

NEW



Wow-Cat®



really

WHAT CATS WANT!

Dearest CAT FRIENDS!

Our finely balanced WOW CAT menus provide those velvet paws with EXTRA fresh meat or fish! **High-quality protein**, all-natural ingredients and valuable nutritional supplements are combined in recipes developed by vets to create tasty menus that instantly win over even the pickiest cats – and that's without adding any unhealthy additives! Our menus are made **without cereals, added sugar, lactose**, artificial colours, food flavourings or animal testing and are also ideally suited for sensitive cat stomachs.

The extensive WOW CAT range not only gives pets everything they need for a **species-appropriate and healthy diet**, but also meets the preferences of individual cats. With us, every furry friend is sure to find their new favourite food that they can't keep their paws off!

With our warmest regards to you and your four-legged companion,



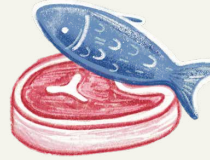
Katharina Miklauz

Katharina Miklauz
WOW founder
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Why cats LOVE WOW

**Natural
premium cat
food from
WOW[®] - Cat - with
extra fresh
meat or fish.**

**A real treat
that even fussy
cats can't
keep their
paws off!**



Lots of meat
or fish



Omega 3 & 6
fatty acids



Grain-free
recipes



No added
sugar



No artificial colours
or flavourings



No animal
testing



Natural
ingredients



Optimal
acceptance

Premium wet food

 125 g  200 g/400 g

Fine pâté

Natural premium complete food for kittens, adult and senior cats. Fine pâté with 99% meat, giblets & stock, ideally matched to the nutritional requirements of cats.



Junior poultry & liver

Ingredients: 70% poultry, e.g. turkey, duck, chicken (55% poultry (consisting of poultry stomach, poultry meat, poultry heart, poultry neck, poultry fat) & 15% poultry liver), 29% broth, 1% minerals.



Junior chicken & prawns

Ingredients: 70% chicken & prawns (60% chicken (consisting of chicken stomach, chicken liver, chicken meat, chicken heart, chicken neck, chicken fat) and 10% prawns), 29% broth, 1% minerals.



Adult chicken & salmon

Ingredients: 70% chicken & salmon (60% chicken (consisting of chicken stomach, chicken liver, chicken meat, chicken heart, chicken neck, chicken fat) and 10% salmon), 29% broth, 1% minerals.



Adult pure chicken

Ingredients: 70% chicken (consisting of chicken stomach, chicken liver, chicken meat, chicken heart, chicken neck, chicken fat), 29% broth, 1% minerals.



Adult chicken & prawns

Ingredients: 70% chicken & prawns (60% chicken (consisting of chicken stomach, chicken liver, chicken meat, chicken heart, chicken neck, chicken fat) and 10% prawns), 29% broth, 1% minerals.



Adult pure beef

Ingredients: 70% beef (consisting of beef heart, beef liver, beef, beef lung, beef udder), 29% broth, 1% minerals.



Adult beef & turkey

Ingredients: 70% beef & turkey (60% beef (consisting of beef hearts, beef liver, beef, beef lung, beef udder) and 10% turkey (consisting of turkey stomach, turkey liver, turkey neck)), 29% broth, 1% minerals.



Senior poultry & duck

Ingredients: 70% poultry (60% poultry, e.g. turkey, chicken (consisting of poultry stomach, poultry liver, poultry meat, poultry heart, poultry neck, poultry fat) & 10% duck), 29% broth, 1% minerals.



Senior venison & rabbit

Ingredients: 70% venison & rabbit (60% venison, e.g. deer, roe deer, pheasant and 10% rabbit), 29% broth, 1% minerals.

Premium wet food

WOW SAUCE MENUS

PREMIUM PÂTÉ

GOURMET FILETS

Premium wet food



Savoury DELIGHT

Fine filets with EXTRA sauce. Complete food available in three delicious flavours - a real treat for adult cats who like to have a bit extra to lick.



Chicken in sauce

Ingredients: 59% broth, 35% chicken (consisting of chicken meat, chicken stomach, chicken heart), 1.5% tapioca, 1.2% safflower oil, 1% inulin, 1% tomato powder, 1% minerals.



