



**CANUN**<sup>®</sup>

Feeding  
YOUR  
**PASSION**





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## ABOUT US

De Heus is a family-owned company specialised in animal nutrition with more than 100 years of history. Founded in 1911 by Dr. Arij De Heus, it started with the production of animal feed in the Netherlands. Over the years, the company has grown significantly, expanding internationally and offering innovative and sustainable solutions in animal nutrition.

Today, it is run by the fourth generation of the De Heus family, and focuses on providing products and services that help farmers improve animal health and productivity, while promoting sustainable development. De Heus has a presence in more than 50 countries in Europe, Africa, Asia, the Middle East and Latin America. In addition, this has allowed De Heus to consolidate its position in the top 10 of global producers, with more than 4,200 employees worldwide.

## OUR MISSION AND PRINCIPLES

De Heus Animal Nutrition's mission is to provide better access to food that is safe and healthy around the world, thereby supporting an ever-growing population. To achieve this goal, the company offers products and services that help customers care for their farm animals and manage the responsible growth of their businesses.

This is achieved through the company's guiding business principles, which apply to all decisions, the way the company operates and the behaviour of individual employees, including honouring agreements and commitments, not compromising food or feed safety, and supporting fair competition, among others. In this way, the company ensures that it always acts ethically and thus guarantees that every action delivers long-term value.

## OUR BRANDS

In addition to manufacturing its own feed for farm animals, De Heus España has been operating since 2015, when it acquired Núter Feed and added new brands to its product portfolio in the Iberian Peninsula. Núter Feed was the company in charge of the commercialisation of both Biona and Pasaranda in Spain. These are two benchmark brands in the Spanish animal feed market, as they have stood out for their track record of over 50 years and for the quality of their products, which has led them to gain and maintain the trust of their customers.





## CANUN HISTORY

In 1998, the Canun brand was registered nationally, and in 2000, the step was taken to register it internationally. This brand was created by the Unzué family, hence its name, which comes from the combination of “CAN” (dog) and “UN” (Unzué). Initially,

Canun was conceived to offer a solution to the growing demand for quality pet food in our distribution and sales outlets in the Pamplona area. Navarra was the place where the brand was born and developed, and over time it expanded throughout the country. Today, Canun is not only present on the peninsula, but also in the Balearic and Canary Islands.

In a short period of time since its birth, the brand began to be exported to practically every continent under the guidance of Mrs. Prendushi Pepa.



## CONSTITUENT COMPONENTS

All food has a series of essential (and non-essential) ingredients and nutrients that form part of the composition of a food product, and these are the constituent components that must be taken into account when formulating the different varieties of feed:

### PROTEINS

A regular intake of dietary proteins is necessary to maintain normal metabolic processes, while supporting the growth and maintenance of tissues.

Proteins are made up of essential and non-essential amino acids and, as with lipids, the protein content contributes to the palatability and acceptance of the food.

### FATS

Fats are a concentrated source of energy, providing twice as many calories as proteins and carbohydrates. They are essential for the absorption of fat-soluble vitamins (A, D, E and K) and for maintaining healthy skin and fur.

In addition, fats contain essential fatty acids that aid in cellular function, brain health and the immune system. They also serve as an energy reserve for periods of high demand or fasting.

## CARBOHYDRATES

They provide the body with an energy source and must be supplied in the diet so that proteins are not used for energy and are used for tissue repair and growth. They are found in the form of sugars, starches and fiber, and help the digestive system function properly.

Complex carbohydrates, such as starches, provide long-lasting energy, while fiber contributes to intestinal regulation. In addition, carbohydrates promote intestinal health by acting as prebiotics, feeding the beneficial bacteria in the gut.



## VITAMINS AND MINERALS

Vitamins are organic constituents of the diet and most are not synthesized in the body, so they have to be supplied through food. There are some vitamins such as A, D, E and K that are absorbed in the small intestine and stored in the liver, while water-soluble vitamins are involved in energy production.

On the other hand, minerals make up about 4% of body weight and act as catalysts in numerous reactions, supporting the skeleton and contributing to nerve transmission and muscle contractions, among other things. This also makes it necessary to maintain the balance between minerals in the diet, as an imbalance causes their absorption to decrease.

