a little happiness. With our sprays, you'll bring back that shine and banish unpleasant odors. This version helps promote a shiny coat and better combability, thanks to the argan and jojoba oils. While the application might not always earn you thanks, the cuddle factor afterward is definitely much higher. Oh, and of course, it's free from sulfates, parabens, alcohol, and pH-neutral for your dog's skin (7). But we're sure you already knew that, right?

Active ingredients

Argan oil
Jojoba oil
Castor oil

Dog spray with argan oil, jojoba oil, and a fresh scent.



SHINY HONEY SHAMPOO

500ml

While bath time might be a buzzkill for most four-legged friends, this shampoo turns it into a feel-good ritual. That's because it's free from parabens and alcohol, and pH-balanced especially for a dog's skin. Argan oil nourishes the skin, while honey brings a beautiful shine to the coat. And thanks to the delightful scent, post-bath cuddles are irresistible restoring peace, love, and harmony between human and hound.

Active ingredients

Argan oil
Honey
Magnesium
Castor oil

Dog shampoo with argan oil and honey.



REPAIR POWER SHAMPOO

500ml

Good care goes beyond just proper nutrition. That's why we have a shampoo that's gentle on your dog's skin, coat, and paws. It's completely free from additives like parabens and alcohol. It's also pH-neutral for your dog's skin. Aloe vera hydrates, shea butter nourishes, and the delightful fragrance will make the owner happy. With this shampoo, it's no longer a chore to take your four-legged friend through the wash.

Active ingredients

Shea butter
Aloe vera
Magnesium

Hondenshampoo met aloë vera en sheaboter.



SHAMPOOBAR

100gr

Does your fluff ball long to show the best side of themselves? If so, prepare him for a shower party with this lovely shampoo bar. It's free of antics like sulfates & parabens and lavishly filled with argan oil, jojoba & glycerin. This last one assures that the skin preserves its fat layer and doesn't go dry. By using the shampoo bar, you can drag your dog through the car wash in a justifiable and responsible way.

Active ingredients

Argan oil
Jojoba oil
Glycerin

Sustainable shampoo with argan oil, jojoba oil, and glycerin.



PAW BALM

50ml

Coconut oil, shea butter & lanoline are an exceptional trio. Together with nine other ingredients, they form a strong team and soften up every dog's paw. This balm protects the paw against negative influences from the outer world. Does your sweetheart happen to suffer from a dry nose, too? Well, the balm's applicable for that as well. And no, a little lick to the nose doesn't pose a problem. This balm is, to a certain extent, edible.

Active ingredients

Coconut oil, shea butter, lanoline, hamamelis, sage, calendula, arnica, yarrow, tea tree oil, DMSO, vitamin E and provitamin B5.

Organic balm for dry or cracked paw pads. Protects against hot sidewalks, salt, and other external elements. Can also be used on dry noses.



SKIN OIL

50ml

A jar of gold, but slightly better. This fragrant skin oil, based on almond oil & avocado oil, contains the following stars: litsea, patchouli, calendula, arnica & geranium. You'd almost think we were a florist, didn't you? Our skin oil is indispensable. This magical substance helps with solving complications like dry spots, skin flakes, bruises and rash. The handy dropper makes the oil easy to apply on the skin, not just the fur.

Active ingredients

Almond oil, avocado oil, olive oil, litsea, patchouli, calendula, arnica, geranium.

Natural oil for dry spots, flakes, bruises, and rashes. The dropper allows you to apply the oil directly to the skin, even through the coat.



TEA TREE

20ml

This oil is a natural product to battle ticks, fleas and skin complications like molds and rash. It's a beautiful blend of three types of oils: tea tree, argan oil & cold pressed olive oil. The product is kept in a dark, glass bottle. This packaging makes sure the quality is optimally maintained. The bottle is topped off with a handy dropper, so it's easy to apply the exact dose.