Salmon in sauce

Ingredients: 61.7% broth, 35% salmon, 2% tapioca, 1% minerals.



Beef in sauce

Ingredients: 58% broth, 35% beef (consisting of beef heart, beef), 2% inulin, 1.5% tapioca, 1.2% safflower oil, 1% tomato powder, 1% minerals.



Delicious filets

Tender filet pieces in natural juice to make even the pickiest cats purr! Juicy complete food for adult cats who love that special flavour experience.



Pure chicken

Ingredients:
60% chicken fillet, 37% broth, 2% sunflower oil, 1% minerals.



Pure salmon

Ingredients:
60% salmon fillet, 39% broth, 1% minerals.



Chicken & tuna

Ingredients:
60% chicken & tuna (37% chicken fillet and 23% tuna fillet), 37% broth, 2% sunflower oil, 1% minerals.



Chicken & prawns

Ingredients:
60% chicken & prawns (50% chicken fillet and 10% prawns), 37% broth, 2% sunflower oil, 1% minerals.

Gourmet soups

Delicious soups consisting of intense chicken or salmon broth with tender pieces of filet. The ideal snack between meals or approval booster on top of their regular food. Especially suitable for reluctant drinkers.



Pure chicken

Ingredients:
89.8% broth, 10% chicken fillet, 0.2% yeast.



Pure salmon

Ingredients:
89.8% broth, 10% salmon fillet, 0.2% yeast.



Our SNACKS

CRUNCHY SNACK

The cat treat with a bite! Crunchy on the outside and creamy on the inside, these delicious crunchy pillows come in two variations.



With chicken

Ingredients:

Sweet potatoes, 39.6% poultry (consisting of 15% hydrolysed chicken liver, 10% fresh chicken, 7.9% poultry fat, 3.2% dried poultry protein), potatoes, cellulose, minerals, sunflower oil, 1% salmon oil, 8.7% crude ash, 5.6% crude fibre.



With salmon

Ingredients:

Sweet potatoes, 29.6% poultry (consisting of 15% hydrolysed chicken liver, 7.9% poultry fat, 3.5% hydrolysed poultry protein, 3.2% dried poultry protein), 10% fresh salmon, potatoes, cellulose, minerals, sunflower oil, 1% salmon oil.

CREAMY SNACK

Tasty cream for rewarding and pampering, with tender pieces of meat. For licking directly from the sachet, from the bowl or as a topping for food.



With chicken and taurin

Ingredients:

21% poultry (liver, meat, skin, heart, lungs), 4% chicken, 2% pork (liver, kidney), oils and fats, milk and dairy products, pea protein, minerals. Additives: Nutritional additives/kg: Taurine 200 mg.



With beef and biotin

Ingredients:

21% poultry (liver, meat, skin, heart, lung), 4% beef, 2% pork (liver, kidney), oils and fats, milk and dairy products, pea protein, minerals. Additives: Nutritional additives/kg: Biotin 40 µg.



With salmon and inulin

Ingredients:

21% poultry (liver, meat, skin, heart, lung), 4% salmon, 2% pork (liver, kidney), oils and fats, milk and dairy products, pea protein, minerals, inulin 0.08 %.



Our promise to the environment

- ✓ Regional ingredients are our priority
- ✓ Sustainable: Our tins are 100% recyclable, our packaging material is made from recycled cardboard
- ✓ Short transport routes & low emissions
- ✓ CO2 neutral delivery
- ✓ All products are 100% GMO-free



Carbon neutral
Packaging
CumulativePartner.com/16709-2105-1001

Premium dry food

Our croquettes



WOW has the right croquette size for each stage of life – available in practical 325 g and 2 kg bags:

Small junior 6mm croquettes for growing kittens, and adult & senior 10mm croquettes with extra bite for your fully-grown furry friends!



325 g / 2 kg

Premium dry food

NATURAL dry food

Tasty premium dry food with lots of meat or fish, valuable vitamins, minerals and omega 3 & 6. Produced in Austria with regional raw ingredients wherever possible.



