

PET FOOD

1



EXPRESSIONS AROMATIQUES

yours flavourly

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DEFINITION

PET FOOD

Pet food is considered as a specialty product of animal feed.

For the consumers, the aim is to provide their pets with the best food possible in order to extend their lives and guarantee their well-being.

Dogs (omnivores) and cats (carnivores) represent the majority of the pet food market.



GROWING GLOBAL MARKET

North America is the largest market but **Asia Pacific** is the fastest growing market.

Europe is considered as a major market for quality-driven pet food. Over 80 million households across Europe own at least one pet.

The **Pet Food market** should reach \$113 billion by 2025.



Some of the TOP COMPANIES





HUMANIZATION

*FROM OWNERSHIP TO
PARENTING*

This shift has boosted the pet food market, thus driving the demand for high quality food as well as premium options.

INCREASING HEALTH CONCERNS

The pet humanization trend also led to an increase in health consciousness and has generated demand for pet food free of sugars, grains, colours and other artificial additives.



PET TRENDS

FOOD Pets' plates look more and more like ours



45%

of pet parents admit to personally following a diet

70%

of those admit to putting their pet on a special diet too

AVERAGE

47%

of pet parents who eat organic feed their pets organic too

AVERAGE

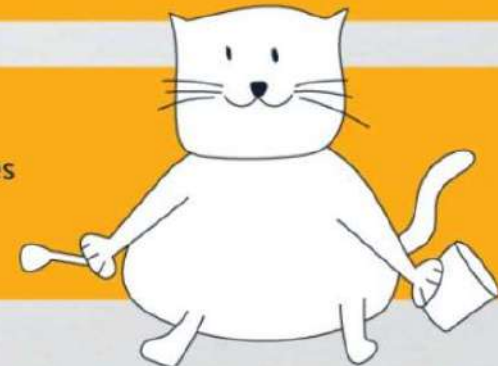
45%

of pet owners who are on a protein-rich diet feed their pets protein-rich as well

ALMOST

4 IN 10

pet owners with a food subscription service themselves have signed up for a pet subscription service



Source : Michelson Found Animals

TOP CLAIMS

GRAIN-FREE

Grain free has become a major trend following what can be seen in human food. Though there is no actual evidence that grain-free diet is better.



CLEAN LABEL

The idea of “clean label” in relation to food and now pet food has been gaining mainstream traction for several years.



WEIGHT LOSS

In the United-States in 2019, 52.6% of the dogs and 57.6% of the cats were overweight or obese, following the human obesity pattern.



BARF

Biologically Appropriated Raw Food is supposed to contain maximum protein and fresh fruits and vegetables. This nutritional approach is closer to their natural needs.



FOOD INGREDIENTS

Additives

Additives used in animal nutrition may be divided into the following sub-categories:

- **Technological additives:** preservatives, antioxidants, emulsifiers, stabilizers, acidifying agents & additives for silage...
- **Sensory additives:** *flavours, colouring agents...*
- **Nutritional additives:** vitamins, amino-acids & trace elements...
- **Zootechnical additives:** improved digestion & intestinal flora stabilizers...

REGULATION (EC) No 1831/2003 on additives for use in animal nutrition

FOOD INGREDIENTS

Flavours characteristics

*Sensory additives are used to improve or change the **organoleptic properties** of Pet Food products.*

Flavours are used to :

- Enhance the taste;
- Increase the palatability;
- Mask the taste and smell of other additives.

