

HAPPY CAT

All you feed is love

NEW!
*Autumn
2026*



Happy Cat Snacks

*Because love
comes in treats.*



**A new variety of snacks for choosy cats.
Ideal for impulse purchases at the point of sale!**

Ensure strong sales, satisfied customers,

Happy Cat Snacks offer a varied range that appeals to cats and their owners alike. Thanks to high-quality recipes, functional benefits and strong on-shelf brand presence, every snack becomes a compelling selling point – and every shopping trip an opportunity for additional impulse purchases.

Your advantages with the new Happy Cat Snacks:

- **Fast growing segment:** Cat snacks are one of the key growth drivers in the cat food market – an perfect opportunity for additional sales and high repeat purchase rates.
- **A wide variety for every moment of indulgence:** Whether crunchy, soft, creamy or crunchy with a creamy centre – Crunch Snacks, Meat Love Sticks, Creamy Crunch and Cream’N’Kiss offer the right option for every cat and every need.
- **Highly attractive at the point of sale:** Appealing packaging, clear communication – ideal for impulse purchases.
- **Grain-free or wheat-free recipes and a high meat/fish content:** Ideal for choosy cats and a strong selling point for quality-conscious shoppers.
- **Perfect for repeat purchase occasions:** Convenient single-serve portions, soft sticks and resealable packs deliver convenience and ensure regular repeat purchases.
- **Well-known quality brand:** Happy Cat stands for trust, high quality products and nutritionally balanced recipes – this boosts both purchase intent and customer loyalty.



more moments of enjoyment at the shelf.



*High meat content and
an extra-soft texture
- perfect for sharing.*



*Crispy shell,
creamy filling - in three
irresistible flavours.*



*Creamy enjoyment
with fresh pieces
of meat or fish.*



*Extra crispy - for delicious
snack moments day after day.*

Meat Love

- ✓ High meat content
- ✓ Grain-free recipe
- ✓ Extra soft and meaty
- ✓ Enriched with vitamins





Meat Love with calf

Savoury meaty pleasure for true gourmets. **Happy Cat Meat Love with calf** offers your cat an especially aromatic snack **with 95 % meat content**. The **grain-free recipe** with succulent calf ensures **maximum digestibility** and makes the extra soft and juicy Meat Love the perfect everyday treat.

The soft consistency and **handy grooves make it easy to break up the treats** into individual portions. Each stick is individually packed to retain freshness and flavour right down to the last bite.

Composition: 95 % meat and derivatives of animal origin (including 60 % chicken meat, 4 % veal), minerals.

Analytical constituents: Crude protein 41.0 %, crude fat 21.0 %, crude fibre 1.0 %, crude ash 7.0 %, moisture 30.0 %.

Additives: Vitamins/kg: Vitamin D3 500 IU, taurine 1000 mg, preservatives.

ART.NO.	SIZE	EAN
70785	15 g	4001967193947



Meat Love with duck

Tender variety for discerning cats – the meaty **Happy Cat Meat Love sticks with duck** pamper your cat with an especially soft and delicate combination of delectable duck. **With 95 % meat content** and a **grain-free recipe**, it creates a natural, intense culinary delight that is perfect for discerning cats.

With their **soft texture**, the sticks are especially nice to chew, while the grooves make them easy to break into portions. The individual packaging retains freshness and aroma – creating small moments of enjoyment at any time.

Composition: 95 % meat and derivatives of animal origin (including 60 % chicken meat, 4 % duck meat), minerals.

Analytical constituents: Crude protein 41.0 %, crude fat 21.0 %, crude fibre 1.0 %, crude ash 7.0 %, moisture 30.0 %.

Additives: Vitamins/kg: Vitamin D3 500 IU, taurine 1000 mg, preservatives.

ART.NO.	SIZE	EAN
70786	15 g	4001967193954



Meat Love with salmon

Happy Cat Meat Love with salmon combines succulent enjoyment with selected ingredients. The **grain-free recipe** with tender salmon creates a very special culinary moment.

