



natural · nutrition · system

WINNER PLUS Pet Food s.r.l.

Natural feed for dogs and cats

Company Profile

The history of quality

WINNER PLUS was established, over 25 years ago, from the passion and intuition of Toni Testa who, with eyes already turned to the future, had realized that modern families would have increasingly taken care of their pets and that a turning point in the world of pet food was needed with feed formulated to meet the nutritional needs of dogs and cats. Over the years, the company has grown steadily, becoming synonymous of health, well-being and natural vitality for dogs and cats; investing in innovation, research and quality, comparing itself with foreign markets and introducing a new concept of product, establishing itself successfully among the leading companies in the professional and pet food industry in Europe and worldwide, with a constantly expanding commercial network in more than 20 countries.

The continuously and constantly growth brings WINNER PLUS, in 2018, to an exceptional process of evolution with the collaboration of a new exclusive, multi-year experience, production partner able to support the growing market demand, improving the recipes with fine raw materials and even higher quality standards: dry complete feed, wet feed and complementary feed, dry and semi-wet snacks, to ensure a healthy and balanced meal every day and able to satisfy both professional and domestic field needs.

Natural • Nutrition • System

Synonymous of health, wealth and vitality, "Natural Nutrition System" is the main company philosophy on which the business bases its well stabilized success. Choosing a WINNER PLUS product means feeding according to nature.



Natural

The wide set of high professional products of complete dried and wet feed, complementary feed for dogs and cats, dried and semi-moist snacks are prepared with attention and passion, using raw materials, 100% natural, that follow the km 0 philosophy, selected and processed in order to obtain the highest quality, respecting the FSSC 22000 standards. All is made without chemical coloring, flavorings and aromas.



Nutrition

We are able to offer the latest advanced product which meets the needs of the consumer and market requirements thanks to the devoted and close cooperation between researchers and the best global breeding. A pet's health comes from its correct nutrition, for this WINNER PLUS products don't present eggs, source of allergies, GMO, soy or wheat (assimilated up to 70%). This guarantees the highest quality of a healthy, balanced, digestible and hypoallergenic product.

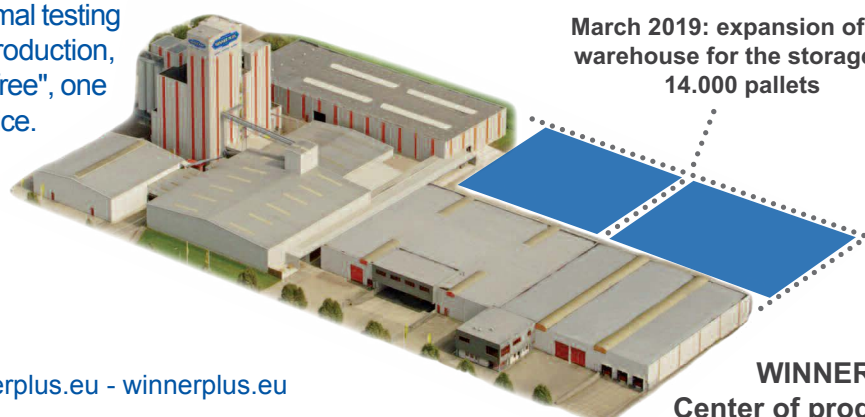


System

A healthy and perfect nutritional system for dogs and cats needs of all breed, weight and age. The high quality of raw materials are carefully processed and checked as done with human food quality, respecting FSSC 22000 certification that establishes the necessary conditions to ensure the best food quality. The entire production chain is constantly subjected to strict controls, raw materials are identified and selected according to the criteria established by the Company to be subsequently transformed into certified production centers.

A winning production system where constant attention to research and development process, technological innovation, updating to market changes are able to maximize standard quality.

A responsible system. Each and every WINNER PLUS product is conceived respecting the environment thanks to the use of renewable energetic sources. Also the business ethics forbids any animal testing during every phase of the production, classifying the product as "Cruelty free", one more reason for a responsible choice.



March 2019: expansion of the warehouse for the storage of 14.000 pallets

WINNER PLUS
Center of production



WINNER PLUS Pet Food s.r.l.

Via Italia, 2 00060 Capena - Rome

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WINNER PLUS[®]



What is the meaning of the word “holistic”?

The term “holistic” comes from the Greek word ὅλος whose meaning indicates “all”. Aim of the holistic medicine is to achieve a global welfare (total) of the organism, therefore the correct psycho/physical balance, obtained by acting with synergy and focusing on all the symptoms of a malaise which is not suppressed but naturally cured. What is called “symptom” is a signal that the body manifests when its functions cease to carry out its activities creating, therefore, a state of imbalance that creates a state of malaise. For this reason, the holistic approach intervenes on each function of the body with a synergistic action and all the while individual, restoring properly every activity and reconstructing the correct balance of the body's needs to live healthy.

WINNER PLUS holistic, the natural choice.

Comparing the concept of “holistic” with the canine nutrition WINNER PLUS research has developed a range of innovative natural feeds, highly assimilated and easy to digest: the new line WINNER PLUS holistic. All WINNER PLUS holistic feeds are prepared in compliance with the philosophy of the “feeding according to nature”, with a careful selection of raw materials properly balanced to ensure the natural health and vitality of the animal. A monoproteic nutrition deal as a maintenance feed or “therapeutic” feed against the symptoms of malaise, designed and formulated to meet the special dietary needs of the dog in every phase of his life.

What are the benefits of a diet with WINNER PLUS holistic?

First choice of raw materials, 100% natural, and fresh meat carefully processed and controlled according to the standards used for human foodstuffs, properly balanced in respect of the daily requirement.

A natural feed enriched with herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, liquorice root, carob flour) **and red fruits** (dog rose, raspberry, blueberry, chokeberry), with a anti aging and anti-inflammatory effects.

A healthy feed, prepared with ingredients rich with active ingredients such as antioxidants, which are essential for the defense of the cells and the metabolism proper functioning.

Maximum tolerance being free of soy, corn, eggs and dairy products and other ingredients source of allergens, prepared without the use of flavorings, colorings, or artificial flavors to ensure a very high tolerability.

Stimulates the good bacterial flora, inhibiting the growth of the negative one.

Supports the immune system enhancing the activity.

A forefront feed: studied and prepared using the most advanced technologies.

The dog's body prepares itself in a natural way to avoid the conditions of malaise.

Why do we select carefully our ingredients?

Each ingredient is selected to take specific action on every single function of the body, the good condition of all activities ensures the health and vitality of your dog in its “total” (holistic approach).

WINNER PLUS holistic, the best of nature for the health of your dog.



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Puppy Junior holistic

WITH FRESH DUCK MEAT

LOW GRAIN / PROTEINS 29% / FATS 18 %

Nutritious and complete with salmon and duck

WINNER PLUS Puppy Junior holistic is a gluten free formulated nutritious, natural and complete feed, ideal for sensitive puppies with high nutritional demands during every stage of their growth and suitable for young dogs with pickiest intestinal needs. Thanks to its particular formula, this feed is also suitable for pregnant and nursing bitches. Prepared with prime salmon and prime fresh duck meat, properly balanced, it's a high digestible feed. The fatty acids Omega 3 and Omega 6 favor a healthy skin and a shiny coat. Ensures the assumption of natural vitamins supporting the immune system, providing active cell protection against free radicals.

Made without: wheat & classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Duck 25% (of which 14% fresh duck meat); rice; dried salmon (15%); animal fat; pea protein; dried potatoes; potato starch; dried sugar beet pulp (desugared); brewer's yeast; dried carob pods; salmon oil; linseed oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple); glucosamine.

+ Energia Naturale
+ Glicosaminoglicani
+ Condrolprotektori
+ Gelenkprotektion
+ Joint protection

Ipoallergenico
Hypoallergenic
Hypoallergen

Proteine Nobili
Noble Proteins
Hochwertige Proteine

NO Glutine
NO Gluten
GlutenFREI



Availables formats : 300gr; 2kg; 12kg

Additives per kg. Nutritional additives

Vitamin A	24.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	220 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	675 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	29%
Fat content	18%
Crude fibre	2,30%
Crude ash	6,90%
Calcium	1,60%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,72%)
Omega-6	(3,56%)

Technological additives

Lecithin	5.000 mg
Antioxidants (Vitamin E: tocopherol extracts of natural origin)	

Metabolic energy: 3.931 kcal/kg

- GMO FREE**
- WHEAT FREE**
- LOW GRAIN**
- GLUTEN FREE**
- NO ANIMAL TESTING**
- NO EGGS, MILK, SOY**
- NO CHEMICALS**
- LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge		Peso del cane in età adulta - Dog's weight in the adult state - Gewicht des Hundes im ausgewachsenen Zustand									
		2,5 kg	5 kg	7,5 kg	15 kg	25 kg	30 kg	35 kg	45 kg	60 kg	80 kg
Età in mesi	1	35 g	55 g	75 g	100 g	105 g	110 g	115 g	140 g	145 g	155 g
	2	65 g	100 g	135 g	185 g	195 g	220 g	235 g	260 g	265 g	270 g
	3	60 g	105 g	140 g	240 g	295 g	325 g	355 g	400 g	430 g	470 g
	4	70 g	115 g	160 g	245 g	315 g	420 g	455 g	515 g	575 g	595 g
Age in months	6	65 g	110 g	150 g	295 g	390 g	440 g	480 g	565 g	675 g	780 g
	12	55 g	95 g	130 g	275 g	395 g	405 g	450 g	545 g	835 g	1035 g
Alter in Monaten	18	-	-	-	220 g	320 g	370 g	415 g	500 g	620 g	770 g
		Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag									



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Adult holistic

WITH FRESH CHICKEN MEAT

LOW GRAIN / PROTEINS 27% / FATS 16%

Gluten free formulated complete feed, easily digestible, with chicken and lamb for sensitive and allergic dogs

WINNER PLUS Adult holistic rich in fresh chicken meat is a very high-quality complete feed ideal for sensitive dogs of all breeds with particular nutritional stomach and intestinal requirements. The gluten free composition without corn, with chicken and lamb as only source of animal protein ensures the best compatibility for all dogs especially for dogs with allergies and intolerances against gluten. The prime chicken meat and lamb guarantee a high digestibility. Ensures the consumption of natural vitamins supporting the immune system, providing active cell protection against free radicals. L-carnitine promotes energy and fat metabolism, recovery after stress and is enhancing the performance.

Made without: wheat, classical grain, soy, corn, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Chicken 40% (of which 14% fresh chicken meat); rice; animal fat; dried lamb (4%); peas; dried sugar beet pulp (desugarized); dried potato; potato starch; brewer's yeast; salmon oil; linseed oil; dried carob pods; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple); minerals; glucosamine.

Availables formats: 300gr; 2kg; 12kg

Additives per kg. nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	675 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	500 mg

Analytical constituents



Crude protein	27%
Fat content	16%
Crude fibre	2,40%
Crude ash	6,90%
Calcium	1,70%
Phosphorus	1,15%
Selenium	0,50 mg / kg
Omega-3	(0,60%)
Omega-6	(3%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.837 kcal/kg



Quantità / Quantity / Menge		Peso del cane - Dog's weight - Gewicht des Hundes					
	1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg	
	25 - 85 g	85 - 145 g	140 - 240 g	240 - 400 g	400 - 575 g	8,5 g / 1 kg	(Peso del cane Dog's weight Gewicht des Hundes)
	Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag						



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Lamb & Potato holistic

WITH FRESH LAMB MEAT

GRAIN FREE / Proteins 21% / Fats 11%

Easily digestible, grain and gluten free complete feed for sensitive and allergic dogs, also for overweight and senior dogs. WINNER PLUS Lamb & Potato holistic is a very high quality complete feed suitable for the special high nutritional requirements of sensitive dogs of all breeds. Thanks to the low contents of protein and fat WINNER PLUS Lamb & Potato holistic is ideal also for overweight or senior dogs. It's a grain free formulated product, with high quality lamb and lamb meat as only source of animal protein ensuring therefore the best compatibility with all dogs especially for dogs with allergies and intolerances against other kinds of meat and cereals. This feed is also recommended for the pickiest and intestinal sensitive dogs. The fatty acids Omega-3 and Omega-6 favour a healthy skin and a shiny coat.

Made without: animal proteins other than lamb, wheat, grain, rice, soy, corn, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Lamb 40% (of which 15% fresh lamb meat); dried potato (18%); potato starch (17%); pea protein; animal fat; dried sugar beet pulp (desugared); dried carob pods; brewer's yeast; linseed oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple).

available formats : 300g; 2kg; 12kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	1.140 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, Monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Protein	21%
Fat content	11%
Crude fibre	2,50%
Crude ash	7,20%
Calcium	1,80%
Phosphorus	1,10%
Selenium	0,30 mg / kg
Omega-3	(0,50%)
Omega-6	(1,60%)

Technological additives :

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy:

3.477 kcal/kg

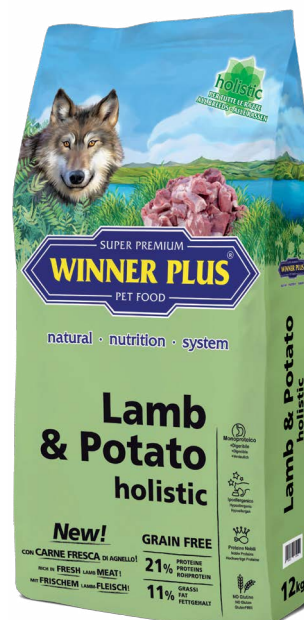
Monoproteico
+Digeribile
+Digestibile
+Verdaulich

Ipoallergenico
Hypoallergenic
Hypoallergen

Proteine Nobili
Noble Proteins
Hochwertige Proteine

NO Glutine
NO Gluten
GlutenFREI

holistic
PER TUTTE LE RAZZE
ALLBREEDS · ALLE RASSEN



GMO FREE

WHEAT FREE

GRAIN FREE

GLUTEN FREE

NO ANIMAL TESTING

NO EGGS, MILK, SOY

NO CHEMICALS

LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 90 g 90 - 155 g 155 - 260 g 260 - 435 g 435 - 625 g 9 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Duck & Potato holistic

WITH FRESH DUCK MEAT

GRAIN FREE / Proteins 24% / Fats 14%

Easily digestible, grain and gluten free complete feed for sensitive and allergic dogs. WINNER PLUS Duck & Potato holistic is a very high quality complete feed suitable for the special high nutritional requirements of sensitive dogs of all breeds. WINNER PLUS Duck & Potato holistic is a grain free formulated product, with high quality duck and duck meat as only source of animal protein making this high quality diet best compatible with all dogs especially for dogs with allergies and intolerances against other kinds of meat and cereals. This food is also recommended for the pickiest and intestinal sensitive dogs. The fatty acids Omega-3 and Omega-6, properly balanced, favor a healthy skin and a shiny coat. **Made without:** animal protein sources other than duck, wheat, grain, rice, soy, corn, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition : Duck 40% (of which 15% fresh duck meat); dried potato (17%); potato starch (16%); animal fat; pea protein; dried sugar beet pulp (desugarized); dried carob pods; brewer's yeast; linseed oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple).

Availables formats : 300g; 2kg; 12kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	1.700 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Protein	24%
Fat content	14%
Crude fiber	2,10%
Crude ash	6,90%
Calcium	1,40%
Phosphorus	0,90%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(2,60%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.708 kcal/kg

Monoproteico
+Digeribile
+Digestibile
+Verdaulich

Ipoallergenico
Hypoallergenic
Hypoallergen

Proteine Nobili
Noble Proteins
Hochwertige Proteine

NO Glutine
NO Gluten
GlutenFREI

holistic
PERTUTTE LE RAZZE
ALLBREEDS · ALLE RASSEN



GMO FREE

WHEAT FREE

GRAIN FREE

GLUTEN FREE

NO ANIMAL TESTING

NO EGGS, MILK, SOY

NO CHEMICALS

LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge

Peso del cane - Dog's weight - Gewicht des Hundes					
1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg
25 - 85 g	85 - 145 g	145 - 245 g	245 - 415 g	415 - 600 g	9 g / 1 kg (Peso del cane Dog's weight Gewicht des Hundes)
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag					



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Salmon & Potato holistic

WITH FRESH SALMON

GRAIN FREE / PROTEINS 24% / FATS 14%

Easily digestible, grain and gluten free complete feed for sensitive and allergic dogs with intolerances against meat.

WINNER PLUS Salmon & Potato holistic is a complete feed, without meat, ideal for sensitive dogs of all breeds during any phase of their life. WINNER PLUS Salmon & Potato holistic is a grain free formulated feed, with prime salmon as only source of animal protein and potatoes as source of vegetable protein ensuring therefore the best compatibility with all dogs especially for dogs with allergies and intolerances against all kind of meat and cereals. This feed is also recommended for the pickiest and intestinal sensitive dogs. The fatty acids Omega 3 and Omega 6, contained in the salmon, favor a healthy skin and a shiny coat.

Made without: animal protein sources other than salmon, wheat, classical grain, rice, soy, corn, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Salmon 41% (of which 15% fresh salmon); dried potato (18%); potato starch (17%); animal fat; dried sugar beet pulp (desugared); dried carob pods; brewer's yeast; salmon oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple).

Availables formats : 300g; 2kg; 12kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	570 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Protein	24%
Fat content	14%
Crude fiber	2,40%
Crude ash	5,90%
Calcium	1,30%
Phosphorus	1%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(2,70%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.744 kcal/kg

Monoproteico
+Digeribile
+Digestibile
+Verdaulich

Ipoallergenico
Hypoallergenic
Hypoallergen

Salmone
Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6

NO Glutine
NO Gluten
GlutenFREI

holistic
PERTUTTE LE RAZZE
ALLBREEDS · ALLE RASSEN



GMO FREE

WHEAT FREE

GRAIN FREE

GLUTEN FREE

NO ANIMAL TESTING

NO EGGS, MILK, SOY

NO CHEMICALS

LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge

Peso del cane - Dog's weight - Gewicht des Hundes					
1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg
25 - 85 g	85 - 145 g	140 - 240 g	240 - 400 g	400 - 580 g	8,5 g / 1 kg (Peso del cane / Dog's weight / Gewicht des Hundes)
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag					

WINNER PLUS Mini holistic

A small dog distinguishes itself from a larger size dog not only for the size but also for the whole anatomical and functional system, thus presenting very different characteristics and requirements that need to be supported by an appropriate nutrition. Proper nutrition is the basis for a long and healthy life, for this WINNER PLUS research has developed a new and exclusive natural holistic feed line for your little loyal friend, a complete line highly compatible, **enriched with fresh meat**, herbs and red fruits, which fully meets the daily nutritional requirements of all breeds: the newest line WINNER PLUS Mini holistic.