REGULATION (EC) No 1831/2003 on additives for use in animal nutrition

TOP FLAVOURS - DOGS & CATS

MEAT

CHICKEN
BEEF
TURKEY
LAMB
PORK
VENISON
DUCK
EGG
LIVER
BACON
VEAL
OSTRICH
WILD BOAR

FISH

SALMON
TUNA
WHITE FISH
OCEAN FISH
TROUT
SARDINE
SHRIMP
CRAB
MACKEREL
FISH OIL

VEGETABLES

CARROT
GREEN BEAN
SWEET POTATO
PEA
TOMATO
SPINACH
BEETROOT

TOP FLAVOURS - DOGS & CATS

FRUITS

APPLE
PUMPKIN
BLUEBERRY
PEACH
BANANA
CRANBERRY
RASPBERRY

GOURMET & SPICES

GINGERBREAD
PEANUT BUTTER
HONEY
MAPLE
CINNAMON
GINGER

OTHERS

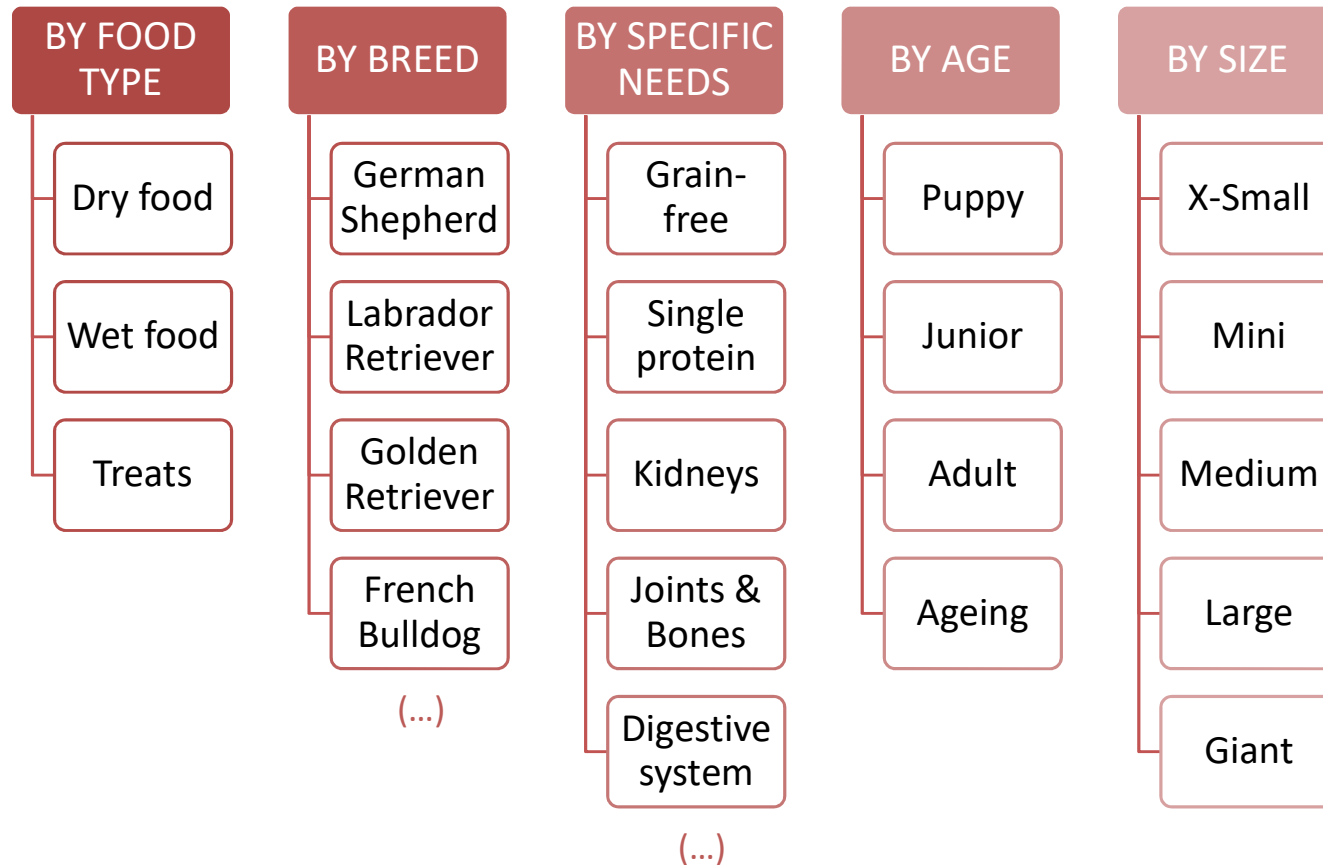
CHEESE
YOGURT
MILK
FRESH
SMOKE
SEAWEED
CATNIP
RICE
CHICKPEA



DOG FOOD



DOG FOOD SEGMENTATION



DRY DOG FOOD

SENIOR



PURINA PRO PLAN (Nestle)
United-States

Gluten-free dry food for medium and large-breed dogs aged 7+ with sensitive skin. For vitality and healthy joints.

SALMON & RICE

SENIOR



CONCEPT FOR LIFE (Matina GMBH)
Germany

Suited to the nutritional needs of medium-sized senior dogs aged 7+. Premium, complete dry dog food promoting vitality and supporting healthy bones.

CHICKEN & POULTRY

PUPPY



JOSERA (Mars)
United-States

Dry dog food for growing puppies older than 8 weeks. Optimal nutrients for healthy development; now with added mussel protein for strong joints.

POULTRY & MUSSEL

PUPPY



FULLTRUST (ADM)
Mexico

Selected ingredients and the best nutrition technology to meet the energy requirements and growth rates of small breeds in the first months of life.

CHICKEN & BEEF

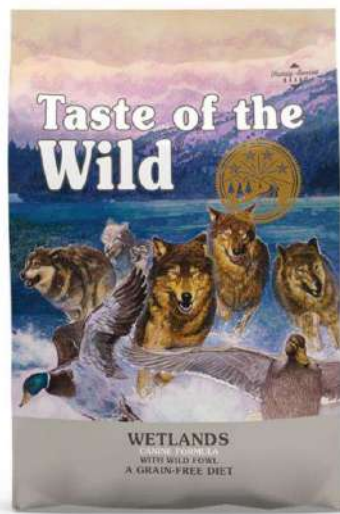
DRY DOG FOOD



CARNILOVE
Czech Republic

Grain-free & potato-free formula for adult dogs of all breeds. Perfect combination of quality, highly digestible proteins and rich in natural nutrients.