With 90 % meat content, the high level of acceptance makes the soft sticks special and perfect for small moments of enjoyment. The handy grooves make them easy to break into portions, while the individual packaging ensures long-lasting freshness. Perfect as a treat or a little indulgence for in between meals.

Composition: 90 % meat and derivatives of animal origin (including 60 % chicken meat), fish and fish derivatives (including 4 % salmon), minerals.

Analytical constituents: Crude protein 41.0 %, crude fat 21.0 %, crude fibre 1.0 %, crude ash 7.0 %, moisture 30.0 %.

Additives: Vitamins/kg: Vitamin D3 500 IU, taurine 1000 mg, preservatives.

ART.NO.	SIZE	EAN
70787	15 g	4001967193961

Creamy CRUNCH

- ✓ Functional benefits of each variety
- ✓ Grain-free recipe
- ✓ German Quality





Creamy CRUNCH with chicken

Divine pleasure that also benefits the skin and coat – **Happy Cat Creamy Crunch with delicate chicken** will charm any cat with a heavenly snacking moment. Delightfully crunchy on the outside, with a creamy filling on the inside – this irresistible combination guarantees pure pleasure with every bite.

The **grain-free recipe** with chicken makes these crispy bites especially digestible. The sophisticated filling **supports the skin and coat** with valuable omega 3 and omega 6 fatty acids, making this snack much more than just a training reward. The handy resealable pack keeps the delectable Crunchy Creamies fresh for longer – for lots of little moments of indulgence.

Composition: Potatoes*, poultry protein*, peas, poultry fat, meat meal*, pea protein*, beef fat, 4 %, chicken protein*, 1 % yeasts*, 0.5 % salmon oil (natural source of omega 3 fatty acids), 0.5 % linseed, minerals, *dried.

Analytical constituents: Crude protein 32.0 %, crude fat 20.5 %, crude fibre 1.5 %, crude ash 7.0 %.

Additives: Vitamins/kg: Vitamin D3 630 IU, biotin 1000 µg, taurine 1000 mg. Trace elements / kg: zinc (3b603) 500 mg.

ART.NO.	SIZE	EAN
70788	50 g	4001967193978



Creamy CRUNCH with beef

Crunchy temptation with added value for the teeth. The **grain-free recipe** of **Happy Cat Creamy Crunch with beef** is a real pleasure for all our feline friends. The crunchy outer coating meets a melt in the mouth creamy filling that transforms every snacking moment into something very special.

There are other benefits too – not only are the Creamy Crunch meltingly tender and delicious; they can also **support dental care**. The resealable pack retains flavour and texture, keeping them just as irresistible as on day one.

Composition: Poultry protein*, potatoes*, pea starch, pea protein*, poultry fat, beef fat, 4 % beef protein*, fish meal, 4 % cellulose, yeasts*, minerals (0.2 % sodium tripolyphosphate), *dried.

Analytical constituents: Crude protein 35.0 %, crude fat 20.0 %, crude fibre 4.0 %, crude ash 7.0 %.

Additives: Vitamins/kg: Vitamin D3 630 IU, taurine 1000 mg.

ART.NO.	SIZE	EAN
70789	50 g	4001967193985



Creamy CRUNCH with lamb

Creamy centre, crunchy shell – a pleasure for our sensitive feline friends. **Happy Cat Creamy Crunch with lamb** will transport your cat to new worlds of enjoyment. The combination of crunchy shell and delicate creamy filling makes this snack irresistible.

The **grain-free recipe** ensures maximum digestibility. These snacks with their creamy filling are not only delicious; they can also **support the intestinal flora**, adding value to pleasurable moments of pampering. The resealable pack retains freshness and pleasure down to the last bite.

Composition: Potatoes*, poultry protein*, poultry fat, pea starch, fish meal, potato protein*, beef fat, 4 % lamb protein*, 4 % cellulose, 2 % apple*, minerals, 0.4 % fructooligosaccharides, 0.1 % yucca schidigera*, *dried.

