

# podium

FINEST PREMIUM QUALITY

For the first time pet foods in the “cold-coating” category make use of **B-Biotic Intestimix Formula**, a complex of Prebiotics and Probiotics with a beneficial effect on the intestinal microbiota, improving intestinal functioning and helping reinforce the animal's natural immune defences to improve all-round health.



## MSM

PET FOOD  
MADE WITH

**MSM PET FOOD**  
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# NEW LINE podium

FINEST PREMIUM QUALITY



## WITH B-BIOTIC INTESTIMIX: INNOVATION FOR INTESTINAL HEALTH

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**MSM Pet Food renews the PODIUM line**, completely reviewed and enriched to become a **FINEST PREMIUM QUALITY LINE**.

Almost two years after taking over PODIUM brands, MSM has put its experience and its desire to innovate in the creation of a **cutting-edge advanced line** that enhances the company's particular production features, including the ability to process ingredients selectively and the many benefits of the cold coating system.



Company headquarters in Verolanuova



*“When MSM acquired Podium brands in 2022, we had specific plans in mind for the evolution of the range. Since then we have worked hard on **Research and Development**, and now, thanks also to the specific technology of our production sector, we are able to offer a line of attractive and particularly healthy products, enriched for the first time with the new **B-Biotic Intestimix Formula**, patented and registered by MSM. ”*

**Luca Mognetti – CEO AND FOUNDER**





B-BIOTIC INTERESTIMIX formula is an exclusive complex of prebiotics and probiotics promoting intestinal wellness and overall health in dogs.

## The BENEFITS of our formula



A strain of probiotics **Saccharomyces cerevisiae** is what makes this formula truly different: a **PRO**biotic, non-bacterial yeast that adheres to the intestinal membranes to promote balanced bacterial flora.

**MOS** prebiotic from yeast Mannan-oligosaccharides (**MOS**) are **PRE**biotics derived from the walls of yeast cells which have a beneficial effect on intestinal microflora, promoting proper balance.

**FOS** prebiotic Fructooligosaccharides (**FOS**) are **PRE**biotics with a beneficial effect on the intestinal microbiota, safeguarding its functioning and stimulating growth.

**Vitamins A and D3** Vitamin **A**, absorbed in the intestine, and Vitamin **D3** both contribute to maintenance of healthy mucous membranes.

## KIBBLE 3+

The exclusive “Triple Layer” Kibble is made with a process which utilises different cooking times for the different raw materials to obtain more easily digestible starches. Moreover, animal proteins, minerals and vitamins are cold blended to preserve all their nutritional and organoleptic qualities, without submitting ingredients to an additional heat treatment.

## CROCCHETTA 3+

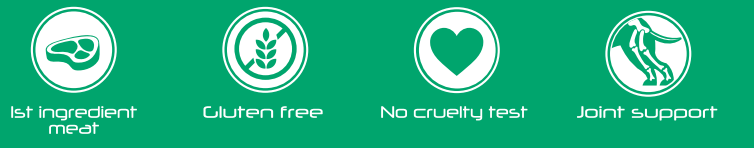


14kg-2,5kg

## MSM PODIUM ALL BREEDS PUPPY & MOMMY

Complete and balanced food, specifically designed to support the growth of the puppy. Thanks to its formulation, it is also ideal for supporting the female from the last month of gestation up to the weaning of the puppies, supporting the physiological production of milk.

**COMPOSITION:** Processed animal protein 35% (pork 22%), extruded corn, animal fat, extruded rice, yeast products (mannan-oligo-saccharides - M.O.S.) (0,3%), Sodium chloride, MSM (Methylsulfonylmethane) 0,04%, Glucosamine 0,04%, Chondroitin sulfate 0,02%, yeast, minerals. **ANALYTICAL CONSTITUENTS:** Crude proteins 30,00 %, Crude fibres 2,00 %, Crude oils and fats 22,00 %, Crude ash 5,00%, Phosphorous 1,00 %, Calcium 1,60 %, Omega 3 fatty acids 0,20%, Omega 6 fatty acids 3,20%. Metabolisable energy value 4.445 Kcal/kg. **NUTRITIONAL ADDITIVES:** Vitamin A (in the form of Retinyl Acetate) 3a672a 22.500 U.I./kg, Vitamin D3 (in the form of Cholecalciferol) 3a671 1.200,00 U.I./kg, Vitamin E (all-rac-alpha- tocopherol acetate) 3a700i 150,00 mg/kg, Vitamin B1 (Thiamine nitrate) 3a821 4,30 mg/kg, Vitamin B2 (Riboflavin) 4,30 mg/kg, Vitamin B6 (Piridoxine Hydrochloride) 2,58 mg/kg, Vitamin B12 0,05 mg/kg, Iron (Ferrous Sulfate (II) monohydrate) 3b103 106,00 mg/kg, Selenium (Sodium selenite) 3b801 0,22 mg/kg, Copper (Copper sulfate (II) pentahydrate) 3b405 12,70 mg/kg, Biotin 3a880 0,14 mg/kg, Niacin 3a314 10,76 mg/kg, Vitamin C (Ascorbic Acid) 400,00 mg/kg, Calcium-D-pantothenate 6,45 mg/kg, Folic Acid 0,60 mg/kg, Choline Chloride 2.500 mg/kg, Manganese (Manganous sulfate monohydrate) 3b503 31,70 mg/kg, Zinc (Zinc oxide) 3b603 148,00 mg/kg, Iodine (Potassium Iodide) 3b201 1,70 mg/kg. **ZOOTECNICAL ADDITIVES GUT FLORA STABILISERS:** 4b1710 Saccharomyces cerevisiae MUCL 39885 15 x 10<sup>9</sup> (15 mld) UFC/g. **ORGANOLEPTIC ADDITIVES:** Flavour Enhancers.