Active ingredients

10% tea tree oil, 30% argan oil, 60% olive oil.

Natural remedy for ticks, fleas, and skin issues such as fungi and rashes.





Advice - *petcare*

Washing

Wash your dog 5 to 7 times a year on average, unless advised otherwise. Always use shampoo specifically for dogs and never human shampoo on your dog. Human shampoo often contains harsher degreasing agents or fragrances and colorants that can irritate the skin, making your dog more vulnerable to infections. Additionally, they do not have the same pH value as a dog's skin (even baby shampoo with a pH-neutral formula).

Oil

Skin oil can be used daily on irritated or damaged spots. Gently massage it in to provide relief. If skin problems persist, always consider the diet. Tea tree oil can be applied three times a week in a few drops behind the ears and at the base of the tail. Gently massage it into the skin through the fur.

Paw Balm

For dry noses, you can use our paw balm. It's no problem if your dog licks it and ingests it. Our paw balm is suitable all year round. In the winter, it protects paw pads from de-icing salts and freezing, while in the summer, it prevents dehydration.

Puppy

Puppies place a lot of importance on their own scent and the scent of the litter. Therefore, do not use our grooming products on puppies while they are still nursing from their mother.

Spraying

Use the spray 1 to 2 times a week. Apply dog sprays at least 20 centimeters away from the fur. These sprays help make combing through the fur easier.

Combining

Combine natural external flea and tick control, such as tea tree oil or Protected Doggy, with internal natural control, such as the supplement with sheep fat & garlic. Using both internal and external protection together ensures maximum effectiveness.

Supportive

For skin problems, always look at the diet. This is often the solution. A grooming product works as a supportive measure.

Caution

Keep these products away from your dog's eyes. Our products are for external use only. Tea tree oil is toxic to cats and also unsuitable for households where dogs have close contact with cats.



Snacks

Do you want your dog to chill out? Or do you want to pamper them? One word: SNACKS! For all occasions, we have a wide range of 100 tasty snacks with no nonsense. Because we believe, the more snacks, the better. Your four-legged friend will definitely agree with us.



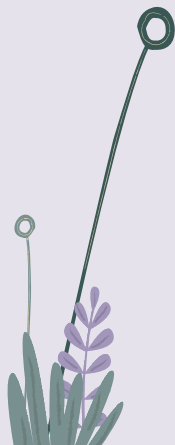


FACTSNOTFABLES

We have an extensive range of over 100 types of natural snacks.
**Ranging from chew snacks to reward snacks, treat snacks, bones,
and oven-baked cookies.**

Choose from many different animal species such as chicken, beef, rabbit, lamb,
duck, deer, camel, fish, turkey, horse, and pork.

**There's something for every dog: from puppy
to senior, from sensitive to omnivore.**



INDULGENT SNACKS

We offer a wide range of indulgent snacks

Indulgent snacks are special treats given simply to spoil your dog and show extra love. Rich in flavor and often made with premium ingredients, these snacks turn an ordinary moment into something special. Perfect for a little pampering!



LONG-LASTING CHEWS

We offer a wide range of long-lasting chews

Long-lasting chews are perfect for keeping dogs entertained while supporting their natural chewing instincts. These durable snacks take time to get through, helping to reduce boredom, relieve stress, and promote dental health by scraping away plaque as they chew. Ideal for strong chewers or dogs who love a challenge!



REWARD

We offer a wide range of reward snacks

Reward snacks are small, tasty treats used to positively reinforce good behavior during training or play. They're easy to carry, quick to eat, and help strengthen the bond between you and your dog. With the right reward, learning becomes fun and effective!



CRISPY & CRUNCHY

We offer a wide range of crispy dogsnacks

Crispy or brittle dog snacks have a light, crunchy texture that breaks apart easily when chewed. This texture is not only enjoyable for dogs but also serves an important function in dental care. As dogs bite into these snacks, the abrasive surface helps scrape away plaque and tartar buildup from their teeth. Regular chewing of such snacks can support healthier gums, fresher breath, and overall better oral hygiene.