WINNER PLUS Mini holistic is a range of natural and innovative feed, highly digestible, prepared respecting the "Natural Nutrition System" philosophy with raw materials which are carefully processed and checked as done with human food quality, properly balanced to ensure the natural health and vitality of the animal. A mono protein feed Ideal as a maintenance feed or "therapeutic" feed, against malaise's symptoms, a feed conceived and formulated to satisfy the dog's specific nutritional needs during each phase of its life providing always the right intake of energy required to sustain the vitality of your four legged friend. Available formats: 300 gr and 2kg.

Why choose WINNER PLUS Mini holistic?

The result of the experience of the nutritionists WINNER PLUS, the new Mini holistic line contains in only three natural products the maximum compatibility and all the necessary nutrition to ensure every day the health, well-being and vitality of your little friends.



WINNER PLUS Adult Mini holistic - With chicken, ideal for adult and dynamic small size dogs

WINNER PLUS Adult Mini holistic is a natural and complete feed, made without gluten and maize for adult dogs of small breeds. Prepared with fresh chicken meat, a noble protein source, providing all the necessary energy and a natural digestibility of a high quality product. Chicken is the only source of animal protein, making the product suitable for dogs with a food sensitivity towards animal protein sources other than chicken. The small size croquette, prepared without chemical color, taste and aroma, simplifies chewing process making it more palatable and digestible. Natural vitamins supporting the immune system, providing active cell protection against free radicals.



WINNER PLUS Lamb Mini holistic - With lamb, monoproteic and hypoallergenic

WINNER PLUS Lamb Mini holistic is a very high quality complete feed suitable for the special high nutritional requirements of sensitive dogs of small breeds. It's a grain and gluten free formulated product, with high quality lamb and fresh lamb meat as only source of animal protein ensuring therefore the best compatibility, especially for dogs with allergies and intolerances against other kinds of meat and cereals. This feed is also recommended for the pickiest and intestinal sensitive dogs. The optimal ratio of fatty acids Omega-3 and Omega-6 favour a healthy skin and a shiny coat.



WINNER PLUS Salmon Mini holistic - With salmon, hypoallergenic alternative to meat

WINNER PLUS Salmon Mini holistic is a very high quality complete feed suitable for the special high nutritional requirements of sensitive dogs of small breeds. It's a grain and gluten free formulated product, with high quality salmon and fresh salmon meat as only source of animal protein ensuring therefore the best compatibility, especially for dogs with allergies and intolerances against other kinds of meat and cereals. This feed is also recommended for the pickiest and intestinal sensitive dogs. The optimal ratio of fatty acids Omega-3 and Omega-6 favour a healthy skin and a shiny coat.

WINNER PLUS Mini holistic, the natural wellbeing for your little, great friend!

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Adult mini holistic

WITH FRESH CHICKEN MEAT

LOW GRAIN / PROTEINS 29% / FATS 19%

With chicken, for active and adult dogs of small breeds WINNER PLUS Adult Mini holistic is a natural and complete feed, made without gluten and maize for adult dogs of small breeds. Prepared with fresh chicken meat, a noble protein source, providing all the necessary energy and a natural digestibility of a high quality product. Chicken is the only source of animal protein, making the product suitable for dogs with a food sensitivity towards animal protein sources other than chicken. The small size croquette, prepared without chemical color, taste and aroma, simplifies chewing process making it more palatable and digestible. Natural vitamins supporting the immune system, providing active cell protection against free radicals.

Made without: classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition : Chicken 44% (of which 14% fresh chicken meat); rice; chicken fat; dried potato; dried beet pulp (desugarized); brewer's yeast; salmon oil; linseed oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple); glucosamine.

Availables formats : 300g; 2kg

Additives per kg. nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	250 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	150 mg
Choline chloride	680 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Biotin	1.000 mcg
Taurine	1.000 mg
L-carnitine	300 mg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Crude protein	29%
Fat content	19%
Crude fibre	2,90%
Crude ash	6,40%
Calcium	1,50%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,70%)
Omega-6	(3,50%)

Technological additives:

Antioxidants (Vitamin E: tocopherol extracts of natural origin)	
Lecithin	5.000 mg

Metabolic energy: 3.924 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

2 kg	4 kg	6 kg	8 kg	10 kg
40 - 55 g	70 - 90 g	95 - 125 g	115 - 155 g	140 - 180 g



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Lamb Mini holistic

WITH FRESH LAMB MEAT

GRAIN FREE / PROTEINS 25% / FATS 17%

Easily digestible, grain and gluten free complete feed for sensitive and allergic dogs of small breeds

WINNER PLUS Lamb Mini holistic is a very high quality complete feed suitable for the special high nutritional requirements of sensitive dogs of small breeds. It's a grain and gluten free formulated product, with high quality lamb and fresh lamb meat as only source of animal protein ensuring therefore the best compatibility, especially for dogs with allergies and intolerances against other kinds of meat and cereals. This feed is also recommended for the pickiest and intestinal sensitive dogs. The optimal ratio of fatty acids Omega-3 and Omega-6 favour a healthy skin and a shiny coat.

Made without: animal proteins other than lamb, wheat, grains, rice, soy, corn, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Lamb 40% (of which 20% fresh lamb meat); dried sweet potato; pea protein; animal fat; dried sugar beet pulp (desugared); dried carob pods; brewer's yeast; linseed oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple).

Availables formats: 300g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	175 mg
Choline chloride	1.115 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	3 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Protein	25%
Fat content	17%
Crude fibre	3,80%
Crude ash	8,90%
Calcium	1,90%
Phosphorus	1,20%
Selenium	0,30 mg / kg
Omega-3	(0,50%)
Omega-6	(2,70%)

Technological additives:

Antioxidants (Vitamin E: tocopherol extracts of natural origin)	
Lecithin	5.000 mg

Metabolic energy: 3.866 kcal/kg



GMO FREE



WHEAT FREE



GRAIN FREE



GLUTEN FREE



NO ANIMAL TESTING





NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge					
Peso del cane - Dog's weight - Gewicht des Hundes					
	2 kg	4 kg	6 kg	8 kg	10 kg
	45 - 50 g	75 - 85 g	100 - 120 g	125 - 145 g	150 - 175 g
	Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag				



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Salmon Mini holistic

WITH FRESH SALMON

GRAIN FREE / PROTEINS 25% / FATS 14%

Easily digestible, grain and gluten free complete feed - also for sensitive and allergic dogs of small breeds with intolerances against meat WINNER PLUS Salmon Mini holistic is a complete feed, without meat, ideal for sensitive adult dogs of small breeds. WINNER PLUS Salmon Mini holistic is a grain free formulated feed, with prime salmon as only source of animal protein ensuring therefore the best compatibility with all dogs. Especially for dogs with allergies and intolerances against all kind of meat and cereals. This feed is also recommended for the pickiest and intestinal sensitive dogs. The fatty acids Omega-3 and Omega-6, contained in the salmon, favor a healthy skin and a shiny coat.

Made without: animal protein sources other than salmon, wheat, grain, rice, soy, corn, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Salmon 40% (of which 20% fresh salmon); dried sweet potato; animal fat; peas; dried sugar beet pulp (desugared); potato starch; dried potato; dried carob pods; brewer's yeast; salmon oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple).

Availables formats: 300g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	175 mg
Choline chloride	570 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	3 mg
Taurine	1.000 mg
Biotin	400 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents:

Protein	25%
Fat content	14%
Crude fiber	3,90%
Crude ash	6,90%
Calcium	1,30%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(1,90%)

Technological additives:

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Lecithin 5.000 mg

Metabolic energy: 3.705 kcal/kg



GMO FREE



WHEAT FREE



GRAIN FREE



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge					
Peso del cane - Dog's weight - Gewicht des Hundes					
	2 kg	4 kg	6 kg	8 kg	10 kg
	45 - 50 g	75 - 85 g	100 - 120 g	125 - 145 g	150 - 170 g
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag					



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Puppy Starter

Complete food for puppies and females during gestation and nursing period
WINNER PLUS PUPPY STARTER is a natural and gluten free complete feed, which is specially adjusted to the needs of puppies of all breeds at the age of 3rd to 4th week to the 4th to 5th month of life (depending on the size of the breed) as well as for pregnant and nursing bitches. It provides the necessary quantity and composition of nutrients for an optimal growth, healthy skeletal development and a powerful muscle structure. Easy to digest best quality chicken ensures a healthy supply of valuable animal protein and guarantees a good acceptance. The balanced calcium-phosphorus ratio of this high-quality rearing feed supports optimal bone and joint development and covers the nutritional needs during the growth phase. Omega 3 and omega 6 fatty acids provided in an optimal ratio ensure a healthy skin and shiny coat. **Made without** classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (36%); rice; animal fat; disclosed rice; dried salmon (4%); dried beet pulp (desugarized); chicken protein (hydrolyzed); brewer's yeast; salmon oil; vegetable fiber (of natural origin); mannanoligosaccharides (from natural origin); inulin (source of natural origin fructo-oligosaccharides); glucosamine; chondroitin.

Available formats: 300g; 3kg; 18kg



Additives per kg. Nutritional additives

Vitamin A	24.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	220 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	200 mg
Choline chloride	555 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	31%
Fat content	22%
Crude fibre	2,60%
Crude ash	6,90%
Calcium	1,60%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(4,50%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 4.143 kcal/kg

- GMO FREE**
- WHEAT FREE**
- LOW GRAIN**
- GLUTEN FREE**
- NO ANIMAL TESTING**
- NO EGGS, MILK, SOY**
- NO CHEMICALS**
- LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge			Peso del cane in età adulta - Dog's weight in the adult state - Gewicht des Hundes im ausgewachsenen Zustand										
			2,5 kg	5 kg	7,5 kg	15 kg	25 kg	30 kg	35 kg	45 kg	60 kg	80 kg	
Età in mesi	1		35 g	55 g	75 g	105 g	110 g	110 g	115 g	140 g	145 g	155 g	
	2		60 g	105 g	140 g	185 g	200 g	220 g	235 g	260 g	265 g	270 g	
	3		65 g	110 g	140 g	240 g	295 g	330 g	355 g	400 g	430 g	475 g	
	4		70 g	120 g	160 g	255 g	315 g	420 g	455 g	515 g	575 g	595 g	
Age in months	6		65 g	110 g	150 g	295 g	395 g	440 g	485 g	565 g	675 g	785 g	
	12		55 g	100 g	130 g	275 g	385 g	400 g	455 g	545 g	835 g	1040 g	
Alter in Monaten	18		-	-	-	220 g	320 g	370 g	415 g	500 g	620 g	770 g	
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag										



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Junior

Natural feed with high nutritional value for growing puppies

WINNER PLUS Junior is a particularly nutritious complete feed designed for the special nutritional requirements of the young dog during period of growth. Best quality chicken and salmon as well as other high quality ingredients provide the very best nutritional values. This recipe is adjusted to this special stage of life and supports the puppy's development from third or fourth month of life (depending on size of breed) until the end of growth period. The addition of rice ensures optimal di-gestibility. Vitamin E obtained from natural raw materials provides active cell protection. The ideal matched quantity ratio of calcium and phosphorus support the healthy development of bones, cartilages and joints. A healthy skin and a shiny coat are favoured by the fatty acids Omega-3 and Omega-6. WINNER PLUS Junior is a high quality puppy feed including everything your puppy needs for a healthy and appropriate development.

Made without: classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (31%); rice (27%); animal fat; disclosed rice; dried salmon (6%); dried beet pulp (desugarized); brewer's yeast; salmon oil; vegetable fiber (of natural origin); mannanoligosaccharides (from natural origin); Psyllium husks; inulin (source of natural origin of fructo-oligosaccharides); glucosamine; chondroitin.



Available formats: 300g; 3kg; 18kg

Additives per kg. Nutritional additives

Vitamin A	24.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	350 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	200 mg
Choline chloride	565 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	29%
Fat content	19%
Crude fibre	2,90%
Crude ash	6,50%
Calcium	1,50%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(3,80%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.976 kcal/kg

- GMO FREE**
- WHEAT FREE**
- LOW GRAIN**
- GLUTEN FREE**
- NO ANIMAL TESTING**
- NO EGGS, MILK, SOY**
- NO CHEMICALS**
- LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge			Peso del cane in età adulta - Dog's weight in the adult state - Gewicht des Hundes im ausgewachsenen Zustand										
			2,5 kg	5 kg	7,5 kg	15 kg	25 kg	30 kg	35 kg	45 kg	60 kg	80 kg	
Età in mesi	1		35 g	55 g	75 g	105 g	110 g	110 g	115 g	140 g	145 g	155 g	
	2		60 g	105 g	140 g	185 g	200 g	220 g	235 g	260 g	265 g	270 g	
	3		65 g	110 g	140 g	240 g	295 g	330 g	355 g	400 g	430 g	475 g	
	4		70 g	120 g	160 g	255 g	315 g	420 g	455 g	515 g	575 g	595 g	
Age in months	6		65 g	110 g	150 g	295 g	395 g	440 g	485 g	565 g	675 g	785 g	
	12		55 g	100 g	130 g	275 g	385 g	400 g	455 g	545 g	835 g	1040 g	
Alter in Monaten	18		-	-	-	220 g	320 g	370 g	415 g	500 g	620 g	770 g	
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag										



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Adult

Monoprotein feed with chicken for adult dogs of all breeds

WINNER PLUS Adult is an easily digestible, gluten free complete feed for adult and normal active dogs. Best quality chicken provides valuable proteins and offers excellent acceptance as well as best digestibility. The croquettes provide the perfect amount of energy and taste just delicious. Well balanced fatty acids Omega-3 and Omega-6 support shiny coat and healthy skin. The balanced formula of WINNER PLUS Adult provides your dog with all the necessary nutrients and ensures best digestibility and vitality.

Made without: classical grain, soy, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (32%); whole grain corn; rice; chicken fat; dried beet pulp (desugared); minerals; linseed oil; glucosamine; chondroitin.

Available formats: 300g; 3kg; 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	125 mg
Choline chloride	680 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

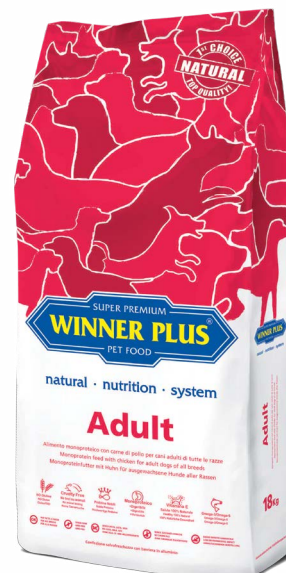
Analytical constituents

Crude protein	26%
Fat content	16%
Crude fibre	2,20%
Crude ash	6,50%
Calcium	1,50%
Phosphorus	1,10%
Sodium	0,40%
Selenium	0,50 mg / kg
Omega-3	(0,51%)
Omega-6	(3,87%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.794 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 85 g 85 - 140 g 140 - 235 g 235 - 395 g 395 - 565 g 8,5 g / 1 kg (Peso del cane

Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Adult Mini with fresh chicken meat

Complete feed for adult dogs of small breeds

WINNER PLUS Adult Mini is a complete feed with a high energy and protein content ideal for the specific needs of all small dogs breeds and prepared with fresh chicken meat. Ideal for a proper nutrition after the growth and development phase from the ninth month of life. The small size croquette simplifies the chewing process making it more palatable and digestible. Vitamin E, of natural origin, supports the immune system, providing active cell protection. Prepared with fresh chicken meat, WINNER PLUS Adult Mini is a healthy protein source. Omega 3 and Omega 6 fatty acids, in an optimal ratio, provide a healthy skin and shiny coat. **Made without** classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Chicken 44% (of which 14% fresh chicken meat); rice; chicken fat; dried potato; dried beet pulp (desugarized); brewer's yeast; salmon oil; linseed oil; inulin (source of natural fructo-oligosaccharides); minerals; glucosamine.

Available formats: 300g; 3kg; 18kg.

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	250 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	150 mg
Choline chloride	680 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents









Crude protein	28%
Fat content	18%
Crude fibre	3,20%
Crude ash	6,50%
Calcium	1,60%
Phosphorus	1,20%
Selenium	0,50 mg / kg
Omega-3	(0,65%)
Omega-6	(3,40%)



Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.924 kcal/kg



-  **GMO FREE**
-  **WHEAT FREE**
-  **LOW GRAIN**
-  **GLUTEN FREE**
-  **NO ANIMAL TESTING**
-  **NO EGGS, MILK, SOY**
-  **NO CHEMICALS**
-  **LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge					
	Peso del cane - Dog's weight - Gewicht des Hundes				
	2 kg	4 kg	6 kg	8 kg	10 kg
	40 - 55 g	70 - 90 g	95 - 125 g	115 - 155 g	140 - 180 g
	Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag				



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Adult Large Breed

Complete feed with chicken and salmon for adult dogs of large breeds
WINNER PLUS Adult Large Breed is a natural and complete feed made without gluten which meets the special nutritional requirements of large breed dogs. It offers an optimal supply of energy with best acceptance. Selected ingredients such as high-quality chicken and salmon ensure a very good digestibility. Omega 3 and omega 6 fatty acids of the salmon provided in an optimal ratio support a healthy skin and shiny coat. The balanced formula of WINNER PLUS Adult Large Breed provides your dog with all the necessary nutrients and ensures the best digestibility and vitality.
Made without classical grain, soy, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.
Composition: Dried chicken (30%); rice; whole grain corn; chicken fat; dried sugar beet pulp (desugarized); dried salmon (4%); salmon oil; vegetable fiber (of natural origin); mannanoligosaccharides (from natural origin); brewer's yeast; inulin (fructo-oligosaccharides source of natural origin); glucosamine; chondroitin.