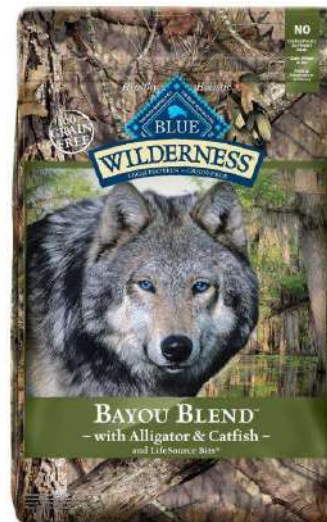
LAMB & WILD BOAR



TASTE OF THE WILD
United-States

Grain-free dog food enriched with fruits and vegetables in a recipe based on natural canine nutrition, with natural flavours. Suitable for all breeds and sizes.

DUCK, TURKEY & QUAIL



BLUE BUFFALO (General Mills)
United-States

High protein and grain-free dry dog food create to celebrate exotic flavours of America's Bayou.

ALLIGATOR & CATFISH



WOLF OF WILDERNESS (Matina GMBH)
Germany

Dry dog food that echoes the wild wolf's natural diet in Scandinavia. Meat-rich and species-appropriate, enriched with blueberries.

REINDEER, CHICKEN & SALMON

DRY DOG FOOD



BOSCH
Germany

Balanced semi-moist dog food with 60% fresh chicken as the single source of high-quality animal protein. Soft, grain-free kibbles with easily-digestible potato and banana to supply vital carbohydrates.

CHICKEN & BANANA



ARDEN GRANGE
United-Kingdom

Grain-free dog dry food rich in essential protein and key nutrients to support health. Ideal for dogs that suffer with sensitive skin or digestive issues.

OCEAN WHITE FISH & POTATO



NUTRO (Mars Inc.)
United-States

A wholesome dry dog food made with 10 key ingredients or less, with natural flavours, vitamins, minerals and nutrients.

VENISON & SWEET POTATO



SMART HEART (Perfect Companion Group)
Thailand

High quality natural ingredients to provide "Total Health Nutrition" for dog's overall physical and emotional well being.

CHICKEN, FISH, EGG, TOMATO & BLUEBERRY

WET DOG FOOD



ROCCO

Germany

Dog wet food inspired by typical Austrian winter meal. Made with tasty wild boar, spaetzle noodles and lingonberries.

AUSTRIAN WINTER MEAL



CESAR HOME DELIGHT (Mars Inc.)

United-States

Sophisticated wet dog food. Natural flavours.

**GRILLED PORTERHOUSE STEAK WITH
POTATOES, BACON & CHEESE**



BLUE BUFFALO (General Mills)

United-States

Wet dog food with high-quality chicken and wholesome green beans, carrots and potatoes. No artificial flavours or preservatives.

SUNDAY CHICKEN DINNER



VITA-ONE GOO! (Nihon Pet Food Co.)

Japan

Wet dog food made with selected ingredients and juicy meat. Glucosamine is added to maintain joint health.

CHICKEN & PUMPKIN

WET DOG FOOD



LUKULLUS
Germany

Complete wet dog food. All ingredients are freshly prepared through a slow cooking process: wild rabbit & turkey with pear, oat flakes and black onion seed oil.

WILD RABBIT, TURKEY & PEAR



HERRMANN'S ORGANIC
Germany

Top quality complete wet dog food, made with mainly premium organic ingredients. 50% meat content.

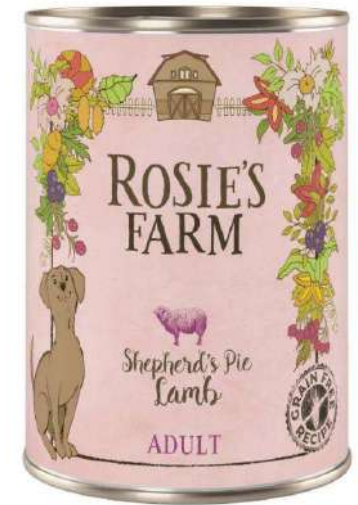
GOOSE & BUCKWHEAT



YARRAH
Netherlands

Wet dog food made with ingredients from certified organic sources. With spirulina and seaweed to help support healthy skin and glossy fur.

CHICKEN, SEAWEED & SPIRULINA



ROSIE'S FARM
United-Kingdom

Adult wet dog food lovingly made with 60% lamb and a selection of fruits and vegetables, including carrots, broccoli, cranberries, potatoes and botanicals.

SHEPHERD'S PIE LAMB

DOG TREATS



PUP-PERONI (Smucker's)
United-States

Dog treat made with real sausage. Real beef is the #1 ingredient. No added grains, fillers or artificial flavours.