Advice - *snacks*

Chewing

Treat your dog regularly with snacks that they can chew on for an extended period. The scraping of their teeth helps clean the teeth and can even remove plaque.

Dental Care

Crunchy snacks, like lung treats, contribute to dental cleaning due to their structure.

Hydration

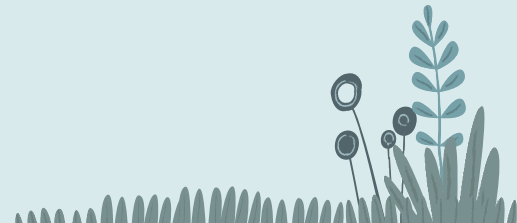
Make sure your dog always has access to fresh drinking water.

Fiber

Snacks with fur or hair not only aid in dental cleaning but also provide extra fiber for the body.

Supervision

Remember to always supervise your dog when giving snacks.



Appendix - *week menus*

In the KIVO menus shown alongside, your dog's daily vitamin requirements (according to FEDIAF NUTRITIONAL GUIDELINES, 2021) are naturally met. We do not add artificial vitamins, as they are naturally present in our meals. You can find the nutritional analysis on the packaging. By following our carefully crafted menus, your furry friend will receive everything they need, down to the exact detail. The natural form of these vitamins also ensures higher absorption and biological value, contributing to your dog's well-being and happiness.

Weekmenu Normal

Mon	4 Fish Species mix
Tue	Chicken Complete
Wed	Horse & Rabbit Complete
Thu	Duck Complete
Fri	Beef & Chicken Complete
Sat	Beef & Duck Complete
Sun	Lamb Complete

Weekmenu Without Chicken & Beef

Mon	Duck Complete
Tue	Horse & Rabbit Complete
Wed	Duck Complete
Thu	Lamb Complete
Fri	4 Fish Species mix
Sat	Duck Complete
Sun	Turkey Complete



Weekmenu Puppy 0-6 months

Mon	Beef & Duck Puppy
Tue	Beef & Chicken Puppy
Wed	Beef & Duck Puppy
Thu	Beef & Chicken Puppy
Fri	Beef & Duck Puppy
Sat	Beef & Chicken Puppy
Sun	Beef & Duck Puppy

Weekmenu Puppy 6-12 months

Mon	Beef & Duck Puppy
Tue	Lamb Complete
Wed	Beef & Chicken Puppy
Thu	Beef & Chicken Complete
Fri	Beef & Duck Puppy
Sat	Duck Complete
Sun	Beef & Chicken Puppy

Weekmenu Without beef

Mon	Chicken Complete
Tue	Lamb Complete
Wed	Duck Complete
Thu	Turkey Complete
Fri	Horse & Rabbit Complete
Sat	Chicken & Fish Complete
Sun	4 Fish Species mix

Weekmenu Without chicken

Mon	Beef & Duck Complete
Tue	Turkey Complete
Wed	Duck Complete
Thu	Lamb Complete
Fri	Beef & Duck Complete
Sat	5 Animal species Complete
Sun	Duck Complete

Weekmenu Budget'

Mon	Chicken Complete
Tue	Turkey Complete
Wed	Beef & Chicken Complete
Thu	4 Fisch Species mix
Fri	Chicken & Fish Complete
Sat	Beef Complete
Sun	Tripe & Chicken mix

Weekmenu Low in fat

Mon	Horse & Rabbit Complete
Tue	Chicken Complete
Wed	Turkey Complete
Thu	Horse & Rabbit Complete
Fri	Beef & Chicken Complete
Sat	Rabbit mix
Sun	Beef Complete

***Daily supplement with our vegetable sausage.
Add 10% to the daily meat requirement.**

NOTES







KIVO

natural petfood