



# wow®



*Best food for  
best friends*

**Our premium  
dog food,  
produced in  
the Green  
Heart of Austria,  
gives you the  
full force of  
nature at a  
fair price.  
Wow is the  
best choice  
for you and  
your dog.**

The *best* choice for  
you and your dog



High meat content  
of 71%



Naturally free from grain,  
preservatives or  
flavour enhancers



Recipes inspired  
by Mother Nature



Nutritious  
complete food



Best premium quality  
at a fair price

**we tell you  
what's inside!**



100% made  
in Austria



We do not test  
on animals as matter  
of principle



Sustainable use  
of resources



We are a  
family company

## Dear dog lovers,

What does your dog need for a healthy life? This is the first question I ask when designing WOW menus. The result? **Complete food menus that are carefully balanced.**

Developed with experts and made with recipes inspired by Mother Nature, they meet the highest international standards. Containing plenty of fresh meat, nourishing vegetables, nutrient-rich herbs and high-quality oils, each WOW flavour supplies your pet with essential vitamins, minerals and trace elements.

With WOW, I offer the best food. Everything is **carefully produced from high-quality ingredients that are sourced locally where possible. 100% made in Austria!** As a result, I can guarantee that there are many good things in our menus, and there are many things that are not in there as well. WOW is strictly against the use of grain, gluten, bone meal, artificial colours, flavours and preservatives, added sugar and animal testing. As a matter of principle. This means that every menu is also a perfect match for sensitive dog stomachs. Thanks to the open declaration, you can see at a glance what is in every WOW menu – revealing its impressive contents.

Best wishes to you and your four-legged friend,



*Katharina Miklaur*

Katharina Miklaur  
WOW founder  
katharina@wow.pet





Premium wet food



150g



400g/  
800g

Premium wet food

# Recipes inspired by *Mother Nature*

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



## Junior Chicken with carrots

**Ingredients:** meat & innards 71% (chicken meat 23%, beef lung 22.5%, beef heart 12%, beef kidney 7.5%, beef liver 6%), carrots 2.5%, minerals, linseed oil, eggshell powder 0.1%, seaweed 0.1%, nettle leaves, dandelion leaves.



## Junior Beef with pumpkin

**Ingredients:** meat & innards 71% (of which 51.5% from beef (beef lung 31.5%, beef kidney 8%, beef heart 6%, beef liver 6%), chicken meat 19.5%), pumpkin 2.5%, minerals, linseed oil, eggshell powder, seaweed, nettle leaves, dandelion leaves.



## Adult Salmon with dandelion leaves

**Ingredients:** fish & meat 71% (chicken meat 21.5%, fish 15% (of which trout 10%, salmon 5%), beef lung 15%, beef kidney 7.5%, beef liver 6%, beef heart 6%), tomatoes, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves 0.1%, dandelion leaves.



## Adult Lamb with pumpkin

**Ingredients:** meat & innards 71% (chicken meat 21.5%, beef lung 20%, lamb lung 10%, beef kidney 7.5%, beef heart 6%, beef liver 6%), pumpkin 2.5%, minerals, linseed oil 0.1%, eggshell powder, seaweed 0.1%, nettle leaves 0.1%, dandelion leaves.



## Adult Beef with carrots

**Ingredients:** meat & innards 71% (of which 51.5% from beef (beef lung 31.5%, beef kidney 8%, beef heart 6%, beef liver 6%), chicken meat 19.5%), carrots 2%, minerals, courgette 0.5%, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



## Adult Turkey with courgette

**Ingredients:** meat & innards 71% (turkey meat 20%, beef lung 16.5%, chicken meat 15%, beef kidney 7.5%, beef heart 6%, beef liver 6%), courgette 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



## Junior Chicken with carrots

**Ingredients:** 71% meat & innards (23% chicken meat, 22.5% beef lung, 12% beef heart, 7.5% beef kidney, 6% beef liver), 2.5% carrots, minerals, linseed oil, 0.1% eggshell powder, 0.1% seaweed, 0.05% nettle leaves, dandelion leaves.



## Junior Beef with pumpkin

**Ingredients:** 71% meat & innards (of which 51.5% from beef (31.5% beef lung, 8% beef kidney, 6% beef heart, 6% beef liver), 19.5% chicken meat), 2.5% pumpkin, minerals, linseed oil, eggshell powder, seaweed, nettle leaves, 0.05% dandelion leaves.



## Adult Salmon with dandelion leaves

**Ingredients:** fish 40% (of which 20% from salmon), beef 31% (beef lung 17.5%, beef kidney 7.5%, beef liver 6%), tomatoes, minerals, linseed oil, eggshell powder, seaweed, nettle leaves 0.05%, dandelion leaves 0.05%.