Analytical constituents: Crude protein 30.0 %, crude fat 20.0 %, crude fibre 4.0 %, crude ash 6.0 %.

Additives: Vitamins/kg: Vitamin D3 630 IU, taurine 1000 mg.

ART.NO.	SIZE	EAN
70790	50 g	4001967193992

Cream N' Kiss

- ✓ With pieces of fish or meat
- ✓ Grain-free recipe
- ✓ Extra-creamy





Cream 'N' Kiss with salmon

Creamy pleasure for special moments of pampering – **Happy Cat Cream 'N' Kiss liquid stick snacks with delicate salmon** are a special reward at any time and pamper your cat with an extra portion of pleasure.

The creamy texture with delicate pieces of fish makes for an exceptional snacking experience that hardly any cat. Can be served directly from the handy single portion or used as a topping over their daily food – this treat makes every meal varied and brings moments of indulgence to their daily routine.

Composition: Meat and animal derivatives, fish and fish derivatives (4 % salmon), oils and fats, derivatives of vegetable origin (including 0,08 % chicory inulin), milk and milk derivatives, minerals.

Analytical constituents: Crude protein 4.0 %, crude fat 3.0 %, crude fibre 2.0 %, crude ash 1.5 %, moisture 87.0 %.

ART.NO.	SIZE	EAN
70791	80 g	4001967194005



Cream 'N' Kiss with chicken

A delicately tender chicken liquid stick treat – with **Happy Cat Cream 'N' Kiss Chicken**, every reward becomes a creamy moment of indulgence. The delicate, melting texture with delectable pieces of meat will delight even choosy cats.

The handy single portions make feeding easy. Served on their own or as a tasty extra sprinkled over their usual dry food, these treats provide a delightful change of pace and truly special culinary moments.

Composition: Meat and derivatives of animal origin (including 6 poultry, of which 4 % chicken), oils and fats, derivatives of vegetable origin, milk and milk derivatives, minerals.

Analytical constituents: Crude protein 4.0 %, crude fat 3.0 %, crude fibre 2.0 %, crude ash 1.5 %, moisture 87.0 %.

Additives: Ernährungsphysiologische Zusatzstoffe/kg: Taurine 200 mg.

ART.NO.	SIZE	EAN
70792	80 g	4001967194012



Cream 'N' Kiss with beef

Creamy temptation with hearty flavour. The **Happy Cat Cream 'N' Kiss liquid stick snacks with beef** combine hearty meat taste with a delicate, creamy consistency and fine pieces of meat. This snack offers especially tasty variety and even appeals to choosy cats.

The handy single packages make the Happy Cat Cream 'N' Kiss treats are easy to proportion out and serve fresh – ideal as an occasional treat or as a tempting topping over their food. For moments of pure enjoyment that will be remembered for a long time.

Composition: Meat and derivatives of animal origin (including 4 % beef), oils and fats, derivatives of vegetable origin, milk and milk derivatives, minerals.

Analytical constituents: Crude protein 4.0 %, crude fat 3.0 %, crude fibre 2.0 %, crude ash 1.5 %, moisture 87.0 %.

Additives: Ernährungsphysiologische Zusatzstoffe/kg: Biotin 40 µg.

ART.NO.	SIZE	EAN
70793	80 g	4001967194029

SNACK CRUNCH

- ✓ Extra crunchy heart-shaped snack
- ✓ Ideal for pampering
- ✓ Wheat-free recipe





SNACKCRUNCH with chicken

With the **Happy Cat Chicken Crunch Snacks**, cats get more than just a delicious treat – they also benefit from a valuable boost to their wellbeing. Juicy chicken and tender carrot deliver a natural, aromatic flavour that every whiskered gourmet will love.

And best of all: the **wheat-free recipe** of the heart-shaped Happy Cat Crunch snack is irresistibly crunchy and delicious. The perfect reward for anyone who wants to pamper their cat mindfully.