Available formats: 18kg



Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	850 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg









Analytical constituents

Crude protein	26%
Fat content	16%
Crude fibre	2,70%
Crude ash	5,90%
Calcium	1,50%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,45%)
Omega-6	(3,54%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.837 kcal/kg

-  **GENO FREE**
-  **WHEAT FREE**
-  **LOW GRAIN**
-  **GLUTEN FREE**
-  **NO ANIMAL TESTING**
-  **NO EGGS, MILK, SOY**
-  **NO CHEMICALS**
-  **LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

15 - 20 kg 20 - 30 kg 30 - 40 kg 40 - 50 kg 50 - 60 kg 60 - 70 kg 70 - 80 kg > 80 kg

190 - 235 g 235 - 320 g 320 - 400 g 400 - 470 g 470 - 540 g 540 - 605 g 605 - 670 g 8,5 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Lamb & Rice 100 %

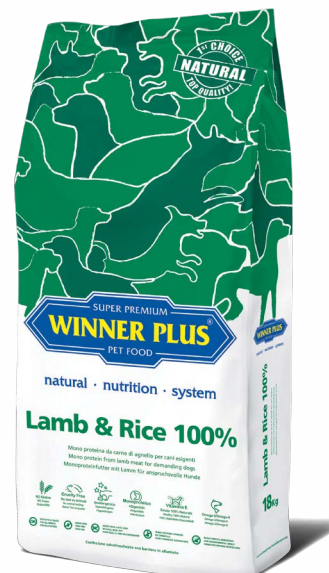
Monoprotein from lamb for demanding dogs

This complete mono protein and gluten free diet contains 28% of high quality lamb as single animal protein source and one single vegetal protein source. Thanks to its easily digestibility formula, this feed is ideally suited for gastric and intestinal sensible dogs or with allergies against fish or different meat types as well as variant incompatibilities. Properly balanced fatty acids Omega-3 and Omega-6 support the metabolism and help support a shiny coat and healthy skin. Vitamin E is providing active cell protection against free radicals and helps to preserve the food naturally.

Made without: classical grain, corn, soy, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried lamb (28%); rice (26%); brown rice; disclosed rice; animal fat; dried beet pulp (desugared); rice protein; salmon oil; minerals; mannanoligosaccharides (from natural origin); brewer's yeast; inulin (source of natural origin of fructo-oligosaccharides); chondroitin; glucosamine.

Available formats: 300g; 3kg; 18kg



Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	1.440 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	22%
Fat content	11%
Crude fibre	2,60%
Crude ash	7,10%
Calcium	2%
Phosphorus	1,10%
Selenium	0,30 mg / kg
Omega-3	(0,33%)
Omega-6	(1,78%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.527 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 90 g 90 - 150 g 150 - 255 g 255 - 425 g 425 - 600 g 9 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



natural · nutrition · system

Duck & Rice 100%

Monoprotein feed with duck for delicate dogs

WINNER PLUS Duck & Rice 100% is a complete, light and high digestible feed with duck as the only animal protein source and one carbohydrate source. The optimal size of the croquette makes it suitable for dogs of all breeds. Prepared with prime duck it's ideal for the support of skin and intestinal problems. WINNER PLUS Duck & Rice 100% represents a valid alternative to the usual lamb used during maintenance. Properly balanced fatty acids Omega-3 and Omega-6 support the metabolism and help support a shiny coat and healthy-skin. Vitamin E is providing active cell protection against free radicals and helps to preserve the food naturally.

Made without: classical grain, corn, soy, aroma, eggs, dairy products, chemical color, flavouring substances and cereals containing gluten.

Composition: Dried duck (28%); rice (22%); brown rice; disclosed rice; animal fat; dried beet pulp (desugarized); rice protein; salmon oil; minerals; mannanoli-gosaccharides (from natural origin); brewer's yeast; inulin (source of natural origin of fructo-oligosaccharides); chondroitin; glucosamine.

Available formats: 300g; 3kg; 18kg



Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	575 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50mg
L-carnitine	300 mg

Analytical constituents

Crude protein	24%
Fat content	13%
Crude fibre	3%
Crude ash	6,20%
Calcium	1,70%
Phosphorus	1%
Selenium	0,40 mg / kg
Omega-3	(0,40%)
Omega-6	(2,50%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.553 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 85 g 85 - 145 g 145 - 245 g 245 - 420 g 410 - 590 g 8,5 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Salmon & Rice 100%

Mono protein feed made with salmon for sensitive dogs of all breeds
 WINNER PLUS Salmon & Rice 100% is a hypoallergenic and mono protein complete diet for all breeds, which is also very suitable for sensitive dogs with intolerances against poultry, lamb and other kinds of meat. Best quality salmon as the only animal protein source with its high-quality Omega-3 and Omega-6 fatty acids in an optimal ratio provides healthy skin and shiny coat. Rice is the only vegetable source of protein and ensures a very good digestibility. Due to the optimal content of fat and protein, this product can also be fed as a light diet for intestinal sensitive, overweight or older dogs. The balanced formula of WINNER PLUS Salmon & Rice 100% provides your dog with all the necessary nutrients and ensures the best digestibility and vitality.

Made without: classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.
Composition: Dried salmon (27%); rice (26%); brown rice; disclosed rice; animal fat; dried beet pulp (desugared); salmon oil; mannanoligosaccharides (from natural origin); minerals; brewer's yeast; inulin (source of natural origin of fructo-oligosaccharides); chondroitin; glucosamine.



Available formats: 300g; 3kg; 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	575 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper(cupric(II) sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	24%
Fat content	14%
Crude fibre	2%
Crude ash	5,50%
Calcium	1%
Phosphorus	0,80%
Selenium	0,50 mg / kg
Sodium	0,13%
Omega-3	(0,60%)
Omega-6	(2,10%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.585 kcal/kg

- GMO FREE**
- WHEAT FREE**
- LOW GRAIN**
- GLUTEN FREE**
- NO ANIMAL TESTING**
- NO EGGS, MILK, SOY**
- NO CHEMICALS**
- LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge		
<div> </div>		
Peso del cane - Dog's weight - Gewicht des Hundes		
1 - 5 kg	5 - 10 kg	10 - 20 kg
20 - 40 kg	40 - 65 kg	> 65 kg
25 - 85 g	85 - 145 g	145 - 245 g
245 - 410 g	410 - 590 g	8,5 g / 1 kg
<div> </div>		
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag		



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Light Senior

Light feed for less active, sterilized, overweight or senior dogs
WINNER PLUS Light Senior is a natural, complete and gluten free feed, prepared with prime chicken. Ideal for dogs of all breeds that are less active, overweight, sterilized, with a tendency to gain weight or senior that need a proper weight control. A nutritious and balanced recipe that guarantees a high digestibility. Vitamin E of natural origin supports the immune system, providing active cell protection. Omega-3 and Omega-6 fatty acids, in an optimal ratio, provide a healthy skin and shiny coat.
Made without: classical grain, soy, eggs, milk products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (22%); rice; maize; full grain rice; disclosed rice; sugar beet pulp (desugarized), dried; animal fat; chicken protein (hydrolized); linseed oil; minerals; inulin (source of natural origin fructo-oligosaccharides); glucosamine.

Available formats: 300g; 3kg; 18kg



Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	450 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	300 mg
Choline chloride	875 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper(cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	2 mg
L-carnitine	300 mg

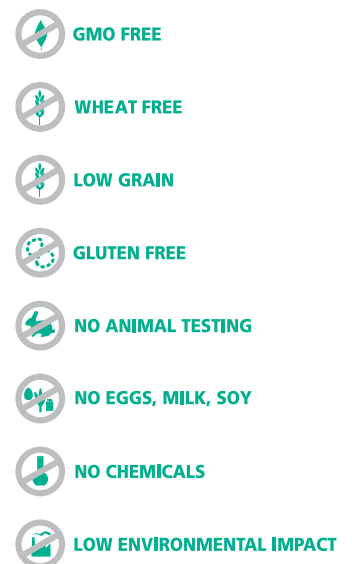
Analytical constituents

Crude protein	21%
Fat content	8%
Crude fibre	2,70%
Crude ash	5,50%
Calcium	1,10%
Phosphorus	0,83%
Sodium	0,35%
Magnesium	0,09%
Selenium	0,40 mg / kg
Omega-3	(0,40%)
Omega-6	(2%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.425 kcal/kg



Quantità / Quantity / Menge			Peso del cane - Dog's weight - Gewicht des Hundes						
			1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg	
			30 - 95 g	95 - 155 g	155 - 265 g	265 - 440 g	440 - 635 g	9 g / 1 kg (Peso del cane Dog's weight Gewicht des Hundes)	
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag						



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Performance

High quality energy for competition or hunting dogs

WINNER PLUS Performance is a complete and gluten free feed with a high proportion of quality chicken. The high content of chicken and salmon makes this feed ideal for working and sporting dogs with higher energy requirements. Also suitable for pregnant and lactating bitches or weak and underweight dogs. Chicken and easily digestible salmon deliver fast available proteins. The croquettes covered with chicken fat provide the perfect amount of energy and taste just delicious. Well balanced Omega-3 and Omega-6 fatty acids support a shiny coat and healthy skin. Natural Vitamin E helps protect the cells, L-Carnitine and Taurine enable a higher energy supply.









Made without: cereal containing gluten, soy, eggs, dairy products, chemical colorants, flavouring.



Composition: Dried chicken (35%); rice; whole corn; chicken fat (15%); dried salmon (5%); dried beet pulp (desugared); greaves; salmon oil; vegetable fiber (of natural origin); mannanoligosaccharides (from natural origin); psyllium husks; minerals; inulin (fructo-oligosaccharides source of natural origin); glucosamine; chondroitin.

Available formats: 18kg

Additives per kg. Nutritional additives		Analytical constituents	
Vitamin A	20.000 I.U.	Crude protein	31%
Vitamin D3	1.800 I.U.	Fat content	22%
Vitamin E	350 I.U.	Crude fibre	2,20%
Vitamin B1	15 mg	Crude ash	6,90%
vitamin B2	20 mg	Calcium	1,50%
Vitamin B6	20 mg	Phosphorus	1,10%
Vitamin B12	210 mcg	Sodium	0,20%
Vitamin C	225 mg	Selenium	0,50 mg / kg
Choline chloride	565 mg	Omega-3	(0,60%)
Pantothenic acid	50 mg	Omega-6	(4,60%)
Niacin	50 mg		
Folic acid	7 mg	Technologische Zusatzstoffe:	
Taurine	1.000 mg	Lecithin	5.000 mg
Biotin	1.000 mcg	Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Copper(cupric(II)sulphate pentahydrate)	5 mg		
Zinc (zinc sulphate, monohydrate)	65 mg	Metabolic energy:	
Iron(iron (II) sulphate, monohydrate)	50 mg		4.134 kcal/kg
Manganese (manganous-(II)-oxide)	35 mg		
Iodine (calcium iodate, anhydrous)	1,50 mg		
L-carnitine	300 mg		



-  **GMO FREE**
-  **WHEAT FREE**
-  **LOW GRAIN**
-  **GLUTEN FREE**
-  **NO ANIMAL TESTING**
-  **NO EGGS, MILK, SOY**
-  **NO CHEMICALS**
-  **LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge						
	Peso del cane - Dog's weight - Gewicht des Hundes					
	1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg
	25 - 90 g	90 - 150 g	150 - 255 g	255 - 425 g	425 - 610 g	9 g / 1 kg (Peso del cane Dog's weight Gewicht des Hundes)
	Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag					



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Daily

Healthy complete feed for adult dogs with normal activity level WINNER PLUS Daily is a professional complete feed conceived for adult dogs of all breeds and for dogs with normal activity level, ideal also during the period of maintenance. This feed is especially developed for breeders. The optimum size croquette and its characteristic form makes it suitable for dogs of all breeds and sizes. The special formulation, with high quality animal proteins and fats guarantees the necessary amount of energy as well as a very high digestibility, due also to the presence of beet pulp. The contained fats are an ideal source of fatty acids Omega-3 and Omega-6, properly dosed, that provide a healthy skin and a shiny coat. Preserved with natural vitamin E which carries out an antioxidant action supporting the protection of body cells.

Made without: soy, aroma, eggs, dairy products, chemical color, flavouring substances and cereals containing gluten.

Composition: Dried chicken (28%); maize; barley; animal fat; dried sugar beet pulp (desugarized)(5%); greaves; linseed oil; inulin (source of natural oligosaccharides fruit); chondroitin; glucosamine.

Available formats: 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Biotin	1.000 mcg
Pantothenic acid	50 mg
Folic acid	7 mg
Taurine	1.000 mg
L-carnitine	300 mg
Copper(cupric(II)sulphatepentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II)sulphate, monohydrate)	50 mg
Manganese(manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	2 mg

Analytical constituents

Crude protein	26%
Crude oils and fats	15%
Crude fibre	3,20%
Crude ash	6%
Calcium	1,40%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,52%)
Omega-6	(3,60%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.690 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 90 g 90 - 150 g 150 - 250 g 250 - 420 g 420 - 600 g 9 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Delicate

Monoprotein and delicious feed for adult dogs of all breeds

WINNER PLUS Delicate is a professional complete feed conceived for adult dogs, sensitive or with food intolerance, also ideal during the period of maintenance suitable for dogs of all breeds. It's a high quality mono protein feed made with prime quality chicken. The high quality of chicken guarantees the necessary amount of energy and a high digestibility. Fatty acids Omega-3 and Omega-6, properly dosed, help provide a healthy skin and a shiny coat. Preserved with natural vitamin E which carries out an antioxidant action supporting the protection of body cells. The flat size croquette makes this food particularly palatable.

Made without: soy, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (30%); maize; rice; chicken fat; dried sugar beet pulp (desugared); inulin (source of natural fructo-oligosaccharides).

Available formats: 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	575 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper(cupric(II)sulphatpentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II)sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine(calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	24%
Fat content	13%
Crude fibre	2,30%
Crude ash	5,30%
Calcium	1,30%
Phosphorus	1%
Selenium	0,50 mg / kg
Omega-3	(0,20%)
Omega-6	(3,25%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.680 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 90 g 90 - 150 g 150 - 250 g 250 - 420 g 420 - 600 g 9 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Athletic

Energetically balanced feed for adult and active dogs

WINNER PLUS Athletic is a complete feed conceived for adult and particularly active dogs of all breeds which have a slightly increased energy demand. This feed provides an important energy intake, immediately available, ideal for sporty dogs that require a valuable source of energy in time of need. Developed especially for breeders and large consumers such as dog training schools and boarding kennels. The flat size croquette is composed primarily by high quality poultry carefully, which guarantees the necessary amount of energy and a very high digestibility, due also to the presence of beet pulp. The contained fats are an ideal source of fatty acids Omega-3 and Omega-6, properly dosed, which provide a healthy skin and a shiny coat. Preserved with natural vitamin E which carries out an antioxidant action supporting the protection of body cells.

Made without: soy, eggs, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (32%); maize; rice; animal fat ; dried sugar beet pulp (desugarized)(4%); inulin (source of natural origin oligosaccharides fruit); linseed oil; chondroitin; glucosamine.

Available formats: 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
vitamin B6	20 mg
Vitamin B12	210 mcg
Biotin	1.000 mcg
Pantothenic acid	50 mg
Folic acid	7 mg
Taurine	1.000 mg
L-carnitine	300 mg
Copper(cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	2 mg

Analytical constituents

Crude protein	26%
Crude oils and fats	18%
Crude fibre	2,20%
Crude ash	6%
Calcium	1,50%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,53%)
Omega-6	(4%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.891 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 90 g 90 - 150 g 150 - 250 g 250 - 420 g 420 - 600 g 9 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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Ocean - fish monoprotein

Balanced diet feed with salmon suitable for adult dogs, also for older or overweight dogs

WINNER PLUS Ocean is a complete feed for adult dogs of all breeds made with prime salmon, especially developed for breeders. Thanks to the low fat and protein content, this product is also suitable for overweight or older dogs making it highly digestible. It's a guaranteed source of energy thanks to the high quality of animal proteins and fats. The contained salmon is an ideal source of fatty acids Omega-6 and Omega-3, properly dosed, that provide a healthy skin and a shiny coat. Preserved with natural vitamin E which carries out an antioxidant action supporting the protection of body cells.

Made without: soy, grain, aroma, eggs, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Dried fish 27% (of which 15% dried salmon); rice; maize; disclosed rice; animal fat; dried sugar beet pulp (desugared); inulin (source of natural fructo-oligosaccharides).

Available formats: 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	575 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper(cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron(iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	23%
Fat content	12%
Crude fibre	2,30%
Crude ash	5,50%
Calcium	1,40%
Phosphorus	1%
Selenium	0,40 mg / kg
Omega-3	(0,35%)
Omega-6	(2,10%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin).

Metabolic energy: 3.437 kcal/kg



- GMO FREE**
- WHEAT FREE**
- LOW GRAIN**
- GLUTEN FREE**
- NO ANIMAL TESTING**
- NO EGGS, MILK, SOY**
- NO CHEMICALS**
- LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge		Peso del cane - Dog's weight - Gewicht des Hundes					
	1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg	
	25 - 90 g	90 - 150 g	150 - 250 g	250 - 420 g	420 - 600 g	9 g / 1 kg (Peso del cane Dog's weight Gewicht des Hundes)	
	Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag						



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Hunter Sport

Complete feed for adult dogs with a slightly increased energy demand
 WINNER PLUS HUNTER SPORT is a complete feed, with an excellent quality/price ratio, for the maintenance of active adult dogs of all breeds, ideal for large consumers such as animal shelters, kennels, dog centers, breeders and hunters. The medium size croquette, prepared with prime selected chicken, ensures a high digestibility and energy intake. Vitamin E, of natural origin, supports the immune system, providing active cell protection while the content of beet fiber supports the digestion.

Made without: soy, chemical colorants, flavoring substances and cereals containing gluten.

Composition: Dried chicken (30%); barley; maize; chicken fat; hydrolyzed animal protein; salmon oil; linseed oil; dried sugar beet pulp (desugarized) (0,50%); inulin (source of natural origin oligosaccharides fruit).

Available formats: 18kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	3 mg
Vitamin B2	16 mg
Niacin	50 mg
Vitamin B6	5 mg
Vitamin B12	50 mcg
Pantothenic acid	20 mg
Vitamin C	20 mg
Choline chloride	575 mg
Biotin	250 mcg
Folic acid	2 mg
Copper(cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	29%
Crude oils and fats	17%
Crude fibre	2,60%
Crude ash	6%
Calcium	1,40%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,64%)
Omega-6	(4%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin).

Metabolic energy: 3.884 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge		Peso del cane - Dog's weight - Gewicht des Hundes					
		1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg
		25 - 90 g	90 - 150 g	150 - 250 g	250 - 420 g	420 - 600 g	9 g / 1 kg (Peso del cane Dog's weight Gewicht des Hundes)
		Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag					



natural · nutrition · system

Hunter Select

Complete feed for adult dogs of all breeds

WINNER PLUS HUNTER SELECT is a complete feed, with an excellent quality/price ratio, for the maintenance of non-active adult dogs of all breeds, ideal for large consumers such as animal shelters, kennels, dog centers, breeders and hunters. The medium size croquette, prepared with prime selected chicken, makes it palatable and digestible ensuring energy intake. Vitamin E supports the immune system, providing active cell protection while the content of beet fiber supports the digestion.

Made without soy, chemical colorants, flavoring substances and cereals containing gluten.