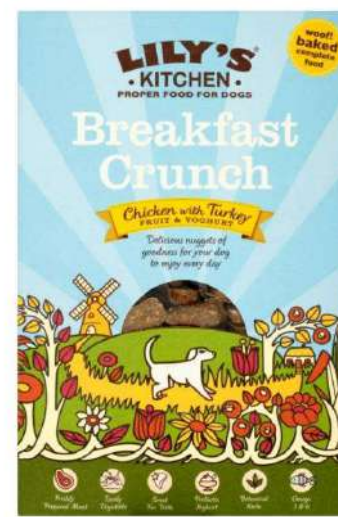
MAPLEWOOD SMOKE



COMBO PRESENT (Nihon Pet Food Co.)
Japan

Dog treats containing Coenzyme Q10 to maintain good health and prevent decline in old age. Perfect for everyday reward.

CHICKEN & CHEESE



LILY'S KITCHEN
United-Kingdom

Dog healthy breakfast biscuits with chicken, turkey, fruit and yoghurt. Freshly prepared meat. Easily digestible. Promote good overall health and vitality

CHICKEN & TURKEY



CESAR JERKY BITES (Mars Inc.)
United-States

Meat-first and grain-free dog treat made with selected ingredients. Natural flavour.

PORK & PEACH

DOG TREATS



MILK BONE (Smucker's)
United-States

Dog treats for small dogs featuring teeth-cleaning and vitamin-enriched goodness .

PEANUT BUTTER; PEANUT BUTTER & HONEY; PEANUT BUTTER & BACON



FRUITEES
Germany

Grain-free semi-moist mini-bone shaped snack with poultry and no added sugar. Packed in a re-sealable "Soft-Lift-Cup". Ideal as a training reward.

POULTRY & APPLE



DOGLICIOUS (Total Alimentos SA)
Brazil

Dog snacks promoting a careful dental cleaning, helping with tartar control and keeping fresh breath.

MINT



GREENIES (Mars Inc.)
United-States

Dental Treat for clean teeth and fresh breath. Natural flavour.

GINGERBREAD

FOCUS ON EDGARD COOPER

KIBBLE



EDGARD COOPER
United-Kingdom

Grain-free recipe full of high-quality protein and Omega 3. Hypoallergenic recipe containing prebiotics for a healthy gut.

FRESH NORWEGIAN SALMON with beetroot, apple, mango & blackcurrant

TIN



EDGARD COOPER
United-Kingdom

Hypoallergenic and grain-free recipe packed with Omega 3 and prebiotics to support a healthy gut.

GAME & DUCK with beetroot, blueberry & pear

BAR



EDGARD COOPER
United-Kingdom

Dog-sized bar packed with 35% protein. Grain-free recipe made using the finest cuts of beef and naturally nutritious broccoli, strawberry and sweet potato.

BRILLIANT BEEF

DENTAL STICK



EDGARD COOPER
United-Kingdom

Extra long chew time dental stick. Low in calories. Contains calcium for strength and mint for freshness.