Composition: Animal proteins* (including 20 % chicken*), maize flour, fish meal, chicken fat, peas*, cellulose, canola oil, sodium chloride, carrots*, ginger*, ginkgo leaves*, turmeric*, parsley*, chicory root*, fenugreek*, cranberry seeds*, spirulina algae*, catnip*, celery root*, *dried.

Analytical constituents: Crude protein 39.0 %, crude fat 13.0 %, crude fibre 2.0 %, crude ash 7.5 %.

Additives: **Vitamins/kg:** Vitamin D3 1500 IU, taurine 1500 mg. **Spurenelemente/kg:** Iron (3b101) 40 mg, copper (3b405) 10 mg, zinc (3b612, 3b603) 120 mg, manganese (3b505, 3b502) 30 mg, iodine (3b203) 1.5 mg, selenium (3b810, 3b802) 0.152 mg. Antioxidant.

ART.NO.	SIZE	EAN
70794	70 g	4001967194036



SNACKCRUNCH with salmon

Happy Cat Salmon Crunch Snacks pamper adult cats with delicate salmon and fine peas – an aromatic treat cats simply love. For cats that enjoy variety, Happy Cat Salmon Crunch is the ideal complement to their daily food.

The recipe delivers an intense taste experience. To keep the snacks fresh and irresistibly crunchy for longer, every Salmon Crunch pack comes with a handy resealable closure – so you can treat your cat to small, delicious rewards day after day.

Composition: Animal proteins*, maize flour, fish meal (including 20 % salmon meal), chicken fat, peas*, cellulose, canola oil, sodium chloride, carrots*, ginger*, ginkgo leaves*, turmeric*, parsley*, chicory root*, fenugreek*, cranberry seeds*, spirulina algae*, catnip*, celery root*, *dried.

Analytical constituents: Crude protein 40.0 %, crude fat 14.0 %, crude fibre 2.0 %, crude ash 7.5 %.

Additives: **Vitamins/kg:** Vitamin D3 1500 IU, taurine 1500 mg. **Spurenelemente/kg:** Iron (3b101) 40 mg, copper (3b405) 10 mg, zinc (3b612, 3b603) 120 mg, manganese (3b505, 3b502) 30 mg, iodine (3b203) 1.5 mg, selenium (3b810, 3b802) 0.152 mg. Antioxidant.

ART.NO.	SIZE	EAN
70795	70 g	4001967194043



SNACKCRUNCH with cod

Pure enjoyment for discerning cats: **Happy Cat Fish Crunch with tender, delicious cod** and fine peas is an aromatic treat for all adult cats. Happy Cat Fish Crunch Snacks are the perfect complement to daily food, adding tasty variety to everyday feline life.

Thanks to the practical freshness pack With a handy resealable closure, the crispy crunch stays fresh day after day. Lovingly shaped heart treats combine great taste with a valuable contribution to wellbeing – for joy and vitality throughout a cat's whole life.

Composition: Animal proteins*, maize flour, fish meal (including 4 % cod meal), chicken fat, peas*, cellulose, canola oil, sodium chloride, carrots*, ginger*, ginkgo leaves*, turmeric*, parsley*, chicory root*, fenugreek*, cranberry seeds*, spirulina algae*, catnip*, celery root*, *dried.

Analytical constituents: Crude protein 39.0 %, crude fat 12.0 %, crude fibre 2.0 %, crude ash 8.0 %.

Additives: **Vitamins/kg:** Vitamin D3 1500 IU, taurine 1500 mg. **Spurenelemente/kg:** Iron (3b101) 40 mg, copper (3b405) 10 mg, zinc (3b612, 3b603) 120 mg, manganese (3b505, 3b502) 30 mg, iodine (3b203) 1.5 mg, selenium (3b810, 3b802) 0.152 mg. Antioxidant.

ART.NO.	SIZE	EAN
70796	70 g	4001967194050

HAPPY CAT

All you feed is love

*Crispy and
tasty treats for
every cat*



iQ petfood

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Art. No. 9001588