## Adult Lamb with pumpkin

**Ingredients:** meat & innards 71% (chicken meat 21.5%, beef lung 20%, lamb 10% (lamb lung, lamb heart), beef kidney 7.5%, beef heart 6%, beef liver 6%), pumpkin 2.5%, minerals, linseed oil 0.1%, eggshell powder, seaweed 0.1%, nettle leaves 0.05%, dandelion leaves.



## Adult Beef with carrots

**Ingredients:** meat & innards 71% (of which 51.5% from beef (beef lung 31.5%, beef kidney 8%, beef heart 6%, beef liver 6%), chicken meat 19.5%), carrots 2%, minerals, courgette 0.5%, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves 0.05%, dandelion leaves.



## Adult Turkey with courgette

**Ingredients:** meat & innards 71% (turkey meat 20%, beef lung 16.5%, chicken meat 15%, beef kidney 7.5%, beef heart 6%, beef liver 6%), courgette 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves 0.05%.



## Adult Venison with sweet potatoes

**Ingredients:** meat & innards 71% (chicken meat 21.5%, beef lung 20%, venison 10% (red deer), beef kidney 7.5%, beef heart 6%, beef liver 6%), sweet potatoes 2.5%, minerals, linseed oil, eggshell powder, seaweed, nettle leaves, dandelion leaves.



## Senior Duck with seaweed

**Ingredients:** meat & innards 71% (duck meat 20%, beef lung 16.5%, chicken meat 15%, beef kidney 7.5%, beef heart 6%, beef liver 6%), sweet potatoes 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



## Adult Venison with sweet potatoes

**Ingredients:** meat & innards 71% (chicken meat 21.5%, beef lung 20%, venison 10% (roe deer, red deer), sweet potatoes 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



## Senior Duck with seaweed

**Ingredients:** 71% meat & innards (of which 20% from duck (duck meat 12%, duck neck 8%), beef lung 16.5%, chicken meat 15%, beef kidney 7.5%, beef heart 6%, beef liver 6%), sweet potatoes 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves 0.05%, dandelion leaves.

Premium wet food



# Pure indulgence

Three hearty single protein complete food menus with a high meat content. Enjoy it as it is or boost it with the WOW 100% vegetable & fruit mix for B.A.R.F.



### Chicken pure

Ingredients: chicken 71% (34% chicken meat, chicken hearts, chicken liver), minerals, eggshell powder, seaweed, nettle leaves, dandelion leaves.



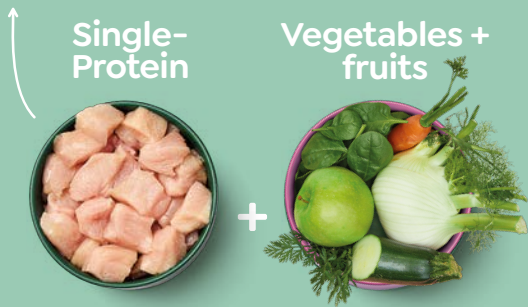
### Turkey pure

Ingredients: turkey 71% (36% turkey meat, turkey hearts, turkey liver), minerals, eggshell powder, seaweed, nettle leaves, dandelion leaves.



### Beef pure

Ingredients: beef 71% (30% beef meat, beef lung, beef heart, beef kidney, beef liver), minerals, eggshell powder, seaweed, nettle leaves, dandelion leaves.



### 100% Vegetables & fruits

Ingredients: carrots 26%, courgette 20%, potatoes, spinach 4%, apples 2%, seaweed, minerals, dandelion leaves, mineral earth.



Premium dry food

1kg  
6kg  
12kg

Premium dry food

# Our croquettes



With WOW, you can choose between **two croquette sizes**. Our 8mm mini-croquettes are ideal for all small to medium-sized dogs and are available in practical 1kg bags. For all large dogs, we recommend our 6kg and 12kg bags which contain 12mm croquettes for even more bite. Our junior variety features 7mm mini-croquettes and 10mm standard croquettes.



# Natural dry food

Premium dry food with a high meat content, boosted with valuable ingredients such as linseed, herbs and high-quality oils. Produced in Austria with locally sourced ingredients where possible.



## Junior Poultry with carrots

**Ingredients:** poultry & salmon 49.5% (fresh chicken 25%, poultry protein dried 16.5%, turkey protein dried 4%, salmon protein dried 4%), potatoes, peas, poultry fat, sweet potatoes 8%, beet pulp (desugared), spinach 1.2%, salmon oil, red beets 0.8%, linseed, herbs, psyllium, carrots 0.1%, yucca, schidigera, minerals, FOS 0.1%, MOS 0.1%.



## Adult Beef with apple

**Ingredients:** beef 42% (fresh beef 25%, beef protein dried 17%), potatoes 20%, peas, sweet potatoes 8%, beef fat, beet pulp (desugared), rapeseed oil, spinach 1%, red beets 0.9%, linseed, carrots, herbs, psyllium, apples 0.1%, yucca schidigera, minerals, FOS 0.1%, MOS 0.1%.



