

Developed for the good of all dogs

THE GOOD STUFF®

The story

As avid dog lovers we've always tried to find the best products and the best food for our dogs. With exceptional high quality in mind, we decided to produce our own dog food.

That way, we could always feed our pets with a truly clear conscience!



What is special about THE GOODSTUFF dry food

Our simple recipes and a revolutionary, gentle **production method** - the so-called **FRESH-MIX method** - constitute the essential basis of our dry food.

The advantages

This new and especially gentle production method enables us to use more fresh meat and other high-quality ingredients.

The fresh ingredients we use are never overheated, exposed to friction or high pressure. Instead, we cook them gently in their own juices.

During the cooking process, starch liquefaction and cell lysis of carbohydrates, fruits and vegetables take place to ensure optimal utilisation of all raw ingredients by your dog.



Feeding with a clear conscience!

THE GOOD STUFF®

Thanks to outstanding recipes and innovative manufacturing methods of the dry food varieties from THE GOODSTUFF.

- Made with fresh, food-grade meat
- Single protein
- Naturally grain-free
- Simple recipes – reduced down to the important & the essential
- Locally sourced raw ingredients
- Maximum nutrients thanks to the gentle FRESH-MIX production process
- No artificial colours, flavours or preservatives
- Complete nutrition for dogs of all breeds and sizes
- Innovative packaging
- Appealing visual appearance
- Available in the varieties Chicken, Beef, Salmon, Horse, Lamb

Resealable thanks to convenient zipper!

Carrying handle for easier transport!

Ideal for nutritionally sensitive dogs!



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What is special about THE GOODSTUFF wet food

The unique production method we use to manufacture our dry food is revolutionary, and we have achieved a similar feat for THE GOODSTUFF grain-free wet food using our winning **quality formula: a higher-than-average proportion of meat (70 %) and a gentle cooking process!** The formulation of our canned food products is clear and concise because we rely on just a few, particularly high-quality ingredients! We do not use any artificial colours, flavours or preservatives.

The advantages

THE GOODSTUFF wet food contains exclusively high-quality natural ingredients, preferably sourced locally.

Fresh meat and crunchy vegetables are gently cooked and then processed together with herbs into tasty meals.

We pay particular attention to processing meat, fruit and vegetables into chunks, which even the choosiest gourmets will love!

Alongside our classic varieties of "Chicken", "Beef", "Venison" and "Lamb", we also offer the meat type "Horse". This is especially beneficial for nutritionally sensitive dogs! The range is completed by pure meat varieties.

All THE GOODSTUFF wet food formulations are optimally adapted to the needs of dogs of all breeds and sizes. Complete feed and naturally grain-free!

★
**Natural
ingredients**



Feeding with a clear conscience!

**THE
GOOD
STUFF®**



Thanks to outstanding recipes and innovative manufacturing methods of the wet food varieties from THE GOODSTUFF.

- 70% fresh, food-grade meat and offal
- Single protein - except the variety "Venison"
- Naturally grain-free
- Simple recipes – reduced down to the important & the essential
- Locally sourced raw ingredients
- Gentle production process ensuring maximum nutrients
- No artificial colours, flavours or preservatives
- Complete nutrition for dogs of all breeds and sizes
- Appealing visual appearance

**Ideal for
nutritionally
sensitive
dogs!**



All varieties available in 400 g and 800 g!

Snacking on THE GOODSTUFF means snacking with a clear conscience!

**THE
GOOD
STUFF®**

Goodies

Our goal

When it comes to nutrition, we've made it our mission to provide your pet with the very best quality. Our *Goodies* fulfill the philosophy of **THE GOODSTUFF**:

Natural, grain-free and of the highest quality, our pet treats are the perfect snack for between meals or as a training treat. Our versatile *Goodies* assortment offers something for every taste!

The advantages of THE GOODSTUFF Goodies

When we create *Goodies*, we use high-quality meat and, wherever possible, we try to find it from an organic source. Our carefully considered production process is achieved through slow drying, and we pride ourselves on ensuring that our products are free from artificial colours, flavours or preservatives.

All varieties are available in practical, resealable packaging – perfect for on the go! **THE GOODSTUFF** *Goodies* come in a suitable size for pets and may vary in shape and colour due to their natural origin.



Developed for the good of all dogs and cats!

**THE
GOOD
STUFF®**
Goodies

Grain-free treats of the highest quality from THE GOODSTUFF.

- Highest meat quality – depending on the variety even organic meat
- Naturally grain-free
- Gentle production method by drying meat slowly
- No artificial colours, flavours or preservatives
- Works well as a treat during dog-training
- Attractive packaging – will work in any shelf
- All snacks come in practical, resealable bags (also with a hanging-option) – ideal for being “on the road”



*Snacks
for cats!*