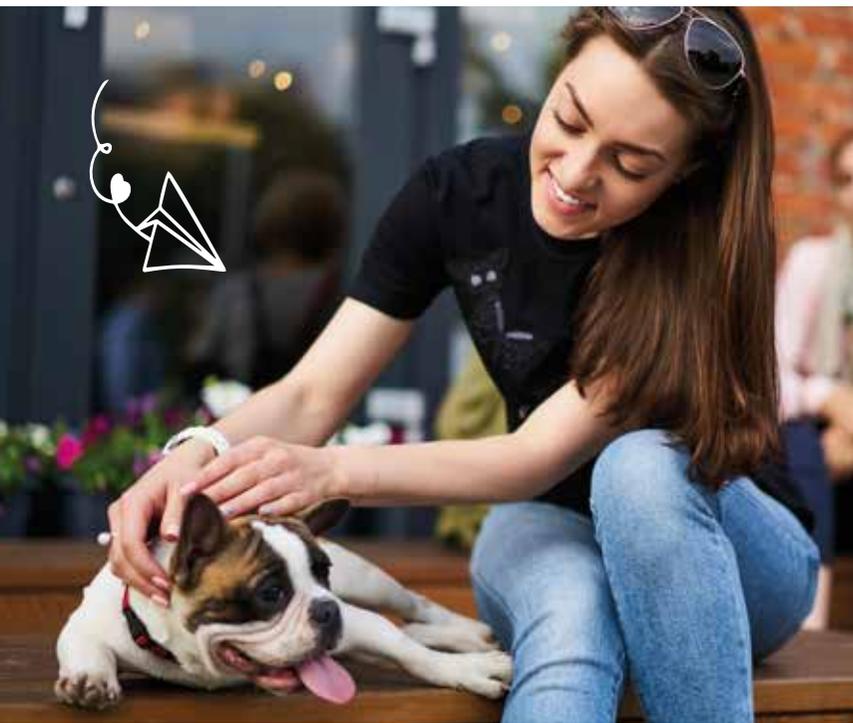
## WATER

Water is necessary for numerous metabolic processes and organic chemical reactions, for the regulation of temperature and is an essential component of animal digestion.

All these components are combined in a specific way to offer a balanced diet that covers the animal's nutritional needs according to its age, size, activity and health. Each component, such as proteins, fats, carbohydrates, vitamins and minerals, is adjusted to meet the unique needs of each animal.

This ensures that the food provided is complete and balanced, promoting its well-being and optimal development.





## DIETARY BEHAVIOR OF CATS AND DOGS

Like human beings, dogs and cats have also evolved to a greater or lesser extent from what they were in ancient times. Nowadays, domestic dogs tend to eat a lot and fast in a few mouthfuls. This causes them to choke and swallow air, facilitating gastric torsion.

There are several solutions or alternatives to improve this situation, such as moistening the food if the animal eats too quickly, offering portions of a suitable size for its size, weight and age; avoiding competition and ensuring that each animal has its own plate.

Domestic cats, on the other hand, tend to eat several times and are neither inhibited nor stimulated by the presence of other cats. In fact, if food is left out ad libitum, they will eat between 13 and 16 times, consuming approximately 23 kcal.



As for their nutritional requirements, it must be taken into account that the dog is an opportunistic carnivore, which means that, although its natural diet is mainly based on meat, it can also survive and stay healthy by consuming other types of food, such as vegetables and carbohydrates.

However, felines are strict carnivores that require an exclusively animal-based diet. They need a high level of animal protein, taurine, arachidonic acid and preformed vitamin A.





## FEED SYSTEMS

### AD LIBITUM

It is based on the animal's ability to self-regulate its intake to meet its nutritional and energy demands. It is favorable for impatient animals and for animals with gastric problems. However, control over the animals is lost and some never adapt, leading to overfeeding.

### TIME-CONTROLLED

Plenty of food is left out for 15-20 minutes once or twice a day. The main advantage of this method is that it allows the keeper to control the animal's appetite, although some animals never adapt to this system.

### WITH CONTROLLED RATIONS

The main advantage is that it provides better information and control to the owner, but it requires knowledge and common sense and, especially, time. The latter is a problem when you have several animals.