MINT & STRAWBERRY

CAT FOOD





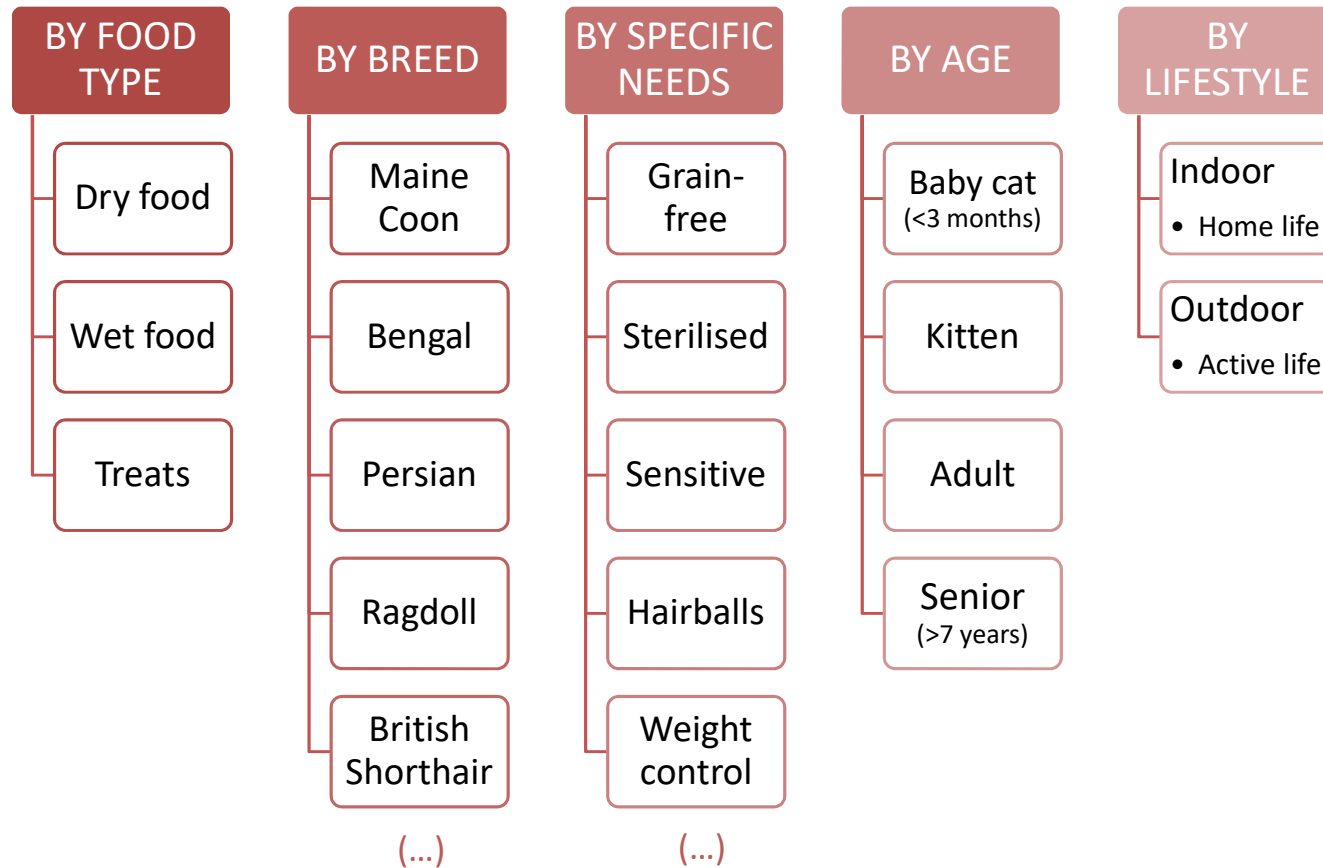
CAT FOOD: SECOND LARGEST GLOBAL MARKET

Largest market in **France** and in **Europe**.

Cats are increasingly gaining popularity:

- **Ideal Pet for Apartments**
- **Very Photogenic**
- **Fiercely independent**
- **Often Cost Less to Care for**

CAT FOOD SEGMENTATION



DRY CAT FOOD

SENIOR



JAMES WELLBELOVED
United-Kingdom

Dry food formulated to meet the protein and energy requirements of the adult cat of seven years and older.

TURKEY

SENIOR



RACHAEL RAY NUTRISH
United-States

Natural food with added vitamins, minerals & taurine to help keep your cat healthy and happy for a long time.

CHICKEN, CHICKPEA & SALMON

KITTEN



HAPPY CAT
Germany

Grain-free dry food for sensitive young cats between the ages of 4-12 months, with duck and an All-in-One recipe to support healthy growth, suitable for those with grain intolerances.

DUCK

SPECIFIC BREED



LACINE (Nihon Pet Food Co.)
Japan

Recommended for Japanese cat mixes and hybrids. Maintains good health and supports immune function with excellent nutritional balance.

CHICKEN & SEAFOOD

DRY CAT FOOD



WILD FREEDOM (Matina GMBH)
Germany

Complete dry cat food made with beef and chicken and typical African ingredients such as catfish, baobab extract and sweet potato. 40% fresh meat, 100% grain-free.

SPIRIT OF AFRICA



APPLAWS
United-Kingdom

This tasty complete dry food for adult cats is grain-free with a 50% fish content. It contains nutritious salmon oil with fatty acids for healthy skin & fur, yucca extract & prebiotics.

OCEAN FISH & SALMON



PURIZON (Matina GMBH)
Germany

Premium dry cat food inspired by wild cat's natural diet. High protein content and fresh wild boar meat. 70% animal ingredients, 0% grain.

WILD BOAR



CRAVE (Mars Inc.)
United-States

Grain-free dry food for adult cats, with at least 60% animal ingredients and a high protein content, in a natural recipe with fresh fish and free from soya and dairy products to ensure digestibility.

SALMON & OCEAN FISH

DRY CAT FOOD

INDOOR



BOZITA
Sweden

Premium cat food from Sweden. Made with easy to digest chicken. With vitamins and nutrients for a healthy immune system. Suitable for elderly and sterilised cats or indoor cats.

CHICKEN & REINDEER

OUTDOOR



ROYAL CANIN (Mars Inc.)
France

Cat kibbles intended for active cats that live predominantly outdoors; higher energy content, healthy joints and plenty of antioxidants for strong immunities.

POULTRY

HAIRBALL



ULTIMA (Affinity Petcare)
Spain

Specialised food for sterilised cats, helps with the removal of swallowed hair. Balanced & low in fat, low calorie formula that supports weight control.

TURKEY & BARLEY

DENTAL



SANABELLE
Germany

Balanced dry food for cats from 1 year old, with special kibble to help maintain dental hygiene, with plant fibre, poultry and functional ingredients.

POULTRY

WET CAT FOOD



FERINGA (Matina GMBH)
Germany

Seasonal wet cat food made with goose and fruits. Grain-free. Made with local ingredients and 97% meat.

PURE GOOSE with pears & raspberries



PURINA FRISKIES (Nestle)
United-States

Grilled meals with two delicious textures. Delicious stuffed bites paired with tender, meaty pieces.

