



**ONLY THE BEST**  
**FOR YOUR PET.**



Just the  
right choice  
for every  
dog.

[www.select-gold.com/en-ir](http://www.select-gold.com/en-ir)

**EXCLUSIVELY at**  
**MAXI ZOO**



## GIVE YOUR LOYAL FRIENDS WHAT THEY NEED.

*Every dog has its own personality – and its own requirements when it comes to its diet. SELECT GOLD offers you needs-based functional nutrition concepts in premium quality.*

*At the same time, high-quality recipes and ingredients enable optimal care – every day, for every stage of life.*

*Discover the world of SELECT GOLD and be rest assured that you are giving your loyal friend the very best every day.*

*Find out more about the premium feeding concepts of the SELECT GOLD dry and wet food.*

CONTENTS	PAGE
What nutrition is right for your dog? .....	4
Our high-quality nutritional concepts .....	6
Nutritional solutions for all dog needs .....	7
High-quality · Functional · Needs-based .....	8
Unique for food-sensitive dogs .....	10
For very sensitive digestions .....	12
For faithful heavyweights .....	14
Super · Well · Tolerated .....	16
Product overview and benefits at a glance .....	18

## WHAT NUTRITION IS RIGHT FOR YOUR DOG? SELECT GOLD IS JUST RIGHT FOR ALL DOGS!

### FROM EXTRA SMALL TO EXTRA LARGE.

*With the recipes XS, Mini, Medium and Maxi, SELECT GOLD provides different nutritional concepts which are perfectly tailored to the needs of every dog size.*

#### **XS** for very small dogs up to 4 kg\*:

- > Energy content tailored to the lower body size
- > Perfect croquette size
- > Skin and fur care

#### **Mini** for small dogs from 5 to 10 kg\*:

- > In some breeds, the teeth are closer together and thus more prone to plaque
- > Crunchy and hard croquettes help with teeth cleaning

#### **Medium** for medium-sized dogs from 11 to 25 kg\*:

- > For medium-sized dogs exposed to many different external influences
- > Contains mannan-oligosaccharides (MOS), beta-glucan and increased vitamin E and C content to support the immune defences

#### **Maxi** for large dogs >25 kg\*:

- > Contains glucosamine as a building block for cartilage and joints
- > Extra large croquettes can stimulate chewing

### FOR PUPPIES, ADULT AND SENIOR DOGS

*With the recipes Junior, Adult and Senior, SELECT GOLD provides different nutritional concepts which are perfectly tailored to the needs of the respective life phase.*

#### **Junior** for puppies and young dogs:

- > Ideal nutrition in the growth phase
- > Balanced calcium-phosphorus ratio for ideal bone and tooth development
- > Depending on the dog's size, feed approx. until the 8<sup>th</sup> month (XS) / 10<sup>th</sup> month (Mini) / 12<sup>th</sup> month (Medium) or 24<sup>th</sup> month (Maxi)

#### **Adult** for adult dogs:

- > Balanced ingredients contribute to healthy skin and beautiful fur
- > Aids digestions
- > Depending on the dog's size, feed approx. from the 8<sup>th</sup> month (XS) / 10<sup>th</sup> month (Mini) / 12<sup>th</sup> month (Medium) or 15<sup>th</sup> – 24<sup>th</sup> month (Maxi)

#### **Senior** for older dogs:

- > Optimally tailored to changing nutritional and physiological requirements
- > Helps the renal tract
- > Supports the joints
- > Depending on the dog's size, feed from the 8<sup>th</sup> year (Maxi) / 7<sup>th</sup> year (Medium) / 8<sup>th</sup> year (Mini) or the 9<sup>th</sup> year (XS)



\* End weight.

## OUR HIGH-QUALITY NUTRITIONAL CONCEPTS.

Every dog needs nutrition that perfectly suits its size and life phase – with **SELECT GOLD** premium food you can find tailored solutions that are just as unique as your pet.

### DISCOVER PREMIUM FOOD NOW!

- ➔ Very high acceptance
- ➔ Perfectly tailored to the different needs, life phases and dog sizes
- ➔ Select protein and carbohydrate sources
- ➔ Developed with vets



## NUTRITIONAL SOLUTIONS FOR ALL DOG NEEDS.

Premium recipes formulated for the individual physiological needs of your dog.

### Complete

HIGH QUALITY NUTRITION.  
TAILORED TO THEIR NEEDS.