Composition: Barley; dried chicken (26%); maize; chicken fat; dried sugar beet pulp (desugared) (0,50%); linseed oil.

Available formats: 18kg



Additives per kg. Nutritional additives

vitamin A	20.000 I.U.
vitamin D3	1.800 I.U.
vitamin E	200 I.U.
vitamin B1	12,50 mg
vitamin B2	16 mg
niacin	50 mg
vitamin B6	7,50 mg
vitamin B12	210 mcg
pantothenic acid	45 mg
vitamin C	100 mg
choline chloride	690 mg
biotin	400 mcg
folic acid	7 mg
Taurine	100 mg
Copper (cupric(II) sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II)sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	24%
Crude oils and fats crude	11%
Fibre	3,20%
Crude ash	5,40%
Calcium	1,20%
Phosphorus	1%
Selenium	0,50 mg / kg
Omega-3	(0,30%)
Omega-6	(2,80%)

Technological additives

Antioxidants (Vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 3.527 kcal/kg

- GMO FREE**
- WHEAT FREE**
- LOW GRAIN**
- GLUTEN FREE**
- NO ANIMAL TESTING**
- NO EGGS, MILK, SOY**
- NO CHEMICALS**
- LOW ENVIRONMENTAL IMPACT**

Quantità / Quantity / Menge		Peso del cane - Dog's weight - Gewicht des Hundes					
	1 - 5 kg	5 - 10 kg	10 - 20 kg	20 - 40 kg	40 - 65 kg	> 65 kg	
	25 - 90 g	90 - 150 g	150 - 250 g	250 - 420 g	420 - 600 g	9 g / 1 kg (Peso del cane Dog's weight Gewicht des Hundes)	
	Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag						



natural · nutrition · system

CHEWinner

BEEF SNACK



WINNER PLUS CHEWinner beef snack

Complementary Feed for adult dogs of all breeds

WINNER PLUS CHEWinner is a natural, complementary feed for dogs, prepared with prime selected dried beef meat. Tasty and nutritious, it is ideal for a beneficial action on teeth and to strengthen the jaw muscles.

Composition: Beef skin 100%

Analytical constituents: Crude protein 76%; Crude fat 8%; Ashes 5%; Moisture 10%.

Store product in a cool, dry place away from direct light or heat.

Available formats: 500 gr; 1 kg.





natural · nutrition · system

Chicken delice

Natural snack made with delicious chicken for demanding dogs

Natural and balanced snack for dogs, rich in proteins and low in fat, prepared with prime selected chicken meat.

Composition: Dry chicken meat; Natural vegetable glycerin.

Analytical constituents: Protein 47%; Fat content 4%; Crude ash 3%; crude fiber 0,90%; Humidity 17%.



Format: 100g

Beef delice

Natural snacks made with beef for demanding dogs

Natural and balanced snack for dogs, rich in protein and in fat, prepared with the finest beef meat.

Composition: Dry beef meat; Natural vegetable glycerin.

Analytical constituents: Protein 36%; Fat content 22%; Crude ash 3%; Crude Fiber 1,20%; Humidity 19%.



Format: 100g





natural · nutrition · system

Chicken gourmet

Appetizing natural chicken fillets for demanding dogs

Natural and balanced snack for dogs, rich in proteins and low in fat, prepared with prime selected chicken meat.

Composition: Dry chicken meat; Natural vegetable glycerin.

Analytical constituents: Protein 57%; Fat content 4%; Crude ash 3%; Crude Fiber 0,90%; Humidity 17%.



Format: 100g

Crispi duck

Natural and tasty duck meat for glutton dogs

Natural and balanced snack for dogs, rich in protein and low in fat, prepared with prime selected duck meat.

Composition: Dry duck meat; Natural vegetable glycerin.

Analytical constituents: Protein 45%; Fat content 3%; Crude ash 3%; Crude Fiber 0,60%; Humidity 17%.



Format: 100g





natural · nutrition · system

Duck bites

Natural duck treat for glutton dogs

Natural and balanced snack for dogs, rich in protein and in fat, prepared with prime selected duck meat.

Composition: Dry duck meat; Natural vegetable glycerin.

Analytical constituents: Protein 45%; Fat content 22%; Crude ash 4%; Crude Fiber 0,90%; Humidity 17%.



Format: 100g

Beef bites

Natural beef treat for glutton dogs

Natural and balanced snack for dogs, rich in protein and in fat, prepared with prime selected beef meat.

Composition: Dry beef meat; Natural vegetable glycerin.

Analytical constituents: Protein 36%; Fat content 22%; Crude ash 4%; Crude Fiber 1,20%; Humidity 19%.



Format: 100g





natural · nutrition · system

Softy chicken

Tender natural chicken meat for demanding dogs

Soft, natural and balanced snack for dogs, rich in protein and low in fat, prepared with prime selected chicken meat.

Composition: Dry chicken meat; Natural vegetable glycerin.

Analytical constituents: Protein 47%; Fat content 4%; Crude ash 3%; Crude Fiber 0,80%; Humidity 19%.



Format: 100g

Softy duck

Tender natural duck meat for demanding dogs

Soft, natural and balanced snack for dogs, rich in protein and in fat, prepared with prime selected duck meat.

Composition: Dry duck meat; Natural vegetable glycerin.

Analytical constituents: Protein 45%; Fat content 22%; Crude ash 4%; Crude Fiber 1,20%; Humidity 19%.



Format: 100g





natural · nutrition · system

Super Premium Menu Salmon & Zucchini



It's a particularly exquisite, gluten and grain free healthy wet food recipe with high-quality food-grade salmon. It's a complete food for dogs of all breeds in all phases of life. The high salmon content ensures best acceptance and tolerance - also suitable for allergic, nutritionally sensitive and older dogs. The high-quality raw materials are gently heated and carefully processed.

The essential Omega-3 and Omega-6 fatty acids contained in salmon and salmon oil ensure healthy skin and a beautiful, shiny coat. EPA and DHA unsaturated fatty acids have anti-inflammatory effects, support the immune system and the musculoskeletal system (joints, cartilage, tissue), have a pain-relieving effect and can prevent diseases of internal organs such as the heart, liver and kidneys and support healing processes. EPA & DHA also perform important functions in the construction of cell membranes. Since the organism of dogs and cats cannot produce these unsaturated / essential fatty acids itself, they have to be supplied through the diet. Zucchini, amaranth and chia seeds support digestion and metabolism and thus ensure optimal digestibility.

Composition: Salmon 63%; naturally contained salmon broth, 28%; Zucchini 4%; Amaranth 2%; Chia seed 1%; Salmon oil 1%; Minerals & Trace elements 1%; Vitamins; Fatty acids Omega-3 & Omega-6.

Analytical components: Moisture 78%; Crude protein 10%; Crude fat 6,5%; Crude ash 2%; Crude fibre 0,40%.

Nutritional additives per kg: Vitamin D3 200 I.E.; Vitamin E 50 mg; Manganese 2 mg; Zinc 20 mg; Iodine 0,2 mg.

WINNER PLUS Pet Food s.r.l.

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SUPER PREMIUM DOG MENU

Super Premium wet feed, 100% NATURAL!

High quality feed prepared with prima natural ingredients and with certificated natural raw materials, suitable for all breeds and ages and for every specific need. Available formats: 400 gr; 800 gr.

So many good reasons for a quality choice!

- Without cereals (only 3 products fortified with rice)
- Wheat free, without gluten and allergens
- Only fresh meat of first choice carefully controlled as done with human food quality
- Prepared with daily fresh German meat
- Without chemical color, taste and aroma
- Without eggs, dairy products and soy
- Highly digestible and palatable
- Made without bone meal, soy, chemical colorings, aromas and preservative, GMO.
- With safflower oil, rich in vitamin K and linoleic acid, to ensure a healthy skin and a shiny coat, ideal for preventing heart disease with anticoagulant and anti-cancer activity
- Cruelty Free: no animal testing
- Low environmental impact: prepared with the maximum respect for nature, using renewable energy sources

Super Premium Menu

Super Premium Menu Junior with chicken and rice

WINNER PLUS Super Premium Menu Junior with chicken and rice is a complete feed conceived for puppies of all breeds. **Composition:** 69% poultry meat (chicken, turkey) and animal by-products (liver, heart, stomachs, necks), 25% naturally contained poultry meat juice, rice 5%, 1% minerals and trace elements, safflower oil, calcium carbonate, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 78,90%; crude protein 11%; crude fat 7%; crude ash 2,50%; crude fibre 0,60%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 40 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,50%; phosphorus 1%.

Super Premium Menu with chicken, salmon and rice

WINNER PLUS Super Premium Menu with chicken, salmon and rice is complete feed for dogs of all breeds. 50% chicken meat and animal by-products (liver, heart, stomachs, necks), 15% salmon, 25% naturally contained meat and fish juice, 5% rice, 4% carrots, parsley, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 79%; crude protein 12%; crude fat 6%; crude ash 2,50%; crude fibre 0,50%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.

Super Premium Menu - Lamb 100% and rice

WINNER PLUS Super Premium Menu with lamb and rice is complete feed for dogs of all breeds. **Composition:** 69% lamb meat and animal by-products (lung, liver, tripe), 25% naturally contained lamb meat juice, 5% rice, parsley, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 79%; crude protein 11,50%; crude fat 6,50%; crude ash 2,50%; crude fibre 0,50%.

Nutritional additives per kg: vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.

Super Premium Menu Sensitive Light with chicken and potatoes

WINNER PLUS Super Premium Menu Sensitive Light with chicken and potatoes is a free gluten complete feed, easily digestible conceived for dogs of all breeds. **Composition:** 70% chicken meat and animal by-products (liver, heart, stomachs, necks), 21% naturally contained poultry meat juice, 8% potato, beet fiber, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 80%; crude protein 11%; crude fat 5,50%; crude ash 2,70%; crude fibre 0,80%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.



natural · nutrition · system

Super Premium Menu Pure

Super Premium Menu Pure - Only meat mix

WINNER PLUS Super Premium Menu Puro with beef, lamb and turkey is complete feed for dogs of all breeds. **Composition:** 40% beef and meat by-products (throat, heart, liver, tripe), 20% lamb meat and meat by-products (lung, liver, tripe), 14% of turkey meat and meat by-products (liver, heart, stomachs, necks), 25% naturally contained meat juice, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 79%; crude protein 12%; crude fat 6%; crude ash 2,50%; crude fibre 0,50%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.

Super Premium Menu Pure with beef meat and tripe

WINNER PLUS Super Premium Menu Pure with beef tripe is a complete mono protein and grain free feed for dogs of all breeds.

Composition: 50% beef rumen (cleaned), 24% beef and meat by-products (throat, heart, liver), 25% naturally contained beef meat juice, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 78,50%; crude protein 12,50%; crude fat 6%; crude ash 2,50%; crude fibre 0,50%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.

Super Premium Menu Mono Pure

Super Premium Menu Mono Pure with turkey meat

WINNER PLUS Super Premium Menu Mono Pure with turkey is mono protein grain free complete feed for sensitive dogs of all breeds.

Composition: 72% turkey meat and meat by-products (liver, heart, stomachs, necks), 27% naturally contained turkey meat juice, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 79,50%; crude protein 12,50%; crude fat 5%; crude ash 2,50%; crude fibre 0,50%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.

Super Premium Menu Mono Pure with beef meat

WINNER PLUS Super Premium Menu Mono Pure with beef is mono protein grain free complete feed for sensitive dogs of all breeds. **Composition:** 72% beef and meat by-products (throat, heart, liver, tripe), 27% naturally contained beef meat juice, 1% minerals and trace elements, safflower oil, vitamins, fatty acids Omega 3 & Omega 6. **Analytical constituents:** moisture 77,50%; crude protein 12,50%; crude fat 7%; crude ash 2,50%; crude fibre 0,50%. **Nutritional additives per kg:** vitamin A; vitamin D3 200 I.E.; vitamin E 30 mg; vitamin C; biotin; L-carnitin; taurine; iron; zinc; Omega-3; Omega-6; calcium 1,30%; phosphorus 1%.



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natural · nutrition · system

Natural dry feed for cat

A cat's health starts from its healthy and correct nutrition, its well-being and its vitality require a daily base balanced food intake to guarantee the fulfillment of all the needs of our feline friend. Since always, WINNER PLUS nutritionists study and carefully select the best that nature has to offer for our animal friends respecting the "Natural Nutrition System" philosophy and thanks to the experience and knowledge of raw materials have developed for you an exclusive supply line dry completely dedicated to the cat.

A range of natural and innovative feed, highly digestible prepared with raw materials which are carefully processed and checked as done with human food quality, properly balanced to ensure the natural health and vitality of the animal. What makes WINNER PLUS line for cat exclusive is the study of advanced recipes and prepared to support the functional balance of the body giving you the opportunity to offer a more complete meal, "customized" and highest quality.

What are the features and benefits of WINNER PLUS feed?

- **Recipes 100% NATURAL**, prepared with selected ingredients.
- **A healthy feed with a correct balance of calcium and phosphorus** for the proper functioning of the metabolism.
- **Less magnesium and stabilize of the urinary-pH value** reducing the risk of several urinary stone formation.
- **With taurin for the health of the heart.**
- **Anti-hairball action.**
- **Maximum tolerance and compatibility**
- **Rich with Omega-3 and Omega 6** for a healthy skin and a shiny coat.
- **Highly digestible:** design and texture of kibble are conceived for a proper chewing of the feed favoring a healthy digestion.

A natural feeds for three good reasons, which make WINNER PLUS line for cats an exclusive and innovative reality able to offer always a meal: **healthy, balanced and tasty; highly digestible; ideal for the pickiest cats.** Available formats: 300 gr and 2kg.

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natural · nutrition · system

Kittencat

Natural and complete feed based on turkey for kittens and growing cats of all breeds

WINNER PLUS Kittencat is a highly energetic feed, enriched with proteins, ideal for kittens during every stage of their growth and suitable for females during gestation and nursing period. The gluten free, tasty, easily digestible and nourishing formula of specially selected ingredients, such as high quality turkey, guarantees a healthy and balanced nutrition during growth with best acceptance. Fatty acids Omega 3 and Omega 6, ensure a healthy skin and a shiny coat.

Made without: wheat, soy, aroma, sugar, dairy products, chemical colour, flavouring substances and cereals containing gluten.

WINNER PLUS Kittencat provides your kitten with all necessary nutrients, thus ensuring a healthy growth.

Composition: Dried turkey (21%); maize; animal fat; rice; animal protein extract; dried fish (4%); dried chicken (4%); brewer's yeast; dried sugar beet pulp (desugarized); dried egg; natural fiber (of vegetable origin); salmon oil; inulin (source of natural fructo-oligosaccharides); linseed oil.

Available formats: 300 g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	400 I.U.
Vitamin B1	10 mg
Vitamin B2	15 mg
Vitamin B6	6 mg
Vitamin B12	65 mcg
Vitamin C	250 mg
Choline chloride	1.900 mg
Pantothenic acid	20 mg
Niacin	75 mg
Folic acid	2 mg
Taurine	1.000 mg
Biotin	500 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	34%
Fat content	22%
Crude fiber	2%
Crude ash	6,50%
Calcium	1,40%
Phosphorus	0,80%
Selenium	0,50 mg / kg
Omega-3	(0,60%)
Omega-6	(4%)

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	5.000 mg

Metabolic energy:

4.115 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Sano e Gustoso
Healthy and Tasty
Gesund und schmackhaft



Cuore Sano
Healthy Heart
Gesundes Herz




Proteine Nobili
Noble Proteins
Hochwertige Proteine

Ω-3 / Ω-6

Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6



Favorisce il sistema immunitario
Supports the immune system
Unterstützt das Immunsystem

Quantità / Quantity / Menge		
	Peso del gatto Cat's weight Gewicht der Katze	Razione giornaliera Daily feeding guide Fütterungsmenge pro Tag
Età in mesi Age in months Alter in Monaten	1	20 - 35 g
	2	30 - 50 g
	3	40 - 65 g
	4	50 - 80 g
	6	55 - 85 g
	9	65 - 100 g
	12	65 - 95 g



natural · nutrition · system

Delicat

WINNER PLUS Delicat is a natural, healthy and complete nutritious food based on high-quality chicken for adult cats

WINNER PLUS Delicat is prepared with a unique, carefully balanced and tasty recipe of specially selected ingredients, such as high quality chicken. The fatty acids Omega 3 and Omega 6, properly balanced, help provide a healthy skin and a shiny coat. WINNER PLUS Delicat is a tasty feed, that favours the correct functioning of the immune system.

Made without: wheat, soy, aroma, sugar, dairy products, chemical colour and flavouring substances.

Composition: Dried chicken (18%); maize; rice; animal fat; animal protein extract; dried fish (8%); barley; corn gluten; brewer's yeast; dried egg; dried salmon (2%); dried sugar beet pulp (desugared); salmon oil; linseed oil; inulin (source of natural fructo-oligosaccharides).

Available formats: 300 g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.400 I.U.
Vitamin E	450 I.U.
Vitamin B1	10 mg
Vitamin B2	15 mg
Vitamin B6	6 mg
Vitamin B12	65 mcg
Vitamin C	250 mg
Choline chloride	1.200 mg
Pantothenic acid	20 mg
Niacin	75 mg
Folic acid	2 mg
Taurine	1.000 mg
Biotin	500 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	32%
Fat content	18%
Crude fiber	2%
Crude ash	6%
Calcium	1,40%
Phosphorus	0,90%
Selenium	0,50 mg / kg
Omega-3	0,70%
Omega-6	3,70%

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	5.000 mg

Metabolic energy:

3.940 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Sano e Gustoso
Healthy and Tasty
Gesund und schmackhaft



Cuore Sano
Healthy Heart
Gesundes Herz



Proteine Nobili
Noble Proteins
Hochwertige Proteine

Ω-3 / Ω-6

Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6



Con salmone
With salmon
Mit Lachs

Quantità per gatti sterilizzati / Quantity for neutered cats / Menge für Kastriert/Sterilisiert Katze							
Peso del gatto - Cat's weight - Gewicht der Katze							
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
20 g	30 g	35 g	40 g	45 g	50 g	55 g	
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							

Quantità / Quantity / Menge							
Peso del gatto - Cat's weight - Gewicht der Katze							
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
35 g	45 g	55 g	65 g	75 g	80 g	90 g	
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							



natural · nutrition · system

Lightcat

WINNER PLUS Lightcat is a natural, light and tasty complete feed, ideal for senior cats or cats that need a correct weight control. WINNER PLUS Lightcat is ideal to support a gentle weight loss and for senior cats. It's exclusive composition, made with specially selected ingredients, such as high quality chicken, provide an ideal balance of valuable nutrients that favor a correct function of the intestinal system. The fatty acids Omega 3 and Omega 6, properly balanced, help provide a healthy skin and a shiny coat.

