



PRESS RELEASE

We'll be there: Josera & Co. at Interzoo 2024!

Kleinheubach, 18.04.2024 - We look forward to seeing you again this year at Interzoo in Nuremberg. You'll find us in Hall 1 at Stand 338 under the slogan "Your Channels. Our Brands" from 7 - 10 May 2024. Our pet food experts will advise on customised solutions for the various sales channels and present exciting highlights from our Josera, JOSI, Green Petfood and Bavaro brands.



What's new at Josera

Discover the trusted Josera range at Interzoo: from dry food for dogs and cats, to the wet food selection for cats and the Meat Lovers wet food for dogs to tasty snacks for in-between meals. Josera caters for animals through all stages of life: from kitten and puppy to senior - not forgetting Josera Help for those with health concerns.



A special mention goes to the new Help wet food. This veterinary product range from the Josera petfood brand combines the usual super premium quality with recipes that can offer specific support for specific health concerns. Just like the dry food range, the veterinary wet foods each address specific health concerns: from obesity and diabetes, to renal insufficiency and liver disease.



The new puppy and kitten ranges will also be presented. With Meat Lovers Junior, Josera serves up a meat content of at least 60% into the bowls of hungry growing pups. All three varieties, Meat Lovers Junior Pure Beef, Meat Lovers Junior Menu Turkey and Meat Lovers Junior Menu Chicken, are available in 400g tins.

The Josera Help horse range and JOSI will also be there.

What's new at Green Petfood

Green Petfood has good reason to celebrate this year: the eco-friendly brand has won the German Sustainability Award. It received the most prestigious award for sustainable commitment in Germany in the "Animal feed and animal nutrition" category.

To celebrate the year, Green Petfood is presenting a new wet food line: savoury chunks made from plant-based ingredients or insects in a creamy sauce bringing bite-sized variety to the bowls of adult dogs.

VeggieDog vegetarian wet food with soy protein and carrots is the meat-free option for dogs. Another alternative to conventional meat is InsectDog wet food made with insect protein and soy.





Both varieties come in 400g tins and boast an excellently balanced recipe. They are grain-free and contain no artificial colourings or flavourings. Green Petfood will be unveiling their new wet food exclusively at Interzoo!

See you soon!

Our German and international sales professionals look forward to chatting with you at our booth at Interzoo 2024. We'll be happy to answer any questions you may have about the product range of our brands and customised solutions for the various sales channels. To contact us in advance or to make an appointment, please visit <https://josera-importers.com/>

See you at Interzoo!

www.josera.com

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About Josera

Josera means passion – for our dogs, cats, and horses, for super premium quality from Germany and for sustainable solutions. As a specialist in pet food, Josera petfood brings over 80 years of experience to the table. And the team uses this to provide our four-legged friends with food that meets their needs throughout their entire lives: from puppies and kittens to seniors, from leisurely lazybones to athletes - even with very special requirements.

No genetically modified ingredients are used. What's more, no artificial colourings or flavourings are added to any of our dry or wet food recipes. The best recipes, high-quality ingredients, modern, climate-neutral production, and continuous quality controls in our own laboratory guarantee the highest level of acceptance and tolerance. Pet food with passion: that's Josera.