

CATE[®]

CREAMY SNACKS



WET FOOD



Who We are

CATE is a premium cat food brand developed with a strong focus on **functional nutrition and holistic health support**.

Our product portfolio includes **wet food** and **creamy snacks**, carefully formulated to address specific feline health needs such as **immunity, digestion, skin & coat care, kidney health, bone strength, and overall wellness**.

With transparent formulations, high-value nutritional ingredients, and market-relevant positioning, **CATE offers distributors a scalable and sustainable business opportunity** in the growing Vietnam pet food market.

Why CATE

1. Clear product segmentation for efficient sales execution

CATE's functional nutrition structure allows distributors to easily segment products, execute sales strategies, and train sales teams.

2. Strong alignment with Vietnam's premium pet care trend

Increasing awareness of pet health, nutrition, and preventive care is driving strong demand for functional pet food products like CATE.

3. High repeat purchase potential

Daily nutrition products and creamy snacks are designed for frequent use, supporting consistent and recurring revenue.

4. Flexible brand positioning across multiple channels

Suitable for pet shops, veterinary clinics, online marketplaces, and modern trade.

5. Long-term partnership approach

CATE is committed to supporting distributors through marketing collaboration, brand storytelling, and scalable growth strategies.

For more information





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CATE

Creamy Snacks

supplemented with vitamins








Formula	Suitable For	Key Nutrients	Benefits
	<ul style="list-style-type: none"> Cats with constipation Cats with loose or poorly formed stools Cats with an imbalanced digestive system 	<p>Prebiotics FOS</p>	<ul style="list-style-type: none"> Helps balance intestinal flora Improves digestive health and function Promotes easier bowel movements
	<ul style="list-style-type: none"> Cats with dry skin Cats with excessive shedding or coarse fur Long-haired cats requiring special coat care 	<p>Collagen Tuna Oil Sunflower Oil</p>	<ul style="list-style-type: none"> Promotes a shiny, beautiful coat Keeps skin moisturized Supports strong and healthy skin
	<ul style="list-style-type: none"> Stressed cats Cats requiring immune system support Households with more than one cat 	<p>Vitamin E Omega 3</p>	<ul style="list-style-type: none"> Strengthens the immune system Supports overall health and vitality
	<ul style="list-style-type: none"> Growing kittens requiring support for strong bones and teeth Senior cats at risk of brittle bones and weak teeth 	<p>Calcium Vitamin D</p>	<ul style="list-style-type: none"> Strengthen bones and teeth



Wet Food

supplemented with vitamins



Formula	Suitable For	Key Nutrients	Benefits
	<p>Cats under stress</p> <p>Cats that require immune system support</p> <p>Cats that need overall health and body strength support</p>	<p>Beta Glucan</p> <p>Omega 3</p> <p>Multivitamins (A, E, B1, B2, B6, B12, D3, K3)</p>	<p>Helps stimulate and strengthen the immune system</p> <p>Reduces inflammation</p> <p>Contains essential amino acids</p> <p>Supports overall health</p>
	<p>Cats recovering from illness</p> <p>Cats that require heart muscle support</p> <p>Cats that need vision support</p>	<p>Taurine</p> <p>Multivitamins (A, E, B1, B2, B6, B12, D3, K3)</p>	<p>Supports vision health</p> <p>Helps prevent retinal degeneration</p> <p>Promotes overall health</p>
	<p>Cats with kidney disease or kidney degeneration</p> <p>Cats that require kidney care and disease prevention</p> <p>Senior cats</p>	<p>Multivitamins (A, E, B1, B2, B6, B12, D3, K3)</p>	<p>Controls protein, phosphorus, and sodium levels</p> <p>Reduces the risk of kidney disease</p> <p>Safe for cats with kidney-related conditions</p>
	<p>Cats with excessive shedding or coarse fur</p> <p>Cats with dry, sensitive skin</p> <p>Cats in shedding periods</p>	<p>Omega 3&6</p> <p>Vitamin E</p>	<p>Moisturizes the skin</p> <p>Strengthens hair</p> <p>Leaves the coat soft, shiny, and healthy</p> <p>Provides essential fatty acids</p>
	<p>Cats with digestive issues</p> <p>Cats with diarrhea or frequent loose stools</p> <p>Cats that require digestive system support</p>	<p>Prebiotics</p>	<p>Supports digestive health</p> <p>Balances intestinal flora</p> <p>Improves nutrient absorption</p>