SALMON & SHRIMP



PETCUREAN GO!
Canada

Natural, grain-free and protein-rich recipe providing complete & balanced nutrition.

With cranberries to support immune system function & urinary tract health.

LAMB & WILD BOAR



TIKI CAT
United-States

Wild-caught ahi tuna topped with real, whole prawns in a succulent tuna consommé.

AHI TUNA & PRAWN

WET CAT FOOD



WHISKAS (Mars Inc.)
United-States

Chunks and flakes of real fish prepared in natural juices. Convenient and easy-to-serve pouch.

SARDINE & MACKEREL ENTRÉE



CALICO BAY (Thai Union Group)
Thailand

Complete island inspired recipe that uses only natural, healthy ingredients. Grain-free and no artificial preservatives.

TUNA & SALMON



SCHESIR
Italy

Schesir Pouch is a high quality supplementary wet cat food for fully-grown adult cats in assorted flavours.

CHICKEN & SEABASS



MIAMOR
Germany

Fine ragout in delicious cream. High meat content. Free from artificial colours and preservatives.

VEAL in TOMATO CREAM

CAT TREATS



CATLICIOUS (Total Alimentos SA)
Brazil

Ocean mix cat treat for between meals, with a crunchy texture and funny shapes. Very tasty.

TUNA, FISH & SHRIMP



WHISKAS (Mars Inc.)
United-States

Irresistible treats for growing cats between 2 and 12 months, with extra milk and calcium to support healthy bones development. Ideal as a reward or tasty snack between meals.

MILK



GIMPET
Germany

A very special treat for gourmet cats. Made with aromatic catnip. Grain-free and no added sugar.

MINT



TIME FOR TWO (Nihon Pet Food Co.)
Japan

Easy-to-give and easy-to-eat snack for cat. Made with 100% domestic chicken and domestic bonito.

CHICKEN & BONITO

CAT TREATS



CATESSY
Germany

Rich in taste, Catessy Sticks are made from carefully selected fresh ingredients. And the sticks are grain-free and easily digestible.

BBQ with TURKEY



TIGERIA
Germany

Creamy, milky treats offering a unique taste sensation, particularly enjoyable as a reward. Grain-free, no added sugar, individually portioned to maintain taste and freshness.

PEACH or MANGO



FRANCODEX
France

Treats for indoor cats. Prevent hairballs formation. Promotes urinary well-being.

MALT & YUCCA



CARNILOVE
Czech Republic

Grain-free crunchy snack for strong immunity. No added sugar. For all cats.

DUCK & RASPBERRY

FOCUS ON COSMA

POUCH



COSMA ASIA (Matina GMBH)
Germany

Made from delicate fish and seafood in a delicious jelly, lightly enriched with exotic rice.

TUNA & CRAB

SOUP



COSMA PURE LOVE (Matina GMBH)
Germany

Cosma Soup supplementary cat food. Grain-free, with juicy chicken breast and papaya, all in a delicate broth. Summer edition.

CHICKEN & PAPAYA

TIN



COSMA GLORY (Matina GMBH)
Germany

High-quality premium food made with fresh and healthy ingredients. High chicken content.

CHICKEN & LOBSTER

SNACKIES



COSMA PURE LOVE (Matina GMBH)
Germany

Freeze dried top-quality snacks made using only 100% finest chicken and lamb. Summer edition.

CHICKEN & LAMB



OTHER PETS

SMALL ANIMALS, BIRDS & HORSES



TOP FLAVOURS – OTHER PETS

FRUITS

CHERRY
RASPBERRY
CRANBERRY
BLUEBERRY

BANANA
MANGO
PINEAPPLE
PAPAYA
PASSION FRUIT

FIG
APPLE

HERBS & VEGETABLES

FENUGREEK
BEETROOT
CARROT
JERUSALEM ARTICHOKE
PEPPERMINT
GARLIC
ROSEHIP
MINT
CAMOMILE
BELL PEPPER

GOURMET & SPICES

CHOCOLATE
VANILLA
HONEY
CARMEL
CINNAMON
SESAME
CANDY CANE
CHRISTMAS PUDDING
YOGURT
EGG

SMALL ANIMALS



OXBOW
United-States

Healthy baked treats with apple and banana. Made in the USA. Rewards for small pets. Natural flavours.

APPLE & BANANA



VERSELE LAGA
Belgium

Tasty snacks for rabbits, guinea pigs and other small pets. Made from premium ingredients. Crunchy biscuits filled with a soft core.

APPLE or CARROT



VITAKRAFT
Germany

Sugar-free crackers recipes for rabbits.

POPCORN & HONEY
VEGETABLES & BEETROOT
GRAPE & NUT



MY LITTLE SWEETHEART (Bunny)
Germany

Heart-shaped supplement for rats, hamsters and mice. Good source of inulin, no added sugar, no artificial colours or preservatives.