Made without: wheat, soy, aroma, dairy products, chemical colour and flavouring substances.

Composition: Dried chicken (22%); rice; maize; barley; animal fat; dried fish (5%); hydrolyzed gelatin; hydrolyzed chicken liver; dried sugar beet pulp (desugarized); natural fiber (of vegetable origin); dried eggs; dried salmon (2%); brewer's yeast; linseed oil; inulin (source of natural fructo-oligosaccharides).

Available formats: 300 g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	450 I.U.
Vitamin B1	10 mg
Vitamin B2	15 mg
Vitamin B6	6 mg
Vitamin B12	65 mcg
Vitamin C	250 mg
Choline chloride	1.100 mg
Pantothenic acid	20 mg
Niacin	75 mg
Folic acid	2 mg
Taurine	1.000 mg
Biotin	500 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	29%
Fat content	12%
Crude fiber	4%
Crude ash	6%
Calcium	1,20%
Phosphorus	0,80%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(2,40%)

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	5.000 mg

Metabolic energy:

3.490 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Controllo del Peso
Weight control
Gewichtskontrolle



Proteine Nobili
Noble Proteins
Hochwertige Proteine



Cuore Sano
Healthy Heart
Gesundes Herz

Ω-3 / Ω-6

Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6



Con salmone
With salmon
Mit Lachs

Quantità / Quantity / Menge



Peso del gatto - Cat's weight - Gewicht der Katze

2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg
25 g	30 g	40 g	45 g	50 g	55 g	60 g



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



natural · nutrition · system

Seacat

Natural and complete feed based on salmon for adult cats of all breeds

WINNER PLUS Seacat is a natural, complete and monoprotein feed, ideal for adult cats of all breeds. This special recipe with the presence of salmon as only source of animal protein makes WINNER PLUS Seacat a high quality feed suitable for all cats and especially for cats with allergies and intolerances against all kind of meat. The optimal ratio of Omega-3 and Omega-6 fatty acids helps to keep a healthy skin and a shiny coat.

Made without: animal protein sources other than salmon, wheat, soy, corn, aroma, sugar, dairy products, chemical colour, egg, flavouring substances and cereals containing gluten.

Composition: Dried salmon (31%); rice; dried potato; animal fat; rice protein; dried sugar beet pulp (desugarized); salmon oil; psyllium seed husks; linseed oil.

Available formats: 300 g; 2kg

Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	220 I.U.
Vitamin B1	10 mg
Vitamin B2	15 mg
Vitamin B6	6 mg
Vitamin B12	65 mcg
Vitamin C	100 mg
Choline chloride	835 mg
Pantothenic acid	20 mg
Niacin	75 mg
Folic acid	2 mg
Taurine	1.000 mg
Biotin	500 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	29%
Fat content	16%
Crude fiber	2%
Crude ash	6,50%
Calcium	1,30%
Phosphorus	1%
Selenium	0,50 mg/kg
Omega-3	(0,90%)
Omega-6	(2,70%)

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)

Lecithin 5.000 mg

Metabolic energy:

3.816 kcal/kg



HYPOALLERGENIC



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Ipoallergenico
Hypoallergenic
Hypoallergen



Cuore Sano
Healthy Heart
Gesundes Herz

Ω-3 / Ω-6

Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6



Con salmone
With salmon
Mit Lachs



NO glutine aggiunto
NO added gluten
Ohne Zugabe von Gluten

Quantità / Quantity / Menge								
Peso del gatto - Cat's weight - Gewicht der Katze								
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg		
35 g	45 g	55 g	60 g	70 g	75 g	85 g		
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag								

Quantità per gatti sterilizzati / Quantity for neutered cats / Menge für Kastriert/Sterilisiert Katze								
Peso del gatto - Cat's weight - Gewicht der Katze								
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg		
20 g	30 g	35 g	40 g	45 g	50 g	55 g		
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag								



natural · nutrition · system

Natural dry feed for cat

Health Quality

Proper nutrition is the basis of a healthy and long-lived life, for this reason WINNER PLUS Team research has developed an exclusive Health Quality natural feeding line, entirely dedicated to the particular needs of the cat that need to be supported by a specific supply.

- **WINNER PLUS Indoor Diet:** studied for the cat that lives in domestic ambients
- **WINNER PLUS Sterilized Diet:** for the health, well-being and needs of the sterilized cat
- **WINNER PLUS Urinary Diet:** supports the pH's regularization in urine, without favoring formation of struvite stones in the urinary tract

WINNER PLUS Health Quality line contains, in just 3 natural products, the maximum compatibility and all the nutrition necessary to guarantee the animal's health, well-being and vitality every day in compliance with the philosophy of the "Natural Nutrition System".

Which are the characteristics and advantages of WINNER PLUS Health Quality food?

- **3 exclusive diets** designed for the particular needs of the cat
- **100% NATURAL** recipes prepared with selected ingredients
- **Less magnesium and pH's regularization** in urine to reduce the risk of stones
- **Omega 3 and Omega 6** rich for healthy skin and a shiny coat
- Excellent **anti-hairball action**
- **Selected high quality raw materials:** noble proteins and delicious salmon
- **Odor reduction**
- **Low fat content** for cat weight control
- **Immune functions**
- **Excellent digestibility:** the croquette's design and consistency are made for correct food chewing, benefit of healthy digestion
- **Maximum tolerance and compatibility** as it is free from wheat, soybean flavors, dairy products, sugar, dyes, artificial flavors

Choosing WINNER PLUS Health Quality products, it's means choosing the best that nature can offer with advanced and prepared recipes to support the functional balance of the organism giving you the opportunity to always offer a complete meal, tailored and top quality. Available in 300g and 2kg formats.





natural · nutrition · system

Indoor Diet

Natural and complete feed based on chicken for adult cats of all breeds that live in domestic environments

A complete and natural feed, studied for the health, wellness and vitality of adult cats living in domestic contexts. It's particular formulation helps to prevent the formation of hairballs, to reduce the faecal odors and to regulate the pH content of the urine. Prepared with high quality chicken (a source of noble proteins) help maintain proper physical fitness due to the low fat content. The excellent balance of Omega-3 and Omega-6 fatty acids promotes a healthy skin and a shiny coat.

Made without: wheat, soy, aroma, sugar, dairy products, chemical colour and flavouring substances.

Composition: Dried chicken (18%); animal protein extract (16%); rice; maize; peas; barley; animal fat; natural fiber (of vegetable origin); corn gluten; hydrolyzed gelatin; dried egg; salmon oil; dried salmon (0,50%); brewer's yeast; inulin (source of natural fructo-oligosaccharides); cranberries; linseed oil.

Availables formats: 300 g; 2kg

Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	500 I.U.
Vitamin B1	15 mg
Vitamin B2	8 mg
Vitamin B6	8 mg
Vitamin B12	50 mcg
Choline chloride	1.400 mg
Pantothenic acid	25 mg
Niacin	120 mg
Folic acid	5 mg
biotin	250 mcg
taurine	1.000 mg
DL- methionine	2.500 mg
L-carnitine	300 mg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	36%
Fat content	12,50%
Crude fiber	5%
Crude ash	4,50%
Calcium	0,90%
Phosphorus	0,70%
Selenium	0,50 mg / kg
Omega 3	(0,35%)
Omega 6	(2,40%)
pH content of urine is aimed at 6.2	

Technological additives:

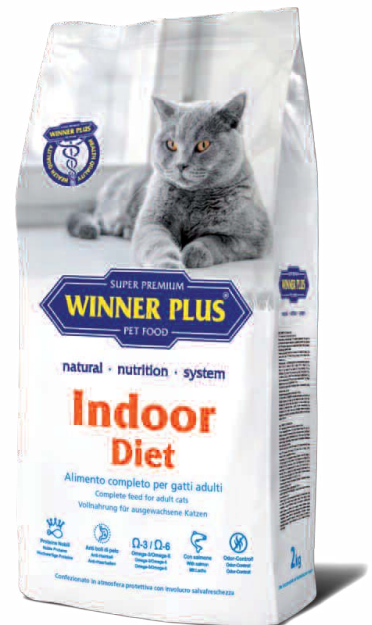
Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	3.000 mg

Zootechnical additives:

Ammonium chloride	3.000 mg
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Metabolic energy:

3.565 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Proteine Nobili
Noble Proteins
Hochwertige Proteine



Anti boli di pelo
Anti-Hairball
Anti-Haarballen

Ω-3 / Ω-6

Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6



Con salmone
With salmon
Mit Lachs



Odor-Control!
Odor-Control!
Odor-Control!

Quantità / Quantity / Menge							
Peso del gatto - Cat's weight - Gewicht der Katze							
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
40 g	50 g	65 g	75 g	80 g	90 g	100 g	
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							

Quantità per gatti sterilizzati / Quantity for neutered cats / Menge für Kastriert/Sterilisiert Katze							
Peso del gatto - Cat's weight - Gewicht der Katze							
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
25 g	30 g	35 g	45 g	50 g	55 g	60 g	
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							



natural · nutrition · system

Sterilized Diet

Natural and complete feed based on chicken for sterilized adult cats of all breeds

A natural and complete food studied for the health, wellness and vitality of sterilized adult cats. Its particular composition, with a low fat content, helps to keep the cat's weight under control, to prevent the formation of hairballs, to reduce fecal odors and to regulate the pH content of the urine. The excellent balance of Omega-3 and Omega-6 fatty acids promotes a healthy skin and a shiny coat.

Made without: wheat, soy, aroma, sugar, dairy products, chemical colour and flavouring substances.

Composition: Dried chicken (17%); animal protein extract (16%); peas; rice; barley; animal fat; corn gluten; natural fiber (of vegetable origin); maize; dried salmon (0,50%); salmon oil; brewer's yeast; inulin (source of natural fructo-oligosaccharides); dried egg; linseed oil; cranberries.

Availables formats: 300 g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	500 I.U.
Vitamin B1	15 mg
Vitamin B2	8 mg
Vitamin B6	8 mg
Vitamin B12	50 mcg
Choline chloride	1.400 mg
Pantothenic acid	25 mg
Niacin	120 mg
Folic acid	5 mg
Biotin	250 mcg
Taurine	2.000 mg
DL- methionine	2.500 mg
L-carnitine	300 mg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	36%
Fat content	11%
Crude fiber	6%
Crude ash	4,30%
Calcium	0,85%
Phosphorus	0,73%
Selenium	0,50 mg / kg
Omega 3	(0,40%)
Omega 6	(2,40%)
pH content of urine is aimed at 6.2	

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	3.000 mg

Zootechnical additives:

Ammonium chloride	3.000 mg
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Metabolic energy:

3.425 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Sterilized

Controllo del Peso
Weight control
Gewichtskontrolle



Proteine Nobili
Noble Proteins
Hochwertige Proteine



Anti bolli di pelo
Anti-Hairball
Anti-Haarballen



Favorisce il sistema immunitario
Supports the immune system
Unterstützt das Immunsystem



Odor-Control!
Odor-Control!
Odor-Control!

Quantità / Quantity / Menge			Peso del gatto - Cat's weight - Gewicht der Katze						
			2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg
			40 g	50 g	65 g	75 g	80 g	90 g	100 g
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag						

Quantità per gatti sterilizzati / Quantity for neutered cats / Menge für Kastriert/Sterilisiert Katze			Peso del gatto - Cat's weight - Gewicht der Katze						
			2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg
			25 g	30 g	35 g	45 g	50 g	55 g	60 g
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag						



natural · nutrition · system

Urinary Diet

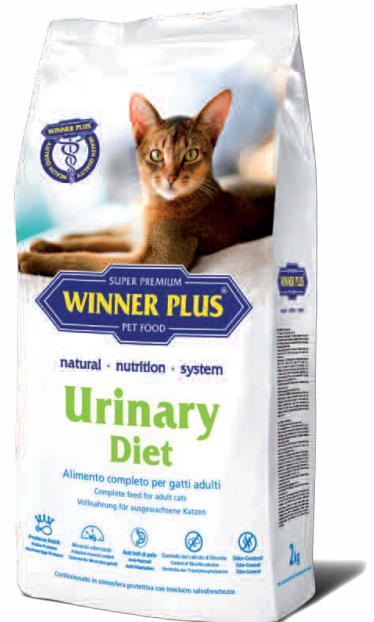
Natural and complete feed based on chicken for adult cats of all breeds

A natural and complete feed studied for the health, wellness and vitality of adult cats of all breeds. Thanks to its particular formulation, enriched with first choice chicken and with a low fat and mineral content, it provides a balanced intake of valuable nutrients contributing to the regulation of pH urine to help prevent the formation of struvite stones in the urinary tract, help reduce the formation of hairballs, reduces the faecal odors and optimizes weight control. The excellent balance of Omega-3 and Omega-6 fatty acids promotes a healthy skin and a shiny coat.

Made without: wheat, soy, aroma, sugar, dairy products, chemical colour and flavouring substances.

Composition: Dried chicken (17%); animal protein extract (15%); rice; peas; barley; animal fat; natural fiber (of vegetable origin); corn gluten; hydrolyzed gelatin; maize; salmon oil; dried salmon (0,50%); dried egg; brewer's yeast; inulin (source of natural fruc-to-oligosaccharides); linseed oil; cranberries.

Availables formats: 300 g; 2kg



Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	600 I.U.
Vitamin B1	15 mg
Vitamin B2	8 mg
vitamin B6	8 mg
vitamin B12	50 mcg
Choline chloride	1400 mg
Pantothenic acid	25 mg
Niacin	120 mg
Folic acid	5 mg
Biotin	250 mcg
Taurine	2.000 mg
DL- methionine	2.500 mg
L-carnitine	300 mg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	75 mg
Manganese (manganous-(II)-oxide)	30 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	36%
Fat content	12%
Crude fiber	4,50%
Crude ash	4%
Calcium	0,85%
Phosphorus	0,71%
Magnesium	0,09%
Sodium	0,23%
Potassium	0,55%
Chloride	0,23%
Sulfur	0,41%
Selenium	0,40 mg / kg
Omega 3	(0,40%)
Omega 6	(2%)
pH content of urine is aimed at 6.2	

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	3.000 mg

Zootechnical additives:

Ammonium chloride	3.000 mg
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Metabolic energy: 3.600 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Proteine Nobili
Noble Proteins
Hochwertige Proteine



Minerali ottimizzati
Adapted mineral content
Optimierter Mineraliengehalt



Anti boli di pelo
Anti-Hairball
Anti-Haarballen



Controllo del calcolo di Struvite
Control of Struvite calculus
Kontrolle der Tripelphosphatsteine



Odor-Control!
Odor-Control!
Odor-Control!

Quantità / Quantity / Menge

Peso del gatto - Cat's weight - Gewicht der Katze							
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
40 g	50 g	65 g	75 g	80 g	90 g	100 g	
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							

Quantità per gatti sterilizzati / Quantity for neutered cats / Menge für Kastriert/Sterilisiert Katze

Peso del gatto - Cat's weight - Gewicht der Katze							
2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
25 g	30 g	35 g	45 g	50 g	55 g	60 g	
Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							

WINNER PLUS



What is the meaning of the word “holistic”?

The term “holistic” comes from the Greek word ὅλος whose meaning indicates “all”.

Aim of the holistic medicine is to achieve a global welfare (total) of the organism, therefore the correct psycho/physical balance, obtained by acting with synergy and focusing on all the symptoms of a malaise which is not suppressed but naturally cured.

What is called “symptom” is a signal that the body manifests when its functions cease to carry out its activities creating, therefore, a state of imbalance that creates a state of malaise.

For this reason, the holistic approach intervenes on each function of the body with a synergistic action and all the while individual, restoring properly every activity and reconstructing the correct balance of the body's needs to live healthy.

WINNER PLUS holistic, the natural choice.

Comparing the concept of “holistic” with the nutrition WINNER PLUS research has developed a range of innovative natural feeds, highly assimilated and easy to digest: the new line WINNER PLUS holistic for cat.

All WINNER PLUS holistic feeds are prepared in compliance with the philosophy of the “feeding according to nature”, with a careful selection of raw materials properly balanced to ensure the natural health and vitality of the animal. A monoproteic nutrition deal as a maintenance feed or “therapeutic” feed against the symptoms of malaise, designed and formulated to meet the special dietary needs of the cat in every phase of his life.

What are the benefits of a diet with WINNER PLUS holistic?

First choice of raw materials, 100% natural, and fresh meat carefully processed and controlled according to the standards used for human foodstuffs, properly balanced in respect of the daily requirement.

A healthy feed, prepared with ingredients rich with active ingredients such as antioxidants, which are essential for the defense of the cells and the metabolism proper functioning.

Maximum tolerance

Stimulates the good bacterial flora, inhibiting the growth of the negative one.

Supports the immune system enhancing the activity.

A forefront feed: studied and prepared using the most advanced technologies.

The cat's body prepares itself in a natural way to avoid the conditions of malaise.

Why do we select carefully our ingredients?

Each ingredient is selected to take specific action on every single function of the body, the good condition of all activities ensures the health and vitality of your cat in its “total” (holistic approach).

WINNER PLUS holistic, the best of nature for the health of your cat.



WINNER PLUS Pet Food s.r.l.

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natural · nutrition · system

Chicken holistic

WITH FRESH CHICKEN MEAT

GRAIN FREE / PROTEINS 32% / FATS 18%

Natural, holistic and complete feed based on fresh chicken meat for adult cats of all breeds

WINNER PLUS Chicken holistic is rich in fresh chicken meat and a natural, complete and mono protein feed ideal for adult cats of all breeds.

The grain free composition without cereals and gluten, and the presence of chicken as only source of animal protein makes WINNER PLUS Chicken holistic a high quality feed suitable to sustain the natural vitality of the cat.

The high digestibility of this feed favors a correct function of the intestinal system while the optimal ratio of Omega 3 and Omega 6 fatty acids helps to keep a healthy skin and a shiny coat.

Made without: wheat, grain, rice, soy, corn, aroma, sugar, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Chicken 40% (of which 20% fresh chicken meat); peas; dried potato; animal fat; dried sugar beet pulp (desugared); salmon oil; dried carob; flax seed; dried eggs; brewer's yeast; inulin (source of natural fructo-oligosaccharides); minerals; dried carrot; nettle; echinacea; dried tomato; dried apple; dried mango; dried prunes; dried banana; thyme; basil; spirulina; cranberry; celery; glucosamine; chondroitin.