Junior poultry

Ingredients: 57% poultry (40% dried poultry (of which 33% chicken, 5% turkey, 2% duck), 12% poultry fat, 5% hydrolysed poultry proteins), potatoes, peas, sweet potatoes, 1% salmon oil, 0.5% brewer's yeast, linseed, 0.1% minerals, dried carrots, 0.1% catnip, FOS, MOS, yucca schidigera.

Adult salmon

Ingredients: 51% fish & poultry (26% dried fish protein (of which 4% salmon) and 25% poultry (12% dried poultry protein, 11% poultry fat, 2% hydrolysed poultry proteins)) 4% potatoes, peas, potato starch, sweet potatoes, 1% salmon oil, 0.5% brewer's yeast, linseed, 0.1% minerals, dried cranberries, 0.1% spinach, FOS, MOS, yucca schidigera.

Adult chicken

Ingredients: 51.5% poultry (30% dried chicken meat dried, 11.5% dried poultry fat, 5% dried turkey meat, 3% hydrolysed poultry protein, 2% dried duck meat), potatoes, peas, sweet potatoes, 1% salmon oil, brewer's yeast, 0.5% linseed, minerals, 0.1% catnip, 0.1% beet, FOS, MOS, yucca schidigera.



Adult beef

Ingredients: 51% poultry & beef (37% poultry (24% dried poultry, 11% poultry fat, 2% hydrolysed poultry protein) and 14% dried beef), potatoes, potato starch, peas, sweet potatoes, 1% salmon oil, brewer's yeast, 0.5% linseed, minerals, 0.1% spinach, 0.1% catnip, FOS, MOS, yucca schidigera.



Senior lamb

Ingredients: 48.5% poultry & lamb (33.5% poultry (19% dried poultry, 8% poultry fat, 6.5% hydrolysed poultry proteins), 15% dried lamb), potatoes, potato starch, peas, desugared beet pulp, sweet potatoes, 1% salmon oil, 0.5% brewer's yeast, linseed, 0.1% minerals, carrots, 0.1% blueberry, FOS, MOS, yucca schidigera.

The BEST of nature made into the best food



Lots of meat or fish

Each menu has a high meat or fish content that provides cats with high-quality protein in its most natural form.



Minerals & vitamins

Recipes developed by vets ensure the optimum supply of minerals, vitamins and taurine.



Essential fatty acids

All our menus contain omega 3 & 6 in an optimal ratio to support naturally healthy skin and coat.



Grain-free recipes

We don't use cereals in our recipes, so all the menus are suitable for cats with sensitive digestion.



No added sugar

Our menus never contain any unhealthy additives or sugar – we know how to satisfy cats' taste buds with purely natural flavours!

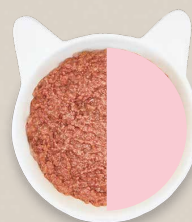
Successful switch to WOW

You've decided on WOW? Great choice! If you change your cat's diet over a period of 2-3 weeks, even sensitive stomachs will have enough time to get used to the new food.



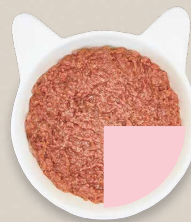
Day 1-5

25% WOW
75% previous food



Day 6-10

50% WOW
50% previous food



Day 11-15

75% WOW
25% previous food



Day 16-21

100% WOW
Bon appetit!





Our range for dogs

The *best* choice for you and your dog



Premium wet food

Premium complete food for puppies, adult and senior dogs with 71% meat content, as well as vegetables and plenty of vitamins and minerals.

150g | 400g | 800g



Natural dry food

Premium dry food with a high meat content, boosted with valuable ingredients such as linseed, herbs and high-quality oils.

1kg | 6kg | 12kg



Natural Chews

Our Natural Dentals are available in two sizes and different flavours for natural dental care.

180g-275g | 120g-350g



Superfood Soft-Snacks

100% natural without hidden ingredients: Superfood Soft Snacks are the healthy reward for play and training.

150g



High meat content
of 71%



Recipes inspired
by Mother Nature



Naturally free from grain,
preservatives or
flavour enhancers

GET TO KNOW US: WWW.WOW.PET



Do you still have any questions?
The WOW team is happy to
help you and your cat!

**Follow us
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Also available for dogs

**The *best* of nature
for *your* dog!**