ANISEED & FENNEL

SMALL ANIMALS



JR FARM
Germany

Tasty drops for any type of rodents. Made with vitamins and nutrients for healthy bones and shiny coat.

YOGURT & FRUITS



EXTREME! YOGURT YUMMIES
United-States

Creamy-coated goodness for small animals, made with real, whole-shelled almonds, juicy raisins, luscious pineapple and fiber-rich timothy hay pellets.

YOGURT



WILD HARVEST
United-States

These small baked pretzel snacks are easy to grab and nibble on. For hamsters, gerbils, guinea pigs and adult rabbits.

VANILLA



HAPPY SET
South Korea

Palatable, sweet and nutritious drops for small pets such as hamsters, hedgehogs and guinea pigs.

VANILLA

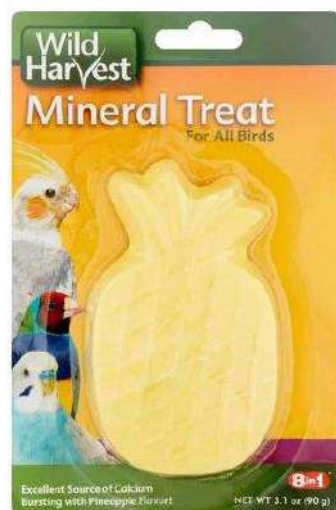
BIRDS



VERSELE LAGA
Belgium

Fruity and sweet prestige bird sticks with exotic fruits.

PINEAPPLE, BANANA & MANGO



WILD HARVEST
United-States

Sun ripened pineapple mineral treat. Excellent source of calcium. For all birds.

PINEAPPLE



KAYTEE FIESTA
United-States

Special treats for birds made with real fruit pieces and a creamy yogurt coating.

PAPAYA



Q-CHAN
Japan

Complete food for mynah birds. Easy-to-eat grain size food. Made with cereals.

PASSION FRUIT

BIRDS



VITAKRAFT
Germany

Bakery-style biscuits for all types of birds. Made with eggs and vegetables to fill up on energy.

EGG & VEGETABLES



QUIKO
Germany

High quality food supplement for an adequate supply of vitamins, especially during the incubation period, for rearing chicks or in case of illness.

EGG & HONEY



EXTREME! SPRAY MILLET
United-States

Honey dipped and calcium coated millet spray. Rich in carbohydrates and protein. Highly digestible.

HONEY & BLUEBERRY



LAFEBER'S
United-States

Gourmet Nutri-Berries treats are made with fresh popcorn and peanuts, and packed with delicious caramel flavour.

CARAMEL POPCORN

HORSES - TREATS



EQUIFIRST Netherlands

Grain-based horse treats, available in 4 flavours. Perfectly suited as a reward.

APPLE, HERBAL, LIQUORICE or VANILLA



STABUL NUGGET (NuZu Feed) United-States

Molasses-free horse treats. Specially designed for horses with chronic health issues.

PIÑA COLADA



CAVALOR Belgium

Healthy and fruity horse treats. Made with corn and wheat.

FOREST FRUIT



LUCKY HORSE (Rapide) Netherlands

Flavoured horse treats. High magnesium content. Unicorn theme.

STRAWBERRY, BANANA, MINT & APPLE

HORSES - TREATS



STUD MUFFINS

United-Kingdom

Tasty horse treats, handmade in Scotland. Wholesome ingredients including oats, wheat, barley and linseed.

CHRISTMAS PUDDING



LIKIT SNACKS

United-Kingdom

Tasty, crunchy, heart shaped nibbles that can be fed from the hand as a reward or training aid.

APPLE & CINNAMON



STEPHAN MUHLE

Germany

This licking treat provides horses and ponies with essential minerals and trace elements. Resealable packaging.

APPLE



LITTLE LIKIT

United-Kingdom

Tasty nutritious lick for horses. Available in a huge variety of colours and flavours.

FRUIT SALAD



WHAT'S NEXT?



CUSTOMIZED PET FOOD

In many markets worldwide, pet food sales growth is increasingly driven by **E-COMMERCE**.

According to Mintel, “52% of French pet owners would be interested in buying **custom-made pet food** (i.e. tailored exactly to my pet’s needs)”.

The development of e-commerce increasingly enables pet food brands to tap into the broader trend of **personalization** and **customization**, inviting pet owners to take a more active role in determining their pets’ diet.

All pets are different, and customizable pet foods are set to become a growing requirement for many pet owners worried about **training, emotional well-being** and **relationship-building**.

CUSTOMIZED PET FOOD



Get tailored dog food, delivered

1

Create your dog's profile

Take a few minutes to tell us all about your dog. We'll create a complete kibble recipe that's 100% supportive, nutritious and satisfying. And just for them.

2

See their unique recipe

It's not just kibble, it's food that responds to your dog's precise needs.

3

Try now with 50% off

Try it now with 50% off and free delivery, then get a box delivered every month (or every 2 weeks for puppies). Cancel any time.