Availables formats: 300g; 2kg

Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	500 I.U.
Vitamin B1	10 mg
Vitamin B2	15 mg
Vitamin B6	6 mg
Vitamin B12	65 mcg
Vitamin C	175 mg
Choline chloride	1.200 mg
Pantothenic acid	20 mg
Niacin	75 mg
Folic acid	2 mg;
Taurine	1.000 mg
Biotin	500 mcg
Copper (cupric(II)sulphate pentahydrate)	3,50 mg
Copper (cupric chelate of glycine, hydrate)	1,50 mg
Zinc (zinc sulphate, monohydrate)	45 mg
Zinc (zinc chelate of glycine, hydrate)	20 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Iron (iron (II)chelate of glycine, hydrate)	25 mg
Manganese (manganous-(II)-oxide)	20 mg
Manganese (Manganese (II) chelate of glycine, hydrate)	10 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents:

Protein	32%
Fat content	18%
Crude fiber	4,50%
Crude ash	8%
Calcium	1,50%
Phosphorus	1,20%
EPA	0,20%
DHA	0,30%
Selenium	0,50 mg / kg
Omega 3	(0,70%)
Omega 6	(3%)

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	3.000 mg

Metabolic energy: 3.665 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



Proteine Nobili
Noble Proteins
Hochwertige Proteine



Monoproteico
+Digeribile
+Digestible
+Verdaulich



NO Glutine
NO Gluten
GlutenFREI



Taurina
Cuore Sano
Healthy Heart
Gesundes Herz

Quantità / Quantity / Menge			Peso del gatto - Cat's weight - Gewicht der Katze							
			2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
			20 - 40 g	30 - 50 g	35 - 60 g	40 - 70 g	45 - 80 g	50 - 85 g	7-10 g / 1 kg	(Peso del gatto Cat's weight Gewicht der Katze)
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							



natural · nutrition · system

Salmon holistic

HYPOALLERGENIC WITH FRESH SALMON GRAIN FREE / PROTEIN 32% / FATS 18%

Natural, holistic and complete feed based on salmon for adult cats of all breeds

WINNER PLUS Salmon holistic is rich in fresh salmon and a natural, complete and mono protein feed, ideal for adult cats of all breeds.

The grain free composition without cereals and gluten, the presence of salmon as only source of animal protein make WINNER PLUS Salmon holistic a natural feed suitable for all cats and especially for cats with allergies and intolerances against all kind of meat.

The optimal ratio of Omega 3 and Omega 6 fatty acids helps to keep a healthy skin and a shiny coat.

Made without: animal protein sources other than salmon, wheat, grain, rice, soy, corn, aroma, sugar, dairy products, chemical colour, flavouring substances and cereals containing gluten.

Composition: Salmon 40% (of which 20% fresh salmon); peas; dried potato; animal fat; dried sugar beet pulp (desugarized); salmon oil; dried carob; flax seed; dried egg; brewer's yeast; inulin (source of natural fructo-oligosaccharides); minerals; dried carrot; nettle; echinacea; dried tomato; dried apple; dried mango; dried prunes; dried banana; thyme; basil; spirulina; cranberry; celery; glucosamine; chondroitin.

Availables formats: 300g; 2kg

Additives per kg. Nutritional additives:

Vitamin A	18.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	500 I.U.
Vitamin B1	10 mg
Vitamin B2	15 mg
Vitamin B6	6 mg
Vitamin B12	65 mcg
Vitamin C	175 mg
Choline chloride	1.300 mg
Pantothenic acid	20 mg
Niacin	75 mg
Folic acid	2 mg
Taurine	1.000 mg
Biotin	500 mcg
Copper (cupric(II)sulphate pentahydrate)	3,50 mg
Copper (cupric chelate of glycine, hydrate)	1,50 mg
zinc (zinc sulphate, monohydrate)	45 mg
zinc (zinc chelate of glycine, hydrate)	20 mg
iron (iron (II) sulphate, monohydrate)	50 mg
iron (iron (II)chelate of glycine, hydrate)	25 mg
Manganese (manganous-(II)-oxide)	20 mg
Manganese (Manganese (II) chelate of glycine, hydrate)	10 mg
Iodine (calcium iodate, anhydrous)	1,50 mg

Analytical constituents

Protein	32%
Fat content	18%
Crude fiber	4%
Crude ash	7%
Calcium	0,90%
Phosphorus	0,80%
Selenium	0,50 mg / kg
Omega-3	(0,90%)
Omega-6	(2%)

Technological additives:

Antioxidants (vitamin E: tocopherol extracts of natural origin)	
Lecithin	3.000 mg

Metabolic energy: 3.716 kcal/kg



WHEAT FREE



NO ANIMAL TESTING



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT



NO Glutine
NO Gluten
GlutenFREI



Monoproteico
+Digeribile
+Digestibile
+Verdaulich



Ipoallergenico
Hypoallergenic
Hypoallergen



Salmone
Omega-3/Omega-6
Omega-3/Omega-6
Omega-3/Omega-6

Quantità / Quantity / Menge			Peso del gatto - Cat's weight - Gewicht der Katze							
			2 kg	3 kg	4 kg	5 kg	6 kg	7 kg	8 kg	
			20 - 35 g	30 - 50 g	35 - 60 g	40 - 70 g	45 - 80 g	50 - 85 g	7-11 g / 1 kg	(Peso del gatto Cat's weight Gewicht der Katze)
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag							



natural · nutrition · system

Delicious

Natural snack made with chicken and seafood for demanding cats

Natural and balanced snack for cats, rich in protein and low in fat, made prime chicken meat and selected seafood.

Composition: Dry chicken meat; Seafood; Natural vegetable glycerin.

Analytical constituents: Protein 52%; Fat content 4%; Crude ash 3%; Crude fiber 0,90%; Humidity 17%.



Format: 100g

Chicken bizz

Natural snack made with chicken meat for glutton cats

Natural and balanced snack for cats, rich in protein and low in fat, prepared with prime selected chicken meat.

Composition: Dry chicken meat; Natural vegetable glycerin.

Analytical constituents: Protein 47%; Fat content 4%; Crude ash 3%; Crude fiber 0,90%; Humidity 17%.



Format: 100g



SUPER PREMIUM CAT MENU

Super Premium wet feed, 100% NATURAL!

High quality feed prepared with prima natural ingredients and with certificated natural raw materials, suitable for all breeds and ages and for every specific need, **available in sizes from 195 gr and 395 gr.**



natural · nutrition · system

So many good reasons for a quality choice!

- Grain free
- Wheat free
- First choice fresh meat carefully checked as done with human food quality
- Prepared with daily fresh meat
- Without chemical color, taste and aroma
- Without eggs, dairy products and soy
- Highly digestible and palatable
- Cruelty Free: no animal testing
- Low environmental impact: prepared with the maximum respect for nature, using renewable energy sources
- Without preservative, bone meal, GMO and soy

Super Premium Cat Menu with beef and liver



WINNER PLUS Super Premium Cat Menu with beef and liver is a complete feed for cats of all breeds, prepared with prime quality meat processed as done with human food quality. Grain free, gluten free and allergen free, this product ensures a better digestibility.

Composition: 62% beef and meat by-products (throat, heart), 10% beef liver, 27% naturally contained meat juice, 1% minerals and trace elements, calcium carbonate, vitamins, fatty acids Omega 3 & Omega 6.

Analysis: Moisture 80%; Crude protein 12,30%; Crude fat 5,20%; Crude ash 2%; Crude fibre 0,50%; Phosphorus 0,20%; Calcium 0,24%. **Vitamins (pro kg):** Vitamin D3 200 I.U./kg; Vitamin E 30 mg/kg; Taurine 500 mg/kg. **Substances natural origin:** Vitamin A; Vitamin C; L-Carnitine; Biotin; Iron; Zinc.

Super Premium Cat Menu with beef and lamb



WINNER PLUS Super Premium Cat Menu with beef and lamb is a complete feed for cats of all breeds, prepared with prime quality meat processed as done with human food quality. Grain free, gluten free and allergen free, this product ensures a better digestibility.

Composition: 62% beef & meat by-products (throat, heart, liver), 10% lamb meat & meat by-products (liver, heart throat), 27% naturally contained meat juice, 1% minerals and trace elements, calcium carbonate, vitamins, Fatty acids Omega 3 & Omega 6.

Analysis: Moisture 80%; Crude protein 12,30%; Crude fat 5,20%; Crude ash 2%; Crude fibre 0,50%; Phosphorus 0,20%; Calcium 0,24%. **Vitamins (pro kg):** Vitamin D3 200 I.U./kg; Vitamin E 30 mg/kg; Taurine 500 mg/kg. **Substances natural origin:** Vitamin A; Vitamin C; L-Carnitine; Biotin; Iron; Zinc.

Super Premium Cat Menu with beef and heart



WINNER PLUS Super Premium Cat Menu with beef and heart is a complete feed for cats of all breeds, prepared with prime quality meat processed as done with human food quality. Grain free, gluten free and allergen free, this product ensures a better digestibility.

Composition: beef and meat by-products (throat, liver) (62%), beef heart (10%), natural meat broth (27%), minerals and trace elements (1%), calcium carbonate, vitamins, Fatty acids Omega 3 & Omega 6.

Analysis: Moisture 80%; Crude protein 12,30%; Crude fat 5,20%; Crude ash 2%; Crude fibre 0,50%; Phosphorus 0,20%; Calcium 0,24%. **Vitamins (pro kg):** Vitamin D3 200 I.U./kg; Vitamin E 30 mg/kg; Taurine 500 mg/kg. **Substances natural origin:** Vitamin A; Vitamin C; L-Carnitine; Biotin; Iron; Zinc.

Super Premium Cat Menu with beef and chicken



WINNER PLUS Super Premium Cat Menu with beef and chicken is a complete feed for cats of all breeds, prepared with prime quality meat processed as done with human food quality. Grain free, gluten free and allergen free, this product ensures a better digestibility.

Composition: 62% beef & meat by-products (throat, heart, liver), 10% poultry meat & meat by-products (heart, liver, stomach), 27% naturally contained meat juice, 1% minerals and trace elements, calcium carbonate, vitamins, Fatty acids Omega 3 & Omega 6.

Analysis: Moisture 80%; Crude protein 12,30%; Crude fat 5,20%; Crude ash 2%; Crude fibre 0,50%; Phosphorus 0,20%; Calcium 0,24%. **Vitamins (pro kg):** Vitamin D3 200 I.U./kg; Vitamin E 30 mg/kg; Taurine 500 mg/kg. **Substances natural origin:** Vitamin A; Vitamin C; L-Carnitine; Biotin; Iron; Zinc.

Super Premium Cat Menu with beef and game



WINNER PLUS Super Premium Cat Menu with beef and game is a complete feed for cats of all breeds, prepared with prime quality meat processed as done with human food quality. Grain free, gluten free and allergen free, this product ensures a better digestibility.

Composition: 67% beef and meat by-products (throat, heart, liver), 5% game muscle meat, 27% naturally contained meat juice, 1% minerals & trace elements, calcium carbonate, vitamins, Fatty acids Omega 3 & Omega 6.

Analysis: Moisture 80%; Crude protein 12,30%; Crude fat 5,20%; Crude ash 2%; Crude fibre 0,50%; Phosphorus 0,20%; Calcium 0,24%. **Vitamins (pro kg):** Vitamin D3 200 I.U./kg; Vitamin E 30 mg/kg; Taurine 500 mg/kg. **Substances natural origin:** Vitamin A; Vitamin C; L-Carnitine; Biotin; Iron; Zinc.



WINNER PLUS Pet Food s.r.l.

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natural · nutrition · system

COMPLEMENTARY FEED WINNER PLUS

100% NATURAL WELLNESS

An expert's opinion

For your dog's wellbeing it's necessary to follow a correct feeding program. Any type of exercise requires a bigger muscle workout than a normal life style would.

A correct feeding program has therefore the duty of giving the right nutritional supply necessary for any type of discipline and workout by using complementary food, without overdoing and stressing the body organs, such as liver, pancreas, intestines and kidneys (protein needs dosage, electrolytic balancing, absorption of energetic substances with fast release).

One of the main aspects that must be dealt with is the correct definition of the energetic requirement. In fact a poor absorption of energy causes exertion in the dog during workout, while an excessive absorption causes, in a brief period, a lower performance.



What do we intend for complementary food?

It's a food origin substance that has the duty of improving the physical and aesthetic state of the dog. Complementary food is needed to integrate useful substances necessary, for different reasons (illness, workout stress, constant efforts, environmental stress), to the dog's organism. It must not be considered a medicine but the use method must be always controlled and recommended by a veterinary physician.

During the use of these substances you must avoid the following:

- wrong associations;
- wrong dosages, both for excess and for defect;
- wrong choice of nutritional supplement;

These mistakes can cause a pressurize both on the liver and kidneys, being these the organs appointed for the elimination of these substances, and causing a worsening of the dog's health and of its workout performance.

Winner Plus complementary food, thanks to the correct balance of micro and macro elements all completely of natural origin, represent the correct choice to satisfy your dog's needs.

The wide set of products allows you to choose, always with the help of your veterinary physician, the most suitable nutritional supplement for your dog's necessities.

Winner Plus, feed for champion dogs!



Dr. Massimo Floris



natural · nutrition · system

Pro-Turbo

PROFESSIONAL ENERGY-BAR WITH L-CARNITINE



WINNER PLUS Pro-Turbo is the natural energy bar, ideal for all breeds, studied for professionals who want to achieve maximum performance in the most demanding situations. A complementary food with high **bio availability**, **rich in L-Carnitine** and perfectly balanced to ensure always and in every activity a **supply of extra energy immediately available** when needed! The semi-moist consistency allows **rapid portioning** for optimized administration as needed. In addition, the GMO-free recipe of soy, wheat, flavourings, eggs, dairy products, colourings, artificial flavours and cereals containing gluten **provides high physical resistance** and **supports correct muscle development**.

Composition: Dried chicken and entrails (90%); Herbal by-products; Minerals.

Analytical constituents: Crude protein 31%; Crude oils and fat 32%; Humidity 25%; Crude fibre 2,50%; Crude ash 4,90%.

Additives per kg. Nutritional additives: Vitamin E 500 mg; Vitamin B12; Vitamin B2 25 mg; L-carnitine 1.000 mg; Vitamin C 250 mg; Vitamin B1 30 mg; Vitamin B6 30 mg; Taurine 500 mg.

Technological additives: Antioxidants (vitamin E: tocopherol extracts of natural origin).

Metabolic energy: 3.410 Kcal/kg.

Feeding guide: Give 10% of the weight of the daily dry diet ration. The quantities given are indicative, it is recommended to adapt them to the specific needs of the animal.

Available formats: 45g





natural · nutrition · system

Omega-3

Natural complementary food made with pure salmon oil

Omega-3 is a natural, fresh non-altered complementary feed, made with PURE NORWEGIAN SALMON OIL. Prepared without the use of additives, it guarantees a shiny coat, softer plantar bearings (thus improving transpiration in the body's thermoregulation) and more energy.

It favours the activity of the immune system, acts positively on the metabolism by promoting cellular exchanges, increases appetite and improves muscle performance during the training, for this reason it can be a valid support for cardiac muscular activity. Unique for its superior quality, with less than 1% of free fatty acids, this oil guarantees maximum effectiveness of EPA and DHA.

Composition: Pure norwegian salmon oil cold extracted.

Available formats: 300ml; 1000ml

Nutrition facts WINNER PLUS Omega-3 (300 ml)

	Per pump (1 ml)	Per 100 g
Energy	32.8 kJ 8 cal	3644,3 kJ 871 cal
Total Fat	0.9 g	97,3 g
– Saturated Fat	0.2 g	17 g
Carbohydrate	0 g	2,6 g
– Sugars	0 g	0 g
Protein	0 g	0 g
Sodium	0 g	0 g
Omega-3 Fatty Acids	135 mg	15000 mg
EPA (Eicosapentaenoic Acid)	27 mg	3000 mg
DHA (Docosahexaenoic Acid)	36 mg	4000 mg
DPA (Docosapentaenoic Acid)	13.5 mg	1500 mg
Omega-6 Fatty Acids	90 mg	10000 mg
Omega-9 Fatty Acids	270 mg	30000 mg

DAILY DOZE GUIDE:

Weight	< 5 kg	5-15 kg	15-30 kg	> 30 kg
Pumps	4	8	16	24

Nutrition facts WINNER PLUS Omega-3 (1000 ml)

	Per pump (4 ml)	Per 100 g
Energy	131.2 kJ 31 cal	3644,3 kJ 871 cal
Total Fat	3.5 g	97,3 g
– Saturated Fat	0.6 g	17 g
Carbohydrate	0.1 g	2,6 g
– Sugars	0 g	0 g
Protein	0 g	0 g
Sodium	0 g	0 g
Omega-3 Fatty Acids	540 mg	15000 mg
EPA (Eicosapentaenoic Acid)	108 mg	3000 mg
DHA (Docosahexaenoic Acid)	144 mg	4000 mg
DPA (Docosapentaenoic Acid)	54 mg	1500 mg
Omega-6 Fatty Acids	360 mg	10000 mg
Omega-9 Fatty Acids	1080 mg	30000 mg

DAILY DOZE GUIDE:

Weight	< 5-15 kg	15-30 kg	> 30 kg
Pumps	2	4	6

- Guarantees a shiny coat
- Favours the activity of the immune system
- Increases appetite
- Source of natural energy for active dogs





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Puppy Milk PRO

WINNER PLUS PUPPY MILK PRO is a special puppy milk with biologically valuable ingredients that contain all the essential minerals and vitamins to meet the needs of sucking puppies and guarantee healthy and optimal growth.

By largely removing the lactose (milk sugar), which can cause diarrhea in puppies and young dogs, this high quality replacement milk is well tolerated and comparable to natural milk of the bitch.

- ✓ No vomiting and no diarrhea due to the greatest possible lactose withdrawal
- ✓ Contains 15% glucose, vitamins & minerals
- ✓ For the nutrition of motherless puppies from the first day of life
- ✓ As a dietary supplement to support the lactating bitch
- ✓ To prepare the bitch for lactation as well as preparing of the weaning of the puppies
- ✓ Suitable as supplementary food for sport, working and breeding dogs as well as for ill and older dogs

Composition: Whey fat concentrate; Gelatin; Soy protein concentrate (GMO-free); Whey powder (partially sugared); calcium gluconate; Di-calcium phosphate.