14kg-2,5kg

## MSM PODIUM ALL BREEDS ADULT RICH IN CHICKEN

Complete and balanced food suitable for all breeds adult dogs, rich in chicken, formulated with high quality. Contains Choline Chloride to support the dog's regular lipid metabolism.

**COMPOSITION:** Processed animal protein 30% (chicken min.14%), extruded corn, extruded rice, animal fat, fructo-oligosaccharides (F.O.S.) (0,3%), yeast products (mannan-oligo-saccharides - M.O.S.) (0,3%), yeast, minerals. **ANALYTICAL CONSTITUENTS:** Crude proteins 24,00 %, Crude fibres 2,00 %, Crude oils and fats 16,00 %, Crude ash 6,00%, Phosphorous 1,00 %, Calcium 1,70 %. Metabolisable energy value 4.000 Kcal/kg. **NUTRITIONAL ADDITIVES:** Vitamin A (in the form of Retinyl Acetate) 3a672a 17.500 U.I./kg, Vitamin D3 (in the form of Cholecalciferol) 3a671 950,00 U.I./kg, Vitamin E (all-rac-alpha- tocopherol acetate) 3a700i 120,00 mg/kg, Vitamin B1 (Thiamine nitrate) 3a821 5,20 mg/kg, Vitamin B2 (Riboflavin) 5,20 mg/kg, Vitamin B6 (Piridoxine Hydrochloride) 3,10 mg/kg, Vitamin B12 0,06 mg/kg, Iron (Ferrous Sulfate (II) monohydrate) 3b103 77,00 mg/kg, Selenium (Sodium selenite) 3b801 0,15 mg/kg, Copper (Copper sulfate (II) pentahydrate) 3b405 9,20 mg/kg, Biotin 3a880 28,80 mg/kg, Niacin 3a314 1,40 mg/kg, Vitamin C (Ascorbic Acid) 120,00 mg/kg, Calcium-D-pantothenate 0,18 mg/kg, Folic Acid 0,70 mg/kg, Choline Chloride 1.500 mg/kg, Manganese (Manganous sulfate monohydrate) 3b503 23,00 mg/kg, Zinc (Zinc oxide) 3b603 108,00 mg/kg, Iodine (Potassium Iodide) 3b201 1,20 mg/kg. **ZOOTECNICAL ADDITIVES GUT FLORA STABILISERS:** 4b1710 Saccharomyces cerevisiae MUCL 39885 15 x 10<sup>9</sup> (15 mld) UFC/g. **ORGANOLEPTIC ADDITIVES:** Flavour Enhancers.



14kg-2,5kg

## MSM PODIUM ALL BREEDS ADULT WITH FISH

Complete and balanced food, formulated with animal proteins as the first ingredient and herring flour, a source of Omega 3 and Omega 6 fatty acids which contribute to the physiological well-being of the skin and coat.