## ANIMAL FEED IN ITS DIFFERENT PHYSIOLOGICAL STATES

### GESTATION

During the first weeks of gestation in bitches there is hardly any growth, so no changes in diet are needed. From the fifth week on, the great fetal development increases nutritional needs and decreases the capacity for ingestion.

In these cases, high-energy, protein-rich and easily digestible foods are recommended; the animals should be fed several small meals a day; they should gain 15-25% of their body weight by the end of gestation and 5-10% after giving birth.





In the case of pregnant cats, weight gain is linear throughout this stage. They only lose 40% of the weight gained during pregnancy after giving birth. It is recommended to increase the amount of food from the second week of pregnancy to reach 25-50% more than their maintenance needs at the end of it, as well as feeding in small doses several times or “ad libitum”.



## LACTATION

At this stage it is important to provide the necessary calories and water. Energy requirements increase here and an especially digestible and nutrient-dense diet is recommended, feeding “ad libitum” and reducing the amount of food from the 4th or 5th week of lactation.

## WEANING

Puppies start to eat food at 3-4 weeks, and weaning takes place at approximately 8 weeks. If the mother is in good physical condition, food is reduced from the 4th-5th week, and on the day of weaning no food is given and 25%, 50%, 75% and 100% of maintenance requirements are reintroduced on successive days.

Weight loss should not exceed 10% during the lactation period. Kittens are fed growth food moistened with water or milk if they are cats. This is because of the tolerance to the high lactose content of cow's milk. For this reason, the porridge is placed several times a day on a flat plate and dry food is introduced at 6 weeks of age.





## FEED ACCORDING TO ANIMAL STAGE

### PUPPIES

It is important to provide a highly digestible diet, rich in nutrients and specifically formulated to support growth. Food should be provided following a controlled ration scheme, offering 3 or 4 meals a day until 4-6 months of age, and reducing to 2 meals a day from 6 months onwards.

The diet should be aimed at achieving healthy and balanced development, without accumulating excessive amounts of fat. In addition, it is not necessary to add additional supplements to a balanced diet designed for puppies, as this already covers their nutritional needs.



## MAINTENANCE

The maintenance state refers to dogs or cats that have reached their adult size and are not pregnant, lactating or performing extreme physical activities. Nowadays, it is common to find overweight adult dogs, while thin ones are less frequent.

To maintain a healthy weight, it is recommended to feed the animal in controlled portions, usually distributed in two meals a day, and provide daily exercise. The “rationing tables” are only a guide, so if you are not sure how to determine the right portion, it is advisable to consult a professional.



## ACTIVITY

The food must be very high in fat, as in dogs, between 70 and 90% of the energy needed to maintain their activity comes from fat metabolism, while only a small amount comes from carbohydrates.

There is no need for a significant increase in protein or carbohydrates. As a result, diet has a greater impact on endurance work, where fat metabolism is more relevant, compared to speed work, where anaerobic metabolism predominates.



## SENIOR

The main objective is to maintain the health of senior dogs and cats, preventing or reducing the development of chronic diseases and alleviating the clinical signs of existing diseases. It is recommended to feed them in controlled portions, distributed in 2 or 3 meals a day, and to avoid abrupt changes in their daily routine or diet.

It is essential to offer a highly digestible food with high quality proteins, without reducing their quantity, to avoid kidney problems. In addition, proper care of the gums and teeth must be ensured to preserve oral health.



## RANGES AND CHARACTERISTICS



*Kilate*

CANUN

# KILATE

## 5 PRODUCTS

**THE ECONOMIC BRAND  
WITH THE RIGHT QUALITY**



PRODUCT	PROTEIN	FATS
CACHORROS	30%	14%
BASIC	23%	8%
MANTENIMIENTO	24%	9%
ENERGY	23%	8%
GATOS	30%	10%

In dog food, the first ingredient is animal protein, with a minimum of 10%. And in cat food, the minimum is 20%.