Packaging size: 1.4kg

Analytical constituents:

Protein	%	30
Fat	%	25
Crude ash	%	8
Crude fiber	%	0,70
Calcium	%	1,10
Phosphorus	%	0,80
Sodium	%	1,0

Nutritional additives per kg:

Vitamin A	i.U.	15.000
Vitamin D3	i.U.	1.500
Vitamin E	mg	150
Vitamin B1	mg	5
Vitamin B2	mg	10
Vitamin B6	mg	5
Vitamin B12	mcg	50
Vitamin C	mg	50
Biotina	mcg	500
Ca-Pantothenate	mg	20
Choline chloride	mg	1.250
Niacin	mg	20
Folid acid	mg	1
Taurin	mg	100
Iron (ferrous sulfate (heptahydrate))	mg	50
Copper (copper (II) sulphate	mg	15
Zinc (zinc oxide)	mg	20
Iodine (potassium iodite)	mg	3
Selenium (sodium selenite)	mg	0,30
Manganese (manganese-II-sulphate	mg	25





natural · nutrition · system

Stomach Wellbeing

The contained natural herbs and minerals of volcanic origin ensure a equal balance in the stomach and intestinal tract. Can be used for all breeds, from puppies to senior dogs.

Application recommendation:

- ✓ Over-acidification of the stomach - counteracts excess acid
- ✓ excessive grass eating and afterwards vomiting with slime
- ✓ Soothes the stomach and absorbs pollutants
- ✓ Reduces diarrhea and improves fecal consistency
- ✓ Promotes gastrointestinal health

Many dogs suffer on over-acidification of the stomach and tend to vomit yellowish slime, mainly in the early morning, after they have been without food for a longer time. This process is usually preceded by massive grass eating.

The ground bark of the American Red Elm forms mucilage, which covers the gastric mucosa like a protective film and soothe it. Bitter substances, tannic acid, inulin and mucilages contained in the Centaury herb and Gentian also support the irritated stomach and provide relief. Essential oils and menthol from the water mint also have a positive effect on the gastric environment.

Natural Zeolite (clinoptilolite) binds pollutants such as germs and toxins due to its strong absorption power. The high cation exchange capacity counteracts the excess acid and has a positive effect on the gastric environment.

The natural clay mineral bentonite binds pollutants and improves fecal consistency, which also has a positive effect on the anal gland emptying. Zeolite and bentonite stabilize the droppings consistency and thus counteract diarrhea and soft droppings.

WINNER PLUS STOMACH WELLBEING relieves the digestive tract, soothes and stabilizes the stomach and ensures a natural balance of the intestinal flora and thus promotes gastrointestinal health.

Recommended application: WINNER PLUS STOMACH WELLBEING can be mixed with the daily feed ration as a cure for 4 weeks or longer if needed. When feeding together with dry food, please dampen with water.

It should not be fed during pregnancy! If medication is given at the same time, there must be a gap of at least two hours between the medication and the feeding of WINNER PLUS STOMACH WELLBEING.

Analytical constituents:

Crude ash	%	37
Crude protein	%	5
Crude fat	%	1
Crude fiber	%	10

Nutritional additives per kg:

Clinoptilolite (sedimentary origin, 1g568)	250 g
Bentonite (1m558i)	50 g

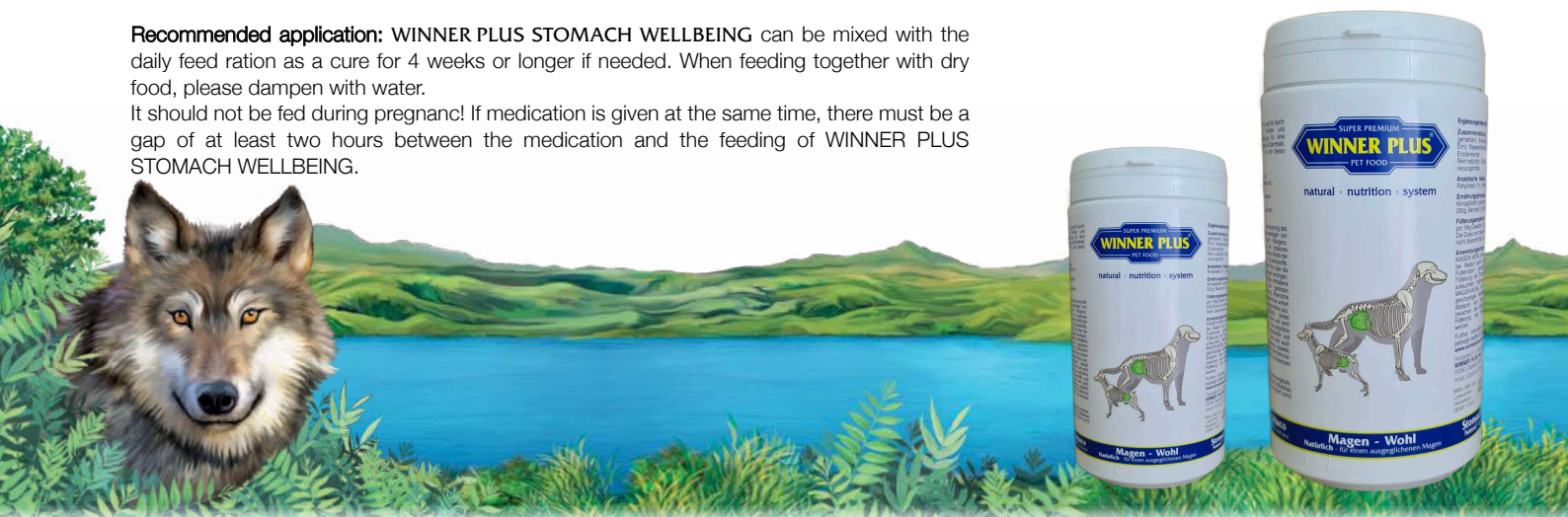
Composition:

Carrots (dried, ground)
American red elm (Slippery Elm)
Watermint leaves
Centaury herb
Gentian root
Purely natural product
WITHOUT additives
WITHOUT preservatives

Available formats: 200 g, 600 g

Feeding recommendation per animal and day:

Per 10 kg body weight ½ teaspoon (1 teaspoon = approx. 5 g)
The maximum dose of 4 teaspoons per day must not be exceeded!





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Arthro-Elastina Powder

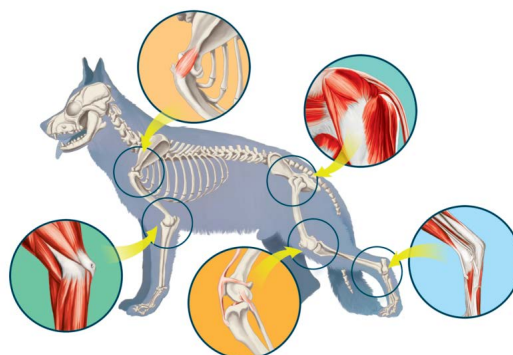
WINNER PLUS Arthro-Elastina Powder - Joint Fit supports the development, building and improving of muscles, tendons, ligaments and joints of your dog. It is an optimal nutritional supplement to support the development of your puppy, for active dogs, for pregnant and lactating bitches as well as dogs with dysplasia with hip, knee, elbow joint problems. Also applicable to arthritis, tendonitis and generally in tendinitis. The contained chondroitin sulfate is the most important glycosaminoglycan, which supports the development of articular cartilage and is responsible for healthy ligaments and bones. Also applicable at the beginning of arthrosis of the spine. WINNER PLUS Arthro-Elastina Powder is rich on Glycosaminoglycan (chondroitinsulfate), vitamin E and selenium.

Composition: Meat of the New Zealand Green Lipped Mussel (*Perna canaliculus*), dried and ground; natural enzymes (yeast); Sea algae, dried and ground; Chickweed; Calcium carbonate; Monocalcium phosphate.

Analytical constituents: Crude protein 21%; crude fat 2,50%; raw fiber 1,50%; raw ash 27%.

Recommended Use: WINNER PLUS Arthro-Elastina Powders should be offered mixed with the regular feed.

Available formats: 200gr; 600gr; 1400gr





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Arthro-Elastina Tablets

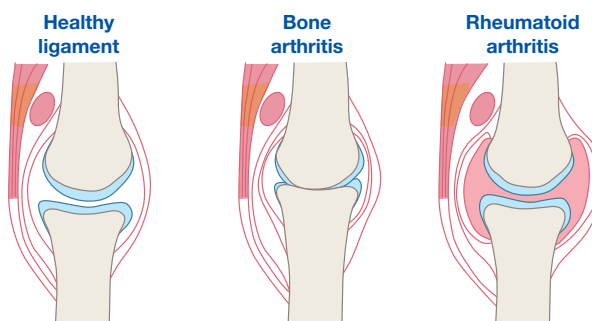
WINNER PLUS Arthro-Elastina Tabs - Joint Fit is supporting the development, building and improving of muscles, tendons, ligaments and joints of your dog. It is an optimal nutritional supplement to support the development of your puppy, for active dogs, for pregnant and lactating bitches as well as dogs with dysplasia or with hip, knee, elbow or joint problems. Also applicable to arthritis, tendonitis and generally in tendinitis. The contained chondroitin sulfate is the most important glycosaminoglycan, which supports the development of articular cartilage and is responsible for healthy ligaments and bones. Also applicable at the beginning of arthrosis of the spine. Due to increased concentration of active ingredients it even more intense than Arthro-Elastina Powder.

Composition: Meat of the New Zealand Green Lipped Mussel (*Perna canaliculus*), dried and ground; milk and dairy products; natural enzymes; Sea algae, dried and ground; chickweed; minerals.

Analytical constituents: Crude protein 36%; crude fat 3%; raw fiber 0,20%; raw ash 7%. Rich in glycosaminoglycan (chondroitin sulfate), vitamin E and selenium.

Recommended Use: WINNER PLUS Arthro-Elastina Tabs can be offered together with the regular feed or can be fed pure.

Available formats: 200gr; 600gr; 1400gr





natural · nutrition · system

Osteo Tabs Tablets

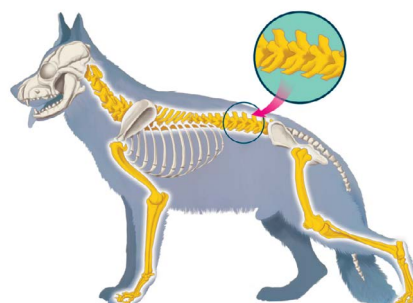
WINNER PLUS Osteo Tabs is a total naturally product with selected herbs. It contributes to proper growth and to a positive development of the skeletal system as well as tendons, ligaments and joints. Ideal for large dogs or breeds that have a genetic disposition for joint problems. Collagen is an extracellular protein responsible for the strength and flexibility of the connective tissue and together with proteoglycans, chondrocytes and water supports the development of the cartilage. The natural ingredients of these tabs support the formation of this protein and guarantee optimal cartilage development. It favors an ideal growth phase of puppies, prevents deficiency symptoms and supports the organism of active dogs as well as pregnant and lactating bitches.

Composition: Milk and dairy products; natural enzymes (Yeast); dextrose; gelatin (collagen hydrolyzate); herb mixture; devil's claw (Harpagophytum); birch leaves; horsetail; willow bark (white willow); dandelion; nettle leaves.

Analytical constituents: Crude protein 25%; Crude fat 2%; Raw fiber 1%; Raw ash 8%.

Recommended Use: WINNER PLUS Osteo Tabs can be fed mixed with the food or being offered to the dog pure.

Available formats: 200gr; 600gr; 1400gr





natural · nutrition · system

Carrot tablets with biotin

WINNER PLUS Carrot Tabs with biotin is a natural product which helps to maintain a constant body weight. It promotes the purification of the entire organism, supports pigmentation and ensures a correct skin peeling. The naturally contained Vitamin A is often necessary and recommended because during the phase of food processing the nutritional values of this element can get lost.

Application areas:

- Strengthens the immune system
- Improves reproductive activity
- Supports the development of natural pigments
- An anti-worming effect is also said to be beneficial to carotene ingredients

Composition: Carrots, dried and ground; milk and dairy products; beta carotene; dextrose; biotin; vitamins.

Analytical constituents: Crude ash 6%; crude protein 5%; crude fiber 2,50%; crude fat 1,20%.
Nutritional additives per kg: 4.000 mcg biotin

Recommended use: WINNER PLUS Carrot Tabs can be served mixed with the food or can be fed pure. For picky dogs, we recommend to crush the tablets in advance.

Available formats: 200gr; 600gr; 1400gr





natural · nutrition · system

Algomar Seaweed tablets

WINNER PLUS Algomar Seaweed Tabs made from fresh seaweed is a high quality natural product which promotes the optimal stimulation of the pigmentation of coat, nose and paw pads by contained iodine, zinc and carotenoids. Due to the high content of minerals, amino acids and trace elements Algomar Seaweed Tabs can help compensate unbalanced diet and have a positive influence on the coat. The amino acid lysine contained in WINNER PLUS Algomar Seaweed Tabs optimizes the feed efficiency. Cellulose and mannitol actively support the digestion and food assimilation. Due to the high content of vitamins (such as vitamin C) the immune system will be boosted as well as condition and motivation to perform will be promoted.

Composition: Fresh sea algae (dried). Obtained from fresh seaweed *Ascophyllum nodosum*. Without additives and Preservative.

Natural health gained from the sea: Seaweed is an organic food rich in natural mineral salts. It produces a large amount of iodine, salt, calcium, sulfur, potassium, iron and magnesium during their formation process.

Analytical constituents: Crude ash 17%.

Available formats: 200gr; 600gr; 1400gr





natural · nutrition · system

Strong Biotin Tablets

WINNER PLUS Biotin Forte Tabs is a pure natural product. The permanent use supports a healthy shiny coat and cares for a sufficient skin hydration, whereby in particular the hair loss during the change of coat is positively influenced.

It promotes the carbohydrate, lipid protein metabolism and is important for the breakdown of B vitamins. When administered correctly, it supports a healthy skin and a strong, shiny coat and minimizes hair loss. It helps to protect the function of sebaceous glands, the nerve tissue and the bone marrow. The ingredients of Biotin Forte Tabs also contribute to optimal pigmentation of coat, nose and paw pads.

What does the lack of biotin cause?

- excessive hair loss, dull, dry and brittle coat
- dermatitis, eczema, skin irritation and injuries, pigmentation disorders

Composition: Biotin (vitamin H); yeast; milk and dairy products; vitamins.

Analytical constituents: Crude protein 36%; crude fat 2,40%; crude fiber 0,30%; raw ash 6,30%.
Nutritional additives per kg: 4.000.000 mcg biotin.

Recommended use: WINNER PLUS Biotin Forte Tabs can be served mixed with the food or can be fed pure. For cats or picky dogs crush tablets before feeding.

Available formats: 200gr; 600gr; 1400gr





natural · nutrition · system

Granular garlic

WINNER PLUS Garlic Granules is a dietary supplement, which has an active antibacterial effect and positively affects the gastrointestinal tract. Garlic and its essential oils are known for their antiseptic and antiparasitic attributes and can act preventative against parasites and pests, too. It improves blood circulation and accelerates the circulation of oxygen to reduce the production of lactic acid in muscle tissue. The active ingredients of garlic cleanses the skin and reduces the appearance of eczema. Due to its efficient and repellent feature against fleas, mites and mosquitoes, WINNER PLUS Garlic Granules is a natural help against parasites. It works naturally as well defending against the sandfly (Phlebotominae), which can transmit the infectious disease Leishmaniasis.

Composition: Wheat bran; alfalfa greens; sugar beet pulp (desugared); sunflower meal (extr.); oat peel bran; barley; rape cake; fruit pomace; molasses, wheat; calcium carbonate; garlic extract; sodium chloride; monocalcium phosphate.

Analytical constituents: Crude protein 15,50%; crude fat 2,50%; crude fiber 17,50%; raw ash 8,50%; calcium 1,20%; phosphorus 0,55%; sodium 0,25%; hydroxy-analog. (Methionine); total acidity 0,04%; monom. Acid 0,03%.

Nutritional additives per kg: Vitamin A 9.600 I.U.; Vitamin D3 1.200 I.U.; Vitamin E 42 mg; copper (copper (II) sulphate Pentahydrate) 8 mg; iron (iron (II) carbonate) 75 mg; zinc (zinc oxide, zinc sulphate, Monohydrate) 53 mg; manganese (manganese (II) oxide) 40 mg; iodine (calcium iodate, anhydrous) 0,40 mg; selenium (sodium selenite) 0,20 mg.

Technological additives: Formic acid, lactic acid; propionic

acid. **Available formats:** 200gr; 600gr; 1400gr





natural · nutrition · system

Brewer's yeast Tablets

WINNER PLUS Brewer's Yeast Tabs is a natural product, alike human food quality standards. It has an appetizing effect on dogs, helps regulate digestion and helps against certain forms of diarrhea. Yeast gives a nice coat and improves the overall wellness of your dog.

Natural Effects:

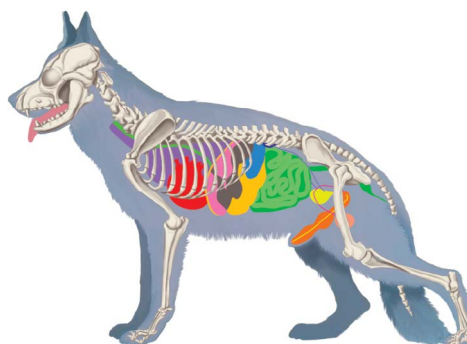
- Vitamins (B1 & B2) strengthen the energy metabolism, promote a healthy skin & optimal coat, support the immune system and eyesight.
- Vitamin B6 ensures a better shine of the coat, a good function of the nervous system, contributes to vasodilatation (vascular dilation).
- Vitamin B12 supports the production of Myelin and the production of red blood cell sand corpuscles.
- Naturally contained biotin supports the coat structure of and provides a shiny coat.

Composition: Yeasts; milk and dairy products; dextrose; minerals & trace elements; biotin; vitamins.

Analytical constituents: Crude protein 30%; crude ash 6%; crude fat 2,20%; raw fiber 0,20%.

Nutritional additives per kg:

Choline 2.260 mg; Iron 310 mg;
Nicotinic acid 255 mg; Vitamin B1
80 mg; Zinc 64 mg; Pantothenic
acid 64 mg; Copper 39 mg;
Manganese 32 mg; Vitamin B2
30 mg; Vitamin B6 30 mg; Folic
acid 12 mg; Biotin 550 mcg.



Available formats: 200gr; 600gr; 1400gr





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Top Fit

Multivitamin emulsion

WINNER PLUS Top Fit is a multivitamin emulsion with fast absorption for dogs, cats and animals with stress-related hair problems. It provides fullness and vitality thanks to the well-balanced vitamins complexes (B, C, A, D, E, K group) and promotes high digestibility.