## Adult Chicken with spinach

**Ingredients:** poultry 43% (fresh chicken 25%, poultry protein dried 18%), potatoes 21%, sweet potatoes 8%, peas, poultry fat, beet pulp (desugared), spinach 1.2%, red beets 0.8%, linseed, salmon oil, herbs, seaweed 0.1%, carrots 0.1%, cranberries 0.1%, yucca schidigera, minerals, FOS 0.1%, MOS 0.1%.



## Adult Fish with spinach

**Ingredients:** fish 45% (fresh salmon 25%, salmon protein dried 10%, trout protein dried 10%), potatoes 22%, peas, sweet potatoes 8%, poultry fat, salmon oil, beet pulp (desugared), spinach 1.2%, red beets 0.8%, linseed, carrots 0.1%, herbs, seaweed 0.1%, yucca schidigera, minerals, FOS 0.1%, MOS 0.1%.



## Adult Lamb with sage

**Ingredients:** lamb 46% (fresh lamb 28%, lamb protein dried 18%), potatoes 18%, peas, sweet potatoes 8%, poultry fat, beet pulp (desugared), spinach 1%, salmon oil, linseed, beetroot 0.8%, herbs, chamomile 0.1%, sage 0.1%, carrots 0.1%, yucca schidigera, minerals, FOS 0.1%, MOS 0.1%.



## Senior Duck with mint

**Ingredients:** duck 38% (fresh duck 23%, duck protein dried 15%), potatoes 32%, sweet potatoes 8%, peas, poultry fat, beet pulp (desugared), spinach 0.8%, red beets 0.6%, linseed, salmon oil, herbs, peppermint 0.1%, carrots, cranberries 0.1%, green-lipped mussel, yucca schidigera, minerals, FOS 0.1%, MOS 0.1%.



# Superfood Soft-Snacks

Discover the full power of nature in our Soft Snacks, which are made from fresh lean meat and one local superfood per flavour – and nothing else. 100% natural without hidden ingredients: Superfood Soft Snacks are the healthy reward for play and training.



Cubes chicken with parsnip

Ingredients:  
90% chicken meat,  
10% parsnip.



Cubes horse with fennel

Ingredients:  
90% horse meat,  
10% fennel.



Cubes venison with apple

Ingredients:  
90% venison,  
10% apple.



Bars lamb with beetroot

Ingredients:  
90% lamb meat,  
10% beetroot.



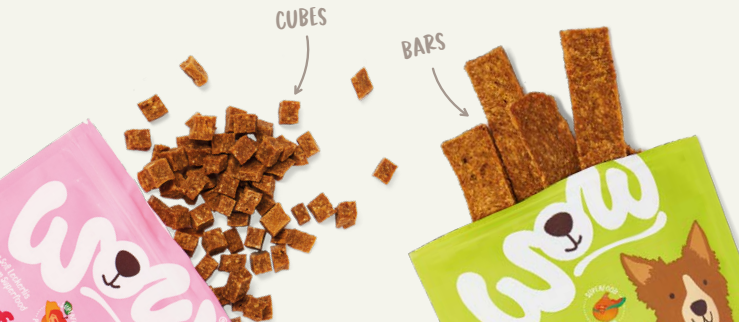
Bars beef with pumpkin

Ingredients:  
90% beef meat,  
10% pumpkin.



Bars turkey with pear

Ingredients:  
90% turkey meat,  
10% pear.



# Premium Organic Liver Pâté

The natural and healthy 100% chicken snack as a reward for training and play. Dogs can eat the WOW organic liver paste directly from the tube. With fuss-free portioning and a practical screw cap, the liver paste is also ideal for on the go. Naturally free from grain, added sugar, salt, pork, flavourings and attractants.



Ingredients:  
organic chicken 63%,  
organic chicken liver 20%.



# We love WOW



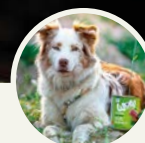
»WHY DO WE LOVE WOW?  
TOP QUALITY AT FAIR PRICES AND  
TOTALLY DIGESTIBLE EVEN FOR SAM'S  
SENSITIVE STOMACH.«

@lottaundsam



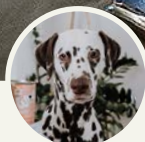
»WE LOVE THE WET FOOD FROM  
WOW BECAUSE IT IS OF GOOD  
QUALITY AND ITS SMELL AND  
CONSISTENCY ALSO WHETS THE  
OWNER'S APPETITE.«

@pellinusapfelkern



»A BRAND WE  
TRUST.«

@bonnie.von.casterlstein



»WHAT WE PARTICULARLY LIKE  
ABOUT WOW IS THE SUPER  
ASSORTMENT! WE CAN GIVE OUR  
FAVORITE FLAVORS EITHER AS DRY  
OR WET FOOD.«

@rubini.gold



»THE WOW CUBES ARE THE BEST  
BRIBE FOR DOG TRAINING -  
ATTENTION GUARANTEED.«

@this.is.monte

 Trustpilot



> 1,000 ratings | OUTSTANDING



# Natural Dentals

## Natural dental care

Low-calorie chews for efficient and natural dental care. NATURAL DENTALS provide intensive cleaning - optimal tooth contact and long chewing time can help reduce tartar and support oral hygiene. Daily consumption of NATURAL DENTALS can sustainably improve dental health.