**COMPOSITION:** Processed animal protein, extruded corn, extruded rice, animal fat, herring flour (min.10%), fructo-oligosaccharides (F.O.S.) (0,3%), yeast products (mannan-oligo-saccharides - M.O.S.) (0,3%), yeast, minerals. **ANALYTICAL CONSTITUENTS:** Crude proteins 25,00 %, Crude fibres 2,00 %, Crude oils and fats 17,00 %, Crude ash 6,20%, Phosphorous 1,00 %, Calcium 1,70 %, Omega 3 fatty acids 0,18%, Omega 6 fatty acids 2,94%. Metabolisable energy value 4.200 Kcal/kg. **NUTRITIONAL ADDITIVES:** Vitamin A (in the form of Retinyl Acetate) 3a672a 17.500 U.I./kg, Vitamin D3 (in the form of Cholecalciferol) 3a671 950,00 U.I./kg, Vitamin E (all-rac-alpha- tocopherol acetate) 3a700i 120,00 mg/kg, Vitamin B1 (Thiamine nitrate) 3a821 5,20 mg/kg, Vitamin B2 (Riboflavin) 5,20 mg/kg, Vitamin B6 (Piridoxine Hydrochloride) 3,10 mg/kg, Vitamin B12 0,06 mg/kg, Iron (Ferrous Sulfate (II) monohydrate) 3b103 77,00 mg/kg, Selenium (Sodium selenite) 3b801 0,15 mg/kg, Copper (Copper sulfate (II) pentahydrate) 3b405 9,20 mg/kg, Biotin 3a880 28,80 mg/kg, Niacin 3a314 1,40 mg/kg, Vitamin C (Ascorbic Acid) 120,00 mg/kg, Calcium-D-pantothenate 0,18 mg/kg, Folic Acid 0,70 mg/kg, Choline Chloride 1.500 mg/kg, Manganese (Manganous sulfate monohydrate) 3b503 23,00 mg/kg, Zinc (Zinc oxide) 3b603 108,00 mg/kg, Iodine (Potassium Iodide) 3b201 1,20 mg/kg. **ZOOTECNICAL ADDITIVES GUT FLORA STABILISERS:** 4b1710 Saccharomyces cerevisiae MUCL 39885 15 x 10<sup>9</sup> (15 mld) UFC/g. **ORGANOLEPTIC ADDITIVES:** Flavour Enhancers.



14kg-2,5kg

## MSM PODIUM ALL BREEDS ADULT WITH PORK & BEEF

Complete and balanced food suitable for all breeds adult dogs, formulated with pork and beef, with an optimal palatability suitable for even the most demanding dogs. With probiotics and prebiotics to support the balance of the intestinal flora.

**COMPOSITION:** Processed animal protein 30% (beef 21%, pork 9%), extruded corn, extruded rice, animal fat, fructo-oligosaccharides (F.O.S.) (0,3%), yeast products (mannan-oligo-saccharides - M.O.S.) (0,3%), yeast, minerals. **ANALYTICAL CONSTITUENTS:** Crude proteins 24,00 %, Crude fibres 2,00 %, Crude oils and fats 16,00 %, Crude ash 6,00%, Phosphorous 1,00 %, Calcium 1,70 %. Metabolisable energy value 4.000 Kcal/kg. **NUTRITIONAL ADDITIVES:** Vitamin A (in the form of Retinyl Acetate) 3a672a 17.500 U.I./kg, Vitamin D3 (in the form of Cholecalciferol) 3a671 950,00 U.I./kg, Vitamin E (all-rac-alpha- tocopherol acetate) 3a700i 120,00 mg/kg, Vitamin B1 (Thiamine nitrate) 3a821 5,20 mg/kg, Vitamin B2 (Riboflavin) 5,20 mg/kg, Vitamin B6 (Piridoxine Hydrochloride) 3,10 mg/kg, Vitamin B12 0,06 mg/kg, Iron (Ferrous Sulfate (II) monohydrate) 3b103 77,00 mg/kg, Selenium (Sodium selenite) 3b801 0,15 mg/kg, Copper (Copper sulfate (II) pentahydrate) 3b405 9,20 mg/kg, Biotin 3a880 28,80 mg/kg, Niacin 3a314 1,40 mg/kg, Vitamin C (Ascorbic Acid) 120,00 mg/kg, Calcium-D-pantothenate 0,18 mg/kg, Folic Acid 0,70 mg/kg, Choline Chloride 1.500 mg/kg, Manganese (Manganous sulfate monohydrate) 3b503 23,00 mg/kg, Zinc (Zinc oxide) 3b603 108,00 mg/kg, Iodine (Potassium Iodide) 3b201 1,20 mg/kg. **ZOOTECNICAL ADDITIVES GUT FLORA STABILISERS:** 4b1710 Saccharomyces cerevisiae MUCL 39885 15 x 10<sup>9</sup> (15 mld) UFC/g. **ORGANOLEPTIC ADDITIVES:** Flavour Enhancers.



14kg-2,5kg

## MSM PODIUM ALL BREEDS ADULT WITH LAMB AND RICE

Complete and balanced food suitable for all breeds adult dogs, with lamb and rice, formulated with high quality and highly digestible ingredients.

