

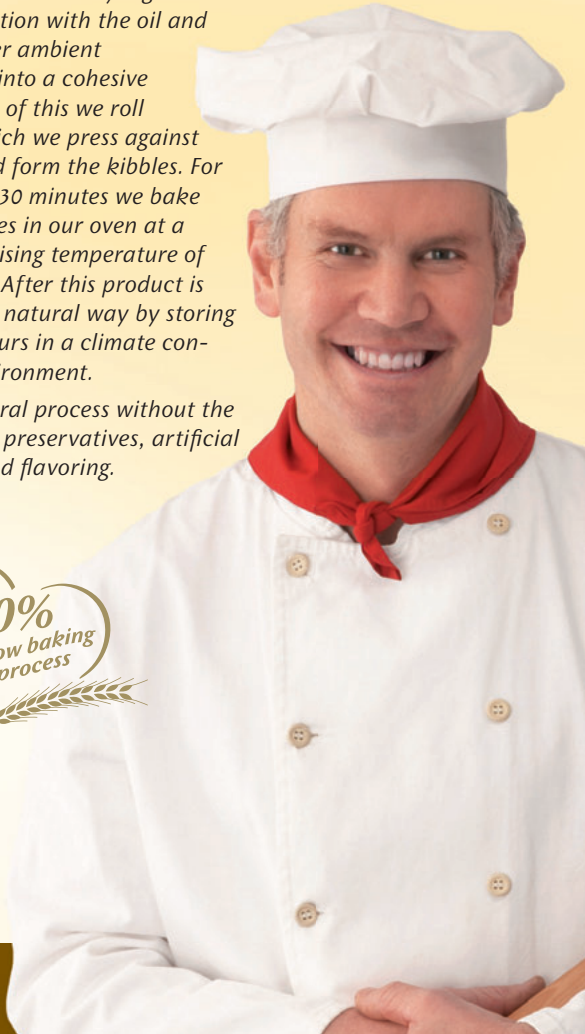
Your customers

Animal Lovers®

The craftsmanship of slow baking

In our modern state-of-the-art bakery we mix the dry ingredients in combination with the oil and water under ambient conditions into a cohesive dough. Out of this we roll a sheet which we press against a roller and form the kibbles. For more than 30 minutes we bake these kibbles in our oven at a gradually rising temperature of 180-245°C. After this product is cooled in a natural way by storing it for 24 hours in a climate controlled environment.

An all natural process without the addition of preservatives, artificial coloring and flavoring.



We will bake your success

In our baking process we do not make any compromises. Out of our bakery you will receive nothing but the best quality. Not only in this new complete dog food but also in the extensive range of dog biscuits. Already for over 25 years we only produce premium quality products out of human-grade ingredients.

- Two new complete dry dog food products
- Over 50 different types of dog biscuits
- No compromise in quality
- Active sales support program



Animal Lovers BV, Einsteinweg 21, NL-7741 KP Coevorden
+31 (0)524 518420, www.animallovers.nl

Animal Lovers®

Oven baked Complete Dog Food



NEW



Baked is better!



Better for ... Your business

Oven baked Complete dry dog food – Not only irresistible in taste

The unique baking process combined with the use of premium quality ingredients that are 100% natural, are taking care of a product that has an exceptional nutritional value. Furthermore it generates the aromas and flavors while making digestion of the ingredients easier and preserves most of the essential proteins, trace elements, minerals and vitamins.

- **Around 95% digestible**
- **Optimal in nutrition**
- **High bio-availability of proteins**
- **All natural ingredients**
- **Slow baking, no extrusion cooking at very high temperature and pressure**
- **Natural drying under moderate temperature**



Small bag size, big potential

Based upon the chosen bag size of 2,5kg it is possible to present almost 3 bags of the Oven baked Complete dog food product on the ground surface of this leaflet. Economical on the shelf in your store for a product in a brand new dog food segment!

- **NEW ... NEW ... NEW**
- **Top of the bill in the Super Premium dog food segment**
- **Fits in the wellness products trend**
- **Interesting price and margin structure**
- **Exclusively in the pet specialty trade**



A satisfied customer is a valid customer

It is a standard rule that happy customers create repurchases. With this new Oven baked Complete dog food the pet specialty store gets an opportunity to create satisfaction in every aspect. Once tried customers will come back on it.

- **Customer satisfaction guaranteed**
- **Exceptional nutritional value produced to the highest quality standards**
- **Careful balanced recipes with special added wellness ingredients**
- **Two different flavors: Chicken recipe and Lamb recipe**
- **Delicious crunchy kibbles**
- **A complete food for all adult dogs without wheat allergy**

