



For Dogs

AWARD-WINNING DOG SNACKS.

Vitakraft® is the market leader for our wide range of dog treats (Source: Nielson 2018) and have been awarded the "Top Marke ^[1]" for **6 consecutive years** (2013-2018). Your dog simply won't be able to resist our extensive range of dog treats and foods, which also ensure optimal nutrition for them.

[1] The "Top Marke" award is an award from the Lebensmittel Zeitung, the leading German trade newspaper for the retail and consumer goods industries. The 100 most successful brands are awarded annually with the top brand. All the top brands are characterized by the fact that they have gained consumer favor in recent years and have been sold particularly successfully in the trade. The top brands are determined on the basis of renowned consumer research figures (Institute: "Gesellschaft für Konsumforschung" GfK) and transparent criteria.





DOG STICK

Our Dog Sticks are from the same producers of our global leading Beef Sticks®, which sells over 50 million per year! We have formulated 6 varieties of delicious Dog Stick flavours filled with nutritional goodness, ensuring both your dog's optimal health and satisfaction of taste buds.

- **Sugar-Free Recipe**
- **No Artificial Colours & Flavours**
- **High Palatability Rate: > 90%**
- **Extra Meaty: > 75% Meat**
- **Human Grade Ingredients**



TREATIES®

Our home-made, oven cooked Treaties® have an extra-high meat content with a luscious filling. They are irresistibly delicious - which makes them an absolute highlight among all reward snacks for dogs. These are perfect for indulging your little sidekick.

- **Sugar-Free Recipe**
- **High Palatability Rate: > 95%**
- **Extra Meaty, with a Hearty, Soft & Succulent Texture**
- **Resealable Bags: For better preservation**



DENTAL 3-IN-1

Dental 3-in-1 has a special and innovative 3-in-1 ingredient combination of Zinc, Stay Clean and Pyrophosphate. This helps to reduce the growth of bacteria in your dog's mouth and helps prevent the formation of dental plagues, calculus and tartar. They contribute also to mouth wound healing too. All without compromising the snack's yummy taste.

- **Sugar-Free Recipe**
- **No Artificial Colours & Flavours**
- **Ingredients Ensure Excellent Dental Health**
- **Thorough Cleaning of Teeth**



NUTRI ZNACK

With a high meat content of 75% premium meaty goodness, our Nutri Znack for dogs have proven to be a favourite. All Nutri Znacks are air dried with care in one of the cleanest countries in the world, New Zealand. Dedicated to healthy nourishment, each flavour has added superfoods that are sure to support the health of your little companion.

- **Grain-Free Recipe**
- **Sugar-Free Recipe**
- **Non-GMO and Gluten-Free**
- **100% Real Meat: From Grass-Fed Beef & Lamb**



NOSHIES

Pack filled with essential vitamin B and a high turkey meat content, our soft and tasty Noshies are sure to pamper your fluffy, four-legged friends. The premium mix also contains 3 fun dog shaped snacks to delight your dogs!

- **Sugar-Free Recipe**
- **Resealable Bags: For better preservation**
- **Made in Germany: Freshly baked in our in-house ovens**



MEAT SNACKS

Our specially formulated, highly meaty snacks are a best-seller in Germany. Made with the finest ingredients, our meat snacks offer up a diverse range that is sure to please your dogs, while supporting their nutritional needs.

- **High Meat Content**
- **Sugar-Free Recipe**
- **No Artificial Colours & Flavours**
- **Low Fat Content**



SUPER CHOMP® (COMING SOON!)

The new intensive chewing experience for dogs! The delicious chewing snack is particularly well suited for strong chewers and promise a species-appropriate employment. The special consistency ensures a clean feeding. The natural ingredients conjure up an appetizing meaty smell and savory taste. Coming soon and available in the form of a cutlet or a stick.

- **Tasty & Aromatic**
- **Sugar-Free Recipe**
- **No Artificial Colours & Flavours**





COMPLETE PET FOOD.

This product meets the nutritional standards of the Association of American Feed Control Officials (AAFCO) for complete and balanced pet foods.



90% PROTEIN
FROM REAL
MEAT & MEAL

10% FRUITS
& BOTANICALS

0% GRAIN
& GLUTEN
NON-GMO
SUGAR FREE

UNIQUE REAL5 BLEND.

ReaLife's unique blend of naturally coloured superfoods offer functional benefits that occur from a 5-colour diet. Each coloured superfood provides a natural and different functional benefit for your pet dog. They are added in their whole food state to preserve and optimise such benefits and nutrition.

- YELLOW: Tumeric
- RED: Dried Apple
- BLUE: Blueberry
- ORANGE: Dried Carrot
- GREEN: Spinach



REAL
5



QUALITY PROTEIN.

ReaLife brings you premium and novel proteins sourced from one of the cleanest countries in the world - New Zealand. These proteins are from wild-caught or expertly free-raised animals, meaning that they are free of harmful GMOs and antibiotics. There are no rendered meats or by-product animal meats used.

REALIFE

REAL BENEFITS FROM REAL INGREDIENTS



REAL INGREDIENTS. REAL BENEFITS.

Wholesome staple foods formulated with unmatched premium protein, sourced and produced from scenic New Zealand. Dedicated to all breeds and all life stages, Vitakraft's ReaLife dry food is sure to meet the needs of your dogs with its delicious, healthy goodness.





VitaLife®



ALL FUNCTIONS IN ONE FORMULA.

A highly functional dry food recipe created just for your dog's natural and wholesome diet. Richly endowed with food components that suit the different requirements of dogs, for the ideal daily sustenance. It also offers fundamental benefits suited for the needs of different dogs at different life stages to optimize their health.

- **Sugar-Free Recipe**
- **High Quality Animal Protein**
- **Balanced & Complete Nourishment**
- **No Artificial Colours & Flavours**



For the
Love of
Dogs



With around 350 carefully developed products, Vitakraft® supplies everything a dog's heart could desire - reassuring owners that they really are giving their pet the best possible care. Whether you own a sensitive pug, a cheerful Labrador or a Great Dane, a vivacious puppy, and active adult dog or a reposeful retiree - pet owners would find all they need in our wide range of products, from tasty treats to healthy main foods, inspiring toys and gentle helpers for care. Everything you need to look after your dog in a loving, responsible and uncomplicated manner - naturally, with helpful advice whenever you need it.