**COMPOSITION:** Processed animal protein 31% (lamb 10%), extruded corn, extruded rice (25%), animal fat, fructo-oligosaccharides (F.O.S.) (0,3%), yeast products (mannan-oligo-saccharides - M.O.S.) (0,3%), yeast, minerals. **ANALYTICAL CONSTITUENTS:** Crude proteins 24,00 %, Crude fibres 2,00 %, Crude oils and fats 16,00 %, Crude ash 7,00%. Metabolisable energy value 4.000 Kcal/kg. **NUTRITIONAL ADDITIVES:** Vitamin A (in the form of Retinyl Acetate) 3a672a 17.500 U.I./kg, Vitamin D3 (in the form of Cholecalciferol) 3a671 950,00 U.I./kg, Vitamin E (all-rac-alpha- tocopherol acetate) 3a700i 120,00 mg/kg, Vitamin B1 (Thiamine nitrate) 3a821 5,20 mg/kg, Vitamin B2 (Riboflavin) 5,20 mg/kg, Vitamin B6 (Piridoxine Hydrochloride) 3,10 mg/kg, Vitamin B12 0,06 mg/kg, Iron (Ferrous Sulfate (II) monohydrate) 3b103 77,00 mg/kg, Selenium (Sodium selenite) 3b801 0,15 mg/kg, Copper (Copper sulfate (II) pentahydrate) 3b405 9,20 mg/kg, Biotin 3a880 28,80 mg/kg, Niacin 3a314 1,40 mg/kg, Vitamin C (Ascorbic Acid) 120,00 mg/kg, Calcium-D-pantothenate 0,18 mg/kg, Folic Acid 0,70 mg/kg, Choline Chloride 1.500 mg/kg, Manganese (Manganous sulfate monohydrate) 3b503 23,00 mg/kg, Zinc (Zinc oxide) 3b603 108,00 mg/kg, Iodine (Potassium Iodide) 3b201 1,20 mg/kg. **ZOOTECNICAL ADDITIVES GUT FLORA STABILISERS:** 4b1710 Saccharomyces cerevisiae MUCL 39885 15 x 10<sup>9</sup> (15 mld) UFC/g. **ORGANOLEPTIC ADDITIVES:** Flavour Enhancers.



14kg

## MSM PODIUM ALL BREEDS ACTIVE SPORT&WORK

Complete and balanced food for active or sporting adult dogs with an increased energy requirement, with beef and pork, to support them during moments of intense activity or in life in the open air. Its formula is characterized by the inclusion of two highly palatable animal proteins and highly selected ingredients. The presence of probiotics and prebiotics supports the balance of the intestinal flora.

**COMPOSITION:** Processed animal protein 36% (beef 25%, pork 11%), extruded corn, extruded rice, animal fat, fructo-oligosaccharides (F.O.S.) (0,3%), yeast products (mannan-oligo-saccharides - M.O.S.) (0,3%), yeast, minerals. **ANALYTICAL CONSTITUENTS:** Crude proteins 28,00 %, Crude fibres 2,00 %, Crude oils and fats 22,00 %, Crude ash 7,00%, Phosphorous 1,00 %, Calcium 1,70 %. Metabolisable energy value 4.300 Kcal/kg. **NUTRITIONAL ADDITIVES:** Vitamin A (in the form of Retinyl Acetate) 3a672a 17.500 U.I./kg, Vitamin D3 (in the form of Cholecalciferol) 3a671 950,00 U.I./kg, Vitamin E (all-rac-alpha- tocopherol acetate) 3a700i 120,00 mg/kg, Vitamin B1 (Thiamine nitrate) 3a821 5,20 mg/kg, Vitamin B2 (Riboflavin) 5,20 mg/kg, Vitamin B6 (Piridoxine Hydrochloride) 3,10 mg/kg, Vitamin B12 0,06 mg/kg, Iron (Ferrous Sulfate (II) monohydrate) 3b103 77,00 mg/kg, Selenium (Sodium selenite) 3b801 0,15 mg/kg, Copper (Copper sulfate (II) pentahydrate) 3b405 9,20 mg/kg, Biotin 3a880 28,80 mg/kg, Niacin 3a314 1,40 mg/kg, Vitamin C (Ascorbic Acid) 120,00 mg/kg, Calcium-D-pantothenate 0,18 mg/kg, Folic Acid 0,70 mg/kg, Choline Chloride 1.500 mg/kg, Manganese (Manganous sulfate monohydrate) 3b503 23,00 mg/kg, Zinc (Zinc oxide) 3b603 108,00 mg/kg, Iodine (Potassium Iodide) 3b201 1,20 mg/kg. **ZOOTECNICAL ADDITIVES GUT FLORA STABILISERS:** 4b1710 Saccharomyces cerevisiae MUCL 39885 15 x 10<sup>9</sup> (15 mld) UFC/g. **ORGANOLEPTIC ADDITIVES:** Flavour Enhancers.