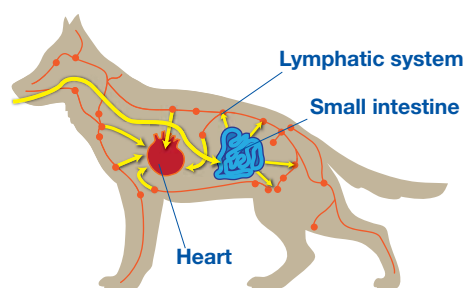
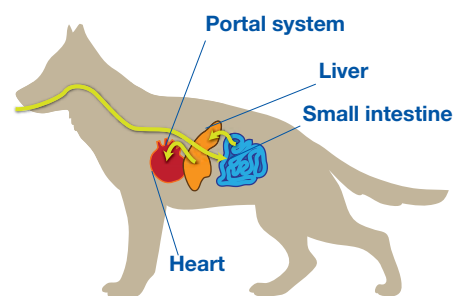
Top Fit is the ideal product, for pregnant and nursing bitches, also suitable for active dogs in training. This multivitamin complex is also very suitable for recovery after illness or surgery. Top fit is very wholesome and promotes high digestibility. It allows rapid absorption in the lymphatic system and spares the liver. Top Fit is particularly well-suited for sensitive animals due to its optimal and carefully selected composition.

Composition: High-quality oils and fats, vitamins.
Analytical constituents: 30% crude fat, 0.5% crude protein, 0.5% crude ash.

Nutritional additives per kg: Vitamin A (500.000 I.U.); Vitamin C (10.000 mg); Vitamin D3 (10.000 I.U.); Vitamin E (1.000 mg); Vitamin K3 (100 mg); Vitamin B1 (600 mg); Vitamin B6 (250 mg); Vitamin B12 (1.000 mg); pantothenic acid (1.000 mg); nicotinic acid (4.000 mg); folic acid (10 mg); linoleic acid (54.000 mg); stearidonic acid (4.000 mg).

Technological additives: Antioxidants Tocopherol nat. origin; 6

Available formats: 250ml; 500ml





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BARF Mix

WINNER PLUS BARF Mix is a 100% natural, healthy and balanced supplement for BARF feeding of dogs of all breeds. The contained important vital substances and calcium, which are responsible for a balanced BARF feeding, optimally enriching the feed rations. BARF Mix contains calcium citrate as a high-quality source of calcium that is easily absorbable and indispensable for bone structure, teeth, claws and muscles. Calcium as coenzyme activates numerous metabolic processes, controls nerve impulses and supports the heart activity. Natural sea algae supply vitamins, micro-minerals such as iodine, fluorine and selenium and stimulate the pigmentation. The contained yeast provides a variety of amino acids, B vitamins and minerals such as copper, iron, manganese and zinc. It has a positive effect on skin & coat and promotes performance motivation and vitality. With WINNER PLUS BARF Mix your dog stays active, healthy and powerful.

Composition: Meat of the New Zealand Green Lipped Mussel (*Perna canaliculus*), dried and ground; milk and dairy products; natural enzymes; Sea algae, dried and ground; chickweed; minerals.

Analytical constituents: Crude protein 36%; crude fat 3%; raw fiber 0,20%; raw ash 7%. Rich in glycosaminoglycan (chondroitin sulfate), vitamin E and selenium.

Recommended Use: use together with the daily meal.

Available formats: 200gr; 600gr; 1400gr





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BARF Oil

WINNER PLUS BARF Oil is a natural hemp oil being obtained at low temperatures followed by mechanical filtration. Hemp oil supplies vital (essential) fatty acids for the whole metabolism and for a healthy skin. The gamma - linolenic acid plays an important role in the metabolism of the dog's body. Hemp oil is particularly rich in poly unsaturated fatty acids (76%) that the dog is not able to produce by itself. The mild nutty, slightly hay like taste of WINNER PLUS BARF Oil makes it very much accepted by dogs.

Composition: Hempoil (all-natural, cold-pressed).

Ingredients (per 1 kg): Fat 100%; saturated fatty acids 11% mono unsaturated fatty acids 13%; polyunsaturated fatty acids 76% (of which 3% are Gamma-Linolenicacid).

Energy value per 100 g: 900 kcal / 3,700 kj

Recommended Use: Serve WINNER PLUS BARF Oil mixed with the feed. Shake before use! Always close the bottle after use and store protected from light. Offer WINNER PLUS BARF Mix evenly mixed with the food.

Available formats: 250ml





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Cocos Oil

WINNER PLUS Cocos Oil is a pure natural product and contains plenty of medium-chain fatty acids, such as lauric, caprylic and capric acid, which are converted directly into energy. It has a positive effect on the metabolism. Coconut oil is said to be keeping away unpleasant pests from your animal. Fatty acids have a nourishing effect on the skin and coat and moisturize.

The coat is silky, shiny and easy to comb.

Also it is recommended as support for worm prophylaxis and in case of worm infestation.

Composition: Native, cold-pressed coconut oil. Natural product - not refined, bleached, hardened or deodorised.

Analytical constituents: Crude protein 0%; carbohydrates 0%; fat 100%.
Energy per 100 g: 900 kcal / 3768 kj

Available formats: 200 ml.





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Moor Extract

The natural humic substances in WINNER PLUS Moor Extract protect the mucous membranes in the gastrointestinal tract and support the intestinal associated Immune system in young and adult animals.

Recommended for:

- In case of irritation of the gastrointestinal tract, changing faeces consistency, flatulence, after antibiotic therapies
- For appetite stimulation and stimulation of blood formation
- Strengthens the immune system and promotes growth
- Promotes fertility of both sexes
- For binding and removing harmful substances

Composition: Natural moor and moor extract. All natural - without additives and without preservatives.

Ingredients: Humidity 93%; Crude fiber 2,50%; Hydrochloric acid insoluble Ash in TS <0,40%.

Recommended use: WINNER PLUS Moor Extract will administered mixed with the feed. Shake well before use! Always close bottle after use.

Please note: Shelf life 2 months after opening. Don't store over 25°C and do not freeze!

Available formats: 250ml





natural · nutrition · system

B-Plus

Natural complementary feed made with herbs, fruits and seaweed, ideal for dogs of all breeds and age, specific to intensify the color black areas of the dog's coat and mucosa.

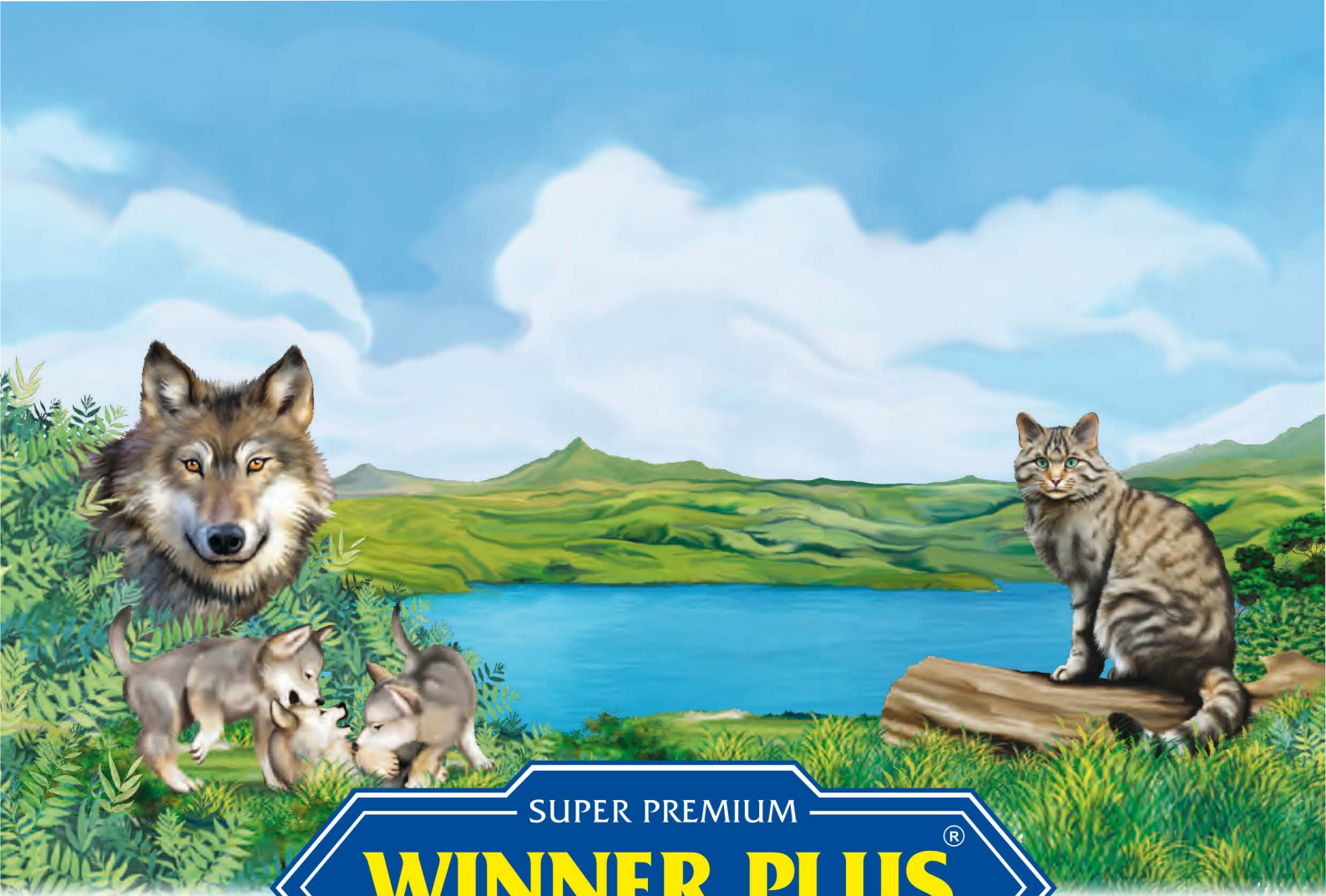
Composition: Fresh (dehydrated) seaweed; brewer's yeast; officinal herbs (birch, milk thistle seeds, nettle); fruits (rosehip, elderberry); carrots.

Analytical components: Crude protein 66%; fat content 1,40%; crude fibre 0,12%; crude ash 2,35%; calcium 0,19%; phosphorus 0,32%.

Additives (per kg). Nutritional additives: Trace elements: iron (ferrous sulphate, monohydrate) 150 mg.

Available formats: 600g, 1400g





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BREEDERS LINE

WINNER PLUS

holistic



natural · nutrition · system

Growth holistic with fresh duck meat

Nutritious and complete with salmon and duck

WINNER PLUS Growth holistic is a gluten free formulated nutritious, natural and complete feed, ideal for sensitive puppies with high nutritional demands during every stage of their growth and suitable for young dogs with pickiest intestinal needs. Thanks to its particular formula, this feed is also suitable for pregnant and nursing bitches. Prepared with prime salmon and prime fresh duck meat, properly balanced, it's a high digestible feed. The fatty acids Omega 3 and Omega 6 favor a healthy skin and a shiny coat. Ensures the assumption of natural vitamins supporting the immune system, providing active cell protection against free radicals.

Made without wheat & classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Duck 25% (of which 14% fresh duck meat); rice; dried salmon (15%); animal fat; pea protein; dried potatoes; potato starch; dried sugar beet pulp (desugarized); brewer's yeast; dried carob pods; salmon oil; linseed oil; inulin (source of natural fructo-oligosaccharides); herbs (marigold, fennel, chamomile, peppermint, parsley, fenugreek seed, chicory root, licorice root, carob flour); red fruits (dog rose, raspberry, blueberry, chokeberry, apple); glucosamine.

Availables formats: 18kg

Additives per kg. Nutritional additives

Vitamin A	24.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	220 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	675 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	29%
Fat content	18%
Crude fibre	2,30%
Crude ash	6,90%
Calcium	1,60%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,72%)
Omega-6	(3,56%)

Technological additives

Lecithin	5.000 mg
Antioxidants (vitamin E: tocopherol extracts of natural origin)	

Metabolic energy: 3.931 kcal/kg



Quantità / Quantity / Menge			Peso del cane in età adulta - Dog's weight in the adult state - Gewicht des Hundes im ausgewachsenen Zustand									
			2,5 kg	5 kg	7,5 kg	15 kg	25 kg	30 kg	35 kg	45 kg	60 kg	80 kg
Età in mesi	1		35 g	55 g	75 g	100 g	105 g	110 g	115 g	140 g	145 g	155 g
	2		65 g	100 g	135 g	185 g	195 g	220 g	235 g	260 g	265 g	270 g
	3		60 g	105 g	140 g	240 g	295 g	325 g	355 g	400 g	430 g	470 g
	4		70 g	115 g	160 g	245 g	315 g	420 g	455 g	515 g	575 g	595 g
Age in months	6		65 g	110 g	150 g	295 g	390 g	440 g	480 g	565 g	675 g	780 g
	12		55 g	95 g	130 g	275 g	395 g	405 g	450 g	545 g	835 g	1035 g
Alter in Monaten	18		-	-	-	220 g	320 g	370 g	415 g	500 g	620 g	770 g
			Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag									



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Junior Large Breed

WINNER PLUS JUNIOR LARGE BREED is a particularly nutritious gluten free complete feed in best breeder quality that meets the special nutritional requirements of growing dogs of large breeds in the growth phase. A moderate protein content of 27% and a fat content of 17% ensures healthy growth. This optimally balanced amount of energy and its ingredients make it an ideal food for "Large Breed" puppies and young dogs from the 3rd to 4th month of life until the end of the growth phase. Best quality chicken meat, salmon, chicken fat and easily digestible rice ensure optimum energy intake and guarantee best digestibility. The important supply of taurine and L-carnitine, which facilitates the conversion of fat into energy, enables active performance with best appearance and condition. Chondroitin and glucosamine from the green-lipped mussel ensure good development and strengthening of muscles, tendons, ligaments and joints. The fatty acids Omega-3 and Omega-6 contained in salmon and salmon oil ensure healthy skin and a shiny coat. Contained psyllium husks actively support digestion. Vitamin E provides active cell protection. The optimal ratio of calcium and phosphorus optimally supports the healthy development of bones, cartilage and joints.

Made without: classical grain, soy, corn, eggs, dairy products, chemical colorants, flavouring substances and without cereals containing gluten.

Composition: dried chicken (29%); rice; chicken fat; dried salmon; dried beet pulp (desugared); salmon oil; vegetable fiber (of natural origin); brewer's yeast; mannanoligosaccharides (from natural origin); psyllium husks; glucosamine; chondroitin; minerals, vitamins, trace elements, natural vitamin E.

Available formats: 18 kg

Additives per kg. Nutritional additives

Vitamin A	2€000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	220 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	175 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents









Crude protein	27 %
Fat content	17 %
Crude fibre	2,10%
Crude ash	6,10%
Calcium	1,10%
Phosphorus	1,10%
Selenium	0,50 mg / kg
Omega-3	(0,1 €%)
Omega-6	(3,1 €%)

Technological additives

Lecithin	5.000 mg
Antioxidants (Xitamin E: tocopherol extracts of natural origin)	

Metabolic energy: 3.111 kcal/kg



-  **GMO FREE**
-  **NO WHEAT, BARLEY, OAT...**
-  **ONLY RICE**
-  **GLUTEN FREE**
-  **NO ANIMAL TESTING**
-  **NO SOY, EGG- & DIARY PRODUCTS**
-  **NO CHEMICALS**
-  **ENVIRONMENTALLY FRIENDLY PRODUCTION**





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Adult Sport

Complete feed for active adult dogs

WINNER PLUS Adult Sport is a natural professional complete food, ideal for dogs of all breeds, that is able to provide a high balanced energy intake, immediately available, thanks to the high quantity of prime chicken fat necessary to help improve muscle mass in case of low physical shape. The product's high digestibility and its ingredients make WINNER PLUS Adult Sport an optimum feed, ideal for dogs apt to intensive physical activity, exposed to work out shows or hunting. Furthermore the important supply of taurine and the presence of L-carnitine, which facilitates the conversion of fats in energy, allows to obtain the top-level from each activity. Fatty acids Omega 3 and Omega 6 provide a healthy skin and a shiny coat while vitamin E and C help strengthen the immune system.

Made without: classical grain, corn, soy, eggs, dairy products, chemical colorants, flavouring substances and cereals containing gluten.

Composition: Dried chicken (25%); rice; chicken fat (14,40%); brown rice; disclosed rice; rice protein; dried salmon; dried potato; salmon oil; vegetable fiber (of natural origin); mannanoligosaccharides (from natural origin); psyllium husks; carob flour; brewer's yeast; minerals; inulin (source of natural origin oligosaccharides fruit); glucosamine; chondroitin.



Available formats: 18 kg

Additives per kg. Nutritional additives

Vitamin A	20.000 I.U.
Vitamin D3	1.800 I.U.
Vitamin E	200 I.U.
Vitamin B1	15 mg
Vitamin B2	20 mg
Vitamin B6	20 mg
Vitamin B12	210 mcg
Vitamin C	100 mg
Choline chloride	560 mg
Pantothenic acid	50 mg
Niacin	50 mg
Folic acid	7 mg
Taurine	1.000 mg
Biotin	1.000 mcg
Copper (cupric(II)sulphate pentahydrate)	5 mg
Zinc (zinc sulphate, monohydrate)	65 mg
Iron (iron (II) sulphate, monohydrate)	50 mg
Manganese (manganous-(II)-oxide)	35 mg
Iodine (calcium iodate, anhydrous)	1,50 mg
L-carnitine	300 mg

Analytical constituents

Crude protein	26%
Fat content	20%
Crude fibre	2,40%
Crude ash	5,40%
Calcium	1,10%
Phosphorus	0,80%
Sodium	0,12%
Selenium	0,50 mg / kg
Omega-3	(0,50%)
Omega-6	(4%)

Technological additives

Antioxidants (vitamin E: tocopherol extracts of natural origin)

Metabolic energy: 4.040 kcal/kg



GMO FREE



WHEAT FREE



LOW GRAIN



GLUTEN FREE



NO ANIMAL TESTING



NO EGGS, MILK, SOY



NO CHEMICALS



LOW ENVIRONMENTAL IMPACT

Quantità / Quantity / Menge



Peso del cane - Dog's weight - Gewicht des Hundes

1 - 5 kg 5 - 10 kg 10 - 20 kg 20 - 40 kg 40 - 65 kg > 65 kg

25 - 80 g 80 - 135 g 135 - 225 g 225 - 380 g 380 - 550 g 8 g / 1 kg (Peso del cane
Dog's weight
Gewicht des Hundes)



Razione giornaliera - Daily feeding guide - Fütterungsmenge pro Tag



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