- A PRODUCT THAT OFFERS EVERYTHING YOU NEED FOR DAILY NUTRITION
- DESIGNED FOR DOGS WITH NORMAL ACTIVITY



Balance



## PROFITABILITY AND COMPLETE NUTRITION



- RANGE ADAPTED FOR ALL TYPES OF BREED AND ACTIVITY
- BALANCED FOOD WITH HIGH DIGESTIBILITY
- WITH OMEGA 3 AND 6 - IMMUNE SYSTEM BOOST AND COAT QUALITY

## BALANCE

4 PRODUCTS - 20KG

CANUN

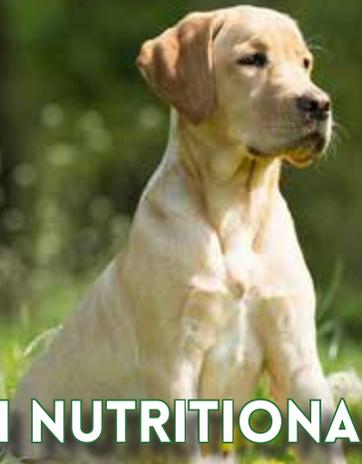
PRODUCT	PROTEIN	FATS
DOG MENÚ	25%	9%
DOG HUNTER	30%	14%
DOG SPORT	32%	14%
CAT MENÚ	30%	10%

In dog food, the first ingredient is beef, a protein of animal origin, with a minimum of 15%.

And in cat food, chicken is the first ingredient of animal origin, with a minimum of 10%. It also contains taurine and multicolored kibble.



Terra



HIGH NUTRITIONAL VALUE.  
THE BEST COST-BENEFIT RATIO



- COMPLETE, BALANCED FOOD
- HYDROLYSED PROTEIN - BETTER ASSIMILATION BY THE PET
- CHONDROPROTECTOR COMPLEX - NATURAL ANTI-INFLAMMATORIES
- WITH OMEGA 3 AND 6 - BOOSTS THE IMMUNE SYSTEM AND IMPROVES COAT QUALITY
- IN CAT FOOD, ADDITIVES TO PROMOTE THE ELIMINATION OF HAIRBALLS

## TERRA

8 PRODUCTS - 18KG Y 4KG

PRODUCT	PROTEIN	FATS
JUNIOR	30%	12%
DIARY	25%	9%
DIARY LIGHT	20%	6%
SUPREMUS POLLO Y ARROZ	26%	12%
SUPREMUS CORDERO Y ARROZ	26%	12%
ENERMIX	27%	12%
ENERVIT	30%	14%
CATS COCKTAIL	31%	12%

In dog food, the first ingredient is animal protein, with a minimum of 15%. In addition, they have hydrolyzed protein for greater assimilation, and chondroprotective complex in Junior and Supremus.

In cat food, salmon oil with Omega 3 and taurine stand out.



Premium



EXCELLENT QUALITY FOR THE BEST PERFORMANCE



- NATURAL ANTIOXIDANTS
- HYDROLYSED PROTEIN - BETTER ASSIMILATION BY THE PET
- DEHYDRATED PROTEIN - CONCENTRATED, WITHOUT WATER
- CHONDROPROTECTIVE COMPLEX - PROTECTS JOINTS
- GMO-FREE
- OMEGA 3 AND 6 - BOOSTS THE IMMUNE SYSTEM AND IMMUNE SYSTEM AND IMPROVES COAT QUALITY

# PREMIUM

6 PRODUCTS - 20KG Y 1,5KG

PRODUCT	PROTEIN	FATS
PUPPY	32%	21%
LUXUS SMALL BREED	28%	12%
COMPLET	29%	15%
TRABAJO	30%	16%
INVICTUS	32%	20%
DAILY CATS MAINTENANCE	32%	21%

In dog food, the animal protein has a minimum of 20%. In addition, Luxus stands out for its small kibble format.

The cat food has additives to prevent metabolic dysfunctions that cause problems in the urinary tract. On the other hand, it is high in fat and very palatable.

# CANUN<sup>®</sup>

## Brío

**UNIQUE ON THE MARKET  
FOR ITS FORMAT AND  
MAXIMUM PALATABILITY**



- EXCLUSIVE PRODUCT MADE WITH THE HIGHEST QUALITY RAW MATERIALS
- REDUCES THE VOLUME OF FAECES WITH LOW HUMIDITY, AVOIDING BAD ODOURS AND FACILITATING THEIR COLLECTION
- HIGHLY DIGESTIBLE AND PALATABLE
- NATURAL ANTIOXIDANTS
- UNIQUE IN APPEARANCE AND ON THE MARKET FOR DOGS WITH EATING DIFFICULTIES

## BRÍO

**4 PRODUCTS - 15KG Y 5KG**

PRODUCT	PROTEIN	FATS
BABY	32%	22%
ACTIV	28%	22%
PLUS	32%	26%
LIGHT	22%	16%

This range stands out for its dehydrated suckling pig and beef. In addition, this feed has puffed rice and a croquette format that is unique in the market, as it is impregnated with fat on the outside and hollow on the inside, ensuring maximum palatability.