FUTURE PET FOOD TREND - INSECTS



MY LITTLE SWEETHEART (Bunny)
Germany

Heart-shaped supplements for rats, hamsters and mice, made with mealworms. Good source of inulin, no added sugar, no artificial colours or preservatives.

MEALWORM



TOMOJO
France

Kibbles for sterilized cats. Made with 34% dehydrated insects, malt, beetroot and various plants. Grain-free.

INSECTS & BEETROOT



YORA
United-Kingdom

Alternative to traditional meat and fish sources, fully suited to dog's digestive system. Suitable for Adult dogs.

INSECTS, OAT, POTATO & SEAWEED



ENTOMA
Denmark

Training treats made with a delicious combination of innovative insects proteins, sweet potato and ginger.

INSECTS, SWEET POTATO & GINGER

OUR SOLUTIONS



OUR POWDER SOLUTIONS

Code	Designation	Max dosage in complete feed
FES 22295/1	Apple premixture	0.4 g/kg ^{1 2 3}
FES 22278/1	Orange premixture	Depends on the species. Contact us for more details.
FES 22279/1	Tutti frutti premixture	Depends on the species. Contact us for more details.
FES 22281/1	Coconut premixture	0.5 g/kg
FES 22282/1	Cherry premixture	12.5 g/kg ^{2 3}
FES 22283/2	Redcurrant premixture	Depends on the species. Contact us for more details.
FES 22287/1	Raspberry premixture	Depends on the species. Contact us for more details.
FES 22292	Strawberry premixture	8.3 g/kg ⁴
FES 22394	Wild strawberry premixture	Depends on the species. Contact us for more details.
FES 22224	Cream premixture	0.7 g/kg
FES 22280/1	Milk Vanilla premixture	No limitation
FES 22286/1	Milk premixture	No limitation
FES 22284/1	Vanilla Caramel premixture	No limitation
FES 22398/1	Vanilla Butter premixture	1.2 g/kg
FES 21901/2	Anise premixture	0.7 g/kg ^{1 2 3}
FES 22285/1	Thyme premixture	No limitation
FES 22625	Clove premixture	0.8 g/kg ^{2 3}
FES 22693	Lush grass premixture	0.055 g/kg
FES 22694/1	Grass premixture	0.25 g/kg
FES 23162	Garlic premixture	No limitation

¹ Prohibited for sea animals

² Prohibited for fish

³ Prohibited for poultry

⁴ Prohibited for sea aquaculture

OUR LIQUID SOLUTIONS

Code	Designation	Max dosage in complete feed
FEL 22556	Garlic premixture	No limitation
FEL 22556/1	Garlic premixture	No limitation
FEL 22648	Cabbage premixture	1 g/kg
FEL 22880	Cream premixture	1.6 g/kg
FEL 23323	Vanilla Caramel premixture	No limitation
FEL 23324	Milk Vanilla premixture	No limitation
FEL 23469	Apple premixture	0.4 g/kg ^{1 2 3}
FEL 23470	Cherry premixture	12.5 g/kg ^{2 3}

¹ Prohibited for sea animals

² Prohibited for fish

³ Prohibited for poultry

OUR POWDER SOLUTIONS

Code	Designation	Max dosage in complete feed
PES 25387	Barbecue premixture	0.83 g/kg ¹
PES 25387/1	Barbecue premixture	0.83 g/kg ¹
PES 25388	Strawberry premixture	1 g/kg ¹
PES 25389	Wild strawberry premixture	1 g/kg ¹
PES 25390	Chicken premixture	1.6 g/kg ¹
PES 25390/1	Chicken premixture	0.39 g/kg ¹
PES 25391	Grilled chicken premixture	1.6 g/kg ¹
PES 25391/1	Grilled chicken premixture	0.39 g/kg ¹

¹ Only for cats and dogs

OUR LIQUID SOLUTIONS

Code	Designation	Max dosage in complete feed
PEL 22934	Smoked meat premixture	2 g/kg ¹
PEL 22934/1	Smoked meat premixture	0.4 g/kg ¹
PEL 22935	Beef premixture	2 g/kg ¹
PEL 22935/1	Beef premixture	0.4 g/kg ¹
PEL 22936	Shrimp premixture	2 g/kg ²
PEL 22976	Barbecue premixture	0.83 g/kg ¹
PEL 22977	Chicken premixture	2.19 g/kg ¹
PEL 22977/1	Chicken premixture	0.4 g/kg ¹
PEL 22978	Grilled chicken premixture	2.19 g/kg ¹
PEL 22978/1	Grilled chicken premixture	0.4 g/kg ¹
PEL 22999	Beef premixture	0.97 g/kg ¹
PEL 22999/1	Beef premixture	0.19 g/kg ¹
PEL 23000	Grilled chicken premixture	0.99 g/kg ¹
PEL 23012	Fish premixture	2 g/kg ²
PEL 23013	Smoked fish premixture	1.25 g/kg ^{2 3 4}

¹ Only for cats and dogs

² Prohibited for laying hen

³ Prohibited for fish & poultry

⁴ Prohibited for milk producers