No sugar & salt added

LOW FAT & CALORIE



Small & Midi  
7 Sticks | 180 g



Maxi  
5 Sticks | 275 g

Ingredients:

potato starch, potato flour, poultry meat 20%(fresh/frozen), vegetable glycerine, cellulose, minerals (including sodiumhexametaphosphate 0.6%), seaweed, pomegranate 0.3%, chicory 0.1%(as a natural source of inulin), MOS 0.1%, coconut oil 0.1%, aloe vera. Aroma: Peppermint oil 480 mg / kg.



# Natural Chews

## 100% natural chews

Delicious single protein chews to snack on and naturally care for teeth. Pure products from nature for dogs of all sizes, preserved by hot air alone in a modern drying process. Free from grain, added sugar and flavour enhancers.



No sugar & salt added



Duck necks dried  
250 g

Ingredients:  
100% duck necks.



Chicken fillet dried  
250 g

Ingredients:  
100% chicken fillet.



Horse meat dried  
250 g

Ingredients:  
100% horse meat.



Beef scalp dried  
350 g

Ingredients:  
100% beef scalp.



Rabbit ears with fur  
120 g

Ingredients:  
100% rabbit ears with fur.



## Our ingredients

All WOW products are carefully produced in Austria according to recipes inspired by Mother Nature, using sustainable processes and regional ingredients.



### Meat

High-quality lean meat that provides dogs with essential proteins and omega-6 fatty acids and selected offal such as heart or liver are used in WOW's premium menus.



### Vegetables, fruit & herbs

Our refined selection of fruit and vegetables provides dogs with important fibre and stimulates intestinal motility. Selected herbs add a finishing touch to the complete food menu.



### Oils

The finest oils, such as linseed oil in wet food and salmon oil in dry food, ensure a healthy balance of omega-3 and omega-6 fatty acids.



### Sea algae & eggshell powder

High-quality supplements such as sea algae and eggshell powder provide dogs with key vitamins, trace elements, essential amino acids and minerals.



### Naturally grain-free

To make our WOW menus easy to digest for dog stomachs, we do not use grain in our products.

## Our promise to the environment

- ✓ Made in Austria
- ✓ Local ingredients are very important to us
- ✓ Sustainable: our cans are 100% recyclable; our packaging is made from recycled cardboard
- ✓ Short transport routes & low emissions
- ✓ CO2 neutral
- ✓ All products are 100% GMO-free



**Carbon neutral**  
Packaging  
ClimatePartner.com/16709-2106-1001





## The *right* way to start with WOW

You've decided on WOW? Good choice! Slowly change to WOW over a period of 2-3 weeks, depending on how sensitive your dog is, so it can get used to its new food.



**Days 1-5**  
25% WOW  
75% previous food



**Days 6-10**  
50% WOW  
50% previous food



**Days 11-15**  
75% WOW  
25% previous food



**Days 16-21**  
100% WOW  
Bon appetit!



NEW



really

WHAT CATS WANT!

## Our range

Natural premium cat food  
with **EXTRA** fresh meat or fish.



### Fine paté

Fine paté with 99%  
meat, giblets & stock  
Naturally grain-free!  
125g | 200g | 400g



### Savoury delight

Fine filets with  
extra sauce.  
85g



### Delicious filets

Juicy complete food menus  
with tender fillet pieces.  
70g



### Gourmet soups

Natural soup, with  
refined with fillet pieces.  
70g



### Natural dry food

Tasty premium dry food  
with lots of meat or fish,  
valuable vitamins, minerals  
and omega 3 & 6.  
325g | 2kg



Lots of  
meat or fish



No added  
sugar



Grain-free  
recipes

GET TO KNOW US:  
[WWW.WOW.PET](http://WWW.WOW.PET)





Any questions? At WOW,  
we are here for you and  
your dog.

**Follow us**  
**WOW.PET**



**www.wow.pet**

**f wow.pet.de**

**@wow.pet**



**PetCo GmbH**  
Hasnerstraße 123  
1160 Vienna, Austria  
+43 1 795 10  
hello@wow.pet  
www.wow.pet