CANUN



# FRESH

7 PRODUCTS - 12KG, 8KG, 3KG, 2KG Y 1,5KG

**EXCLUSIVE DIET WITH FRESH MEAT AND GRAIN FREE**

**PRODUCT                      PROTEIN                      FATS**

<b>PUPPY DELICE</b>	<b>29%</b>	<b>19%</b>
<b>CHICKEN</b>	<b>26%</b>	<b>16%</b>
<b>SALMON</b>	<b>27%</b>	<b>15%</b>
<b>SMALL BREEDS</b>	<b>29%</b>	<b>17%</b>
<b>LIGHT AND SENIOR</b>	<b>27%</b>	<b>11%</b>
<b>CAT STERILIZED</b>	<b>32%</b>	<b>17%</b>
<b>CAT SALMON</b>	<b>36%</b>	<b>11%</b>

This range stands out for not having cereals and for containing fresh meat protein. In order to be able to say that it is fresh meat, it is available for a few hours of refrigeration, as it cannot be frozen, and in terms of transport logistics, only suppliers close to the factories can meet these requirements. This means that they are not subjected to high heat treatments and low temperatures with the consequent risk of bacteria.

- **GRAIN FREE**
- **CHONDROPROTECTOR COMPLEX**
- **PROTECTS GASTROINTESTINAL HEALTH**
- **MORE DIGESTIBLE AND PALATABLE**
- **FRESH MEAT, MINIMUM 20 %**
- **FOS AND MOS, A PREBIOTIC SUBSTANCE BENEFICIAL FOR INTESTINAL HEALTH**
- **IMPROVES SKIN HEALTH**
- **STRENGTHENS THE IMMUNE SYSTEM**
- **OMEGA 3 AND 6**





## CANUN MARKETING AND COMMUNICATION STRATEGIES

## BRAND AWARENESS

Since its beginnings, Canun has been a brand with a strong presence in the north of Spain and is especially recognizable by its characteristic bone-shaped logo and the use of black and white. Over the years, Canun has expanded and is available in many parts of Spain, as well as being distributed in other countries.

In the desire to continue improving, to be attractive to new audiences and in line with current trends, Canun has also chosen to renew itself and adapt to the requirements of an increasingly specialized and competitive market, with the aim of continuing to offer quality products while presenting a new image.

To this end, Canun has incorporated three new colors into its corporate identity manual with which it is intended to be associated with the brand: blue, orange and ochre. For the first time, Canun has a powerful and differentiated claim: “Feeding Your Passion”, which has also been translated into English for use in foreign trade.

Other secondary claims that have been created especially for use on social networks are: “Passion for loyalty” and “Because your faithful friend deserves the best”. All this is accompanied by images with simple graphic elements that give the brand a playful and refreshing tone, and are especially attractive to potential customers.





## DIGITAL STRATEGY

An important element in communication and in the way the brand is promoted is through the use of social networks. Canun has profiles on both Instagram and Facebook, where it aims to reach new audiences as well as loyal ones, sharing nutritional information about the products, curiosities and advice on pet care. In addition, this allows it to maintain direct contact with the target audience, to know their needs and requirements.

Through these platforms, information is also shared about events in which Canun has been present as a sponsoring brand, as well as information about active digital promotions, all without neglecting the promotions that are carried out in local or community distributions.

Canun also has a website that includes all the technical and nutritional information about the products, with a clear image and text and a simple interface. This makes it easy for users to browse the website and find the information they require, as it is optimized and has clearly defined sections and concise communication.





## MERCHANDISING AND DESIGN OF POP MATERIAL

One way of boosting the brand image is through merchandising products to attract the attention of potential customers, or for use by existing customers to attract others. Getting the attention of the consumer is essential to encourage them to buy products. These merchandising materials also reinforce the presence at the point of sale or facilitate the purchase decision if accompanied by an attractive promotion.

On the other hand, the design of POP (Point of Purchase) products is aligned with the visual identity of the brand: type of images, graphic elements, typography, colors... to reinforce brand recognition. These materials can be posters, displays, flyers or brochures, labels, banners, outdoor signage and multimedia material that distributors can use on their shop screens. Printed signage materials must be ordered, as Canun, like De Heus, is a brand that advocates sustainability and care for the environment.

In addition, with the introduction of new technologies, digital elements such as QR codes are also incorporated into signage that link to forms where data can be collected or to a section of the website.



## EXPANSION IN EXTERNAL TRADE

Canun's international presence is one of the key elements of the brand's strategy, as it allows it to reach a wider and more diverse audience. Being present in so many countries demonstrates the ability to adapt to different markets and reinforces the idea that consumers trust products from all ranges.

International expansion broadens Canun's global footprint and strengthens its reputation as a brand that meets the expectations of customers in different countries around the world. Each market represents a new opportunity to build trusting relationships with consumers, allowing Canun to consolidate its position as a benchmark brand that provides value everywhere.



# CANUN – FAQs

## 1. HOW IS CANUN PET FOOD PRODUCED?

Each kibble is made through a wet extrusion process using advanced technology with real-time monitoring of moisture, texture, and density. The food is gently cooked to preserve its nutritional value. Strict quality controls are conducted in our in-house lab to ensure product excellence.

## 2. WHAT TYPE OF PACKAGING IS USED?

We use plastic and treated paper packaging designed to resist fat degradation. The bags are heat-sealed, single-use, and shipped on treated pallets wrapped in protective film to maintain product integrity during transport.

## 3. HAS CANUN CONDUCTED PALATABILITY STUDIES?

Yes. Canun runs comprehensive palatability trials with dogs and cats. The results are documented and used to fine-tune formulas, ensuring the flavor and texture meet the expectations of even the pickiest pets.

## 4. WHAT PRESERVATION METHODS ARE USED?

Thanks to our wet extrusion and precise control, Canun does not require artificial preservatives. The product is highly stable with less than 10% moisture and a shelf life of up to 18 months.

## 5. WHO DEVELOPS CANUN'S RECIPES?

Veterinarians with over 20 years of experience from De Heus Animal Nutrition. Formulas are designed to maximize nutrient absorption and ensure pets' well-being through all life stages.

# CANUN – FAQs

## 6. WHAT ADVANTAGES DOES CANUN OFFER COMPARED TO OTHER BRANDS?

- Fresh meat as the main protein source.
- Grain-free ranges, ideal for sensitive digestion.
- High palatability and digestibility.
- Free from GMOs, colorants, and artificial preservatives.
- Competitive quality-price ratio versus premium European brands.

## 7. WHAT TYPE OF PACKAGING IS USED?

- Hydrolyzed proteins: easy digestion.
- Omega 3 & 6: healthy skin and coat.
- Vitamins A, D & E: immune system support.
- Natural fibers: digestive health.
- Calcium & phosphorus: bone development.
- Dental formulation: helps reduce tartar.

## 8. HOW IS PRODUCT QUALITY ENSURED?

Canun complies with IFS Food certification. We use carefully selected ingredients under strict internal and external controls. Every batch is traceable and tested with HACCP procedures and lab analysis (nutritional, microbiological, and physical chemical).

# CANUN – FAQs

## 9. HOW IS PRODUCT FRESHNESS MAINTAINED DURING SHIPPING?

The product is vacuum-sealed and transported on protected pallets to guard against moisture, heat, and light. Natural antioxidants like vitamin E and carotenoids preserve freshness and flavor until consumption.

## 10. WHAT IS CANUN'S COMMITMENT TO SUSTAINABILITY?

Canun is committed to responsible production: we prioritize local suppliers, when possible, use recyclable packaging, and optimize logistics to reduce our carbon footprint. We also avoid genetically modified ingredients.

## 11. WHAT KIND OF SUPPORT DOES CANUN OFFER TO DISTRIBUTORS AND CUSTOMERS?

We provide technical data, commercial tools, and marketing materials. Our team is available to offer training, answer questions, and support in-store promotions or event activities.

**CANUN<sup>®</sup>**

Feeding  
your  
**Passion**



**de heus**<sup>™</sup>

powering progress