- With fresh meat
- Wheat-free recipe



XS  
Mini  
Medium  
Maxi

LIFE PHASES	
Junior	✓
Adult	✓
Senior	✓
NUTRITION TYPE	
Dry	✓
Wet	
Snacks	

### Sensitive

UNIQUE FOR  
FOOD-SENSITIVE DOGS

- One select source of protein
- Wheat-free or cereal-free recipes



XS  
Mini  
Medium  
Maxi

LIFE PHASES	
Junior	✓
Adult	✓
Senior	✓
NUTRITION TYPE	
Dry	✓
Wet	✓
Snacks	✓

### Extra Sensitive

FOR DOGS WITH VERY  
SENSITIVE DIGESTIONS

- With insect protein
- Grain-free formulations
- Ideal as a light diet



Mini  
Medium  
Maxi

LIFE PHASES	
Junior	
Adult	✓
Senior	
NUTRITION TYPE	
Dry	✓
Wet	
Snacks	

### Light

FOR OVERWEIGHT DOGS

- Reduced fat content
- Wheat-free recipe



Mini  
Medium  
Maxi

LIFE PHASES	
Junior	
Adult	✓
Senior	
NUTRITION TYPE	
Dry	✓
Wet	
Snacks	

### Pure

FOR HEALTHY TOLERANCE

- One select source of protein
- Cereal-free recipes
- No added plant carbohydrates



LIFE PHASES	
Junior	✓
Adult	✓
Senior	
NUTRITION TYPE	
Dry	
Wet	✓
Snacks	



# HIGH-QUALITY, FUNCTIONAL, NEEDS BASED DIET.

## LOOKING FOR PREMIUM FOOD THAT COVERS EVERYTHING?











*SELECT GOLD Complete is the high-quality dietary solution which takes into account the individual needs of the different dog sizes and life phases.*

## HOW YOUR DOG CAN BENEFIT:

- ➔ Perfectly tailored, nutritional and physiological concept
- ➔ High-quality protein sources with fresh meat
- ➔ Wheat-free recipe
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Complete is available as dry feed for the life phases Junior, Adult and Senior and the dog sizes XS, Mini, Medium and Maxi.



Size of dog	Life stage	
<b>XS</b> for very small dogs up to 4 kg*	 Skin & fur	<b>Junior</b>  Bones & teeth  DHA
<b>MINI</b> for small dogs from 5 to 10 kg*	 Dental hygiene	<b>Adult</b>  Retaining ideal weight  Skin & fur
<b>MEDIUM</b> for medium-sized dogs from 11 to 25 kg*	 Immune system	<b>Senior</b>  Kidney-friendly  Protection from free radicals
<b>MAXI</b> for large dogs > 25 kg*	 Cartilage & joints	

\* Final weight.

## UNIQUE FOR FOOD-SENSITIVE DOGS.

### DOES YOUR DOG FREQUENTLY SUFFER FROM INDIGESTION?









*SELECT GOLD Sensitive is the perfect solution for dogs who are sensitive to specific food components or have food sensitivities.*

### HOW YOUR DOG CAN BENEFIT:

- ➔ Highly tolerable ingredients with only one select source of animal protein
- ➔ Prebiotic nutrients that can help promote healthy gut flora
- ➔ Wheat-free or cereal-free recipes
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Sensitive is available for all life phases and dog sizes as both dry and wet food as well as snacks.



Size of dog	Life stage	
<b>XS</b> for very small dogs up to 4 kg*	 Bones & teeth	 Nutrient supply in line with needs
<b>MINI</b> for small dogs from 5 to 10 kg*	 Dental hygiene	 Reduced stool odour
<b>MEDIUM</b> for medium-sized dogs from 11 to 25 kg*	 Immune system	 Especially for seniors
<b>MAXI</b> for large dogs > 25 kg*	 Cartilage & joints	 Kidney-friendly

\* Final weight.

## FOR VERY SENSITIVE DIGESTIONS

### DOES CONVENTIONAL FOOD NOT AGREE WITH YOUR DOG?

*SELECT GOLD Extra Sensitive with insect protein is the innovative protein alternative without meat. The formula is particularly suitable for dogs with very sensitive digestions.*

### HOW YOUR DOG BENEFITS:

- ➔ Insects as a selected source of animal protein
- ➔ Ideal as a light diet for dogs with very sensitive digestions
- ➔ Grain-free formulations
- ➔ No added sugar or soya, no artificial preservatives, colouring or flavourings

SELECT GOLD Extra Sensitive is available as a dry food for adult dogs of all sizes.



Size of dog		Life stage
<b>MINI</b> for small dogs from 5 to 10 kg*	Dental hygiene	<b>Adult</b>  Reduces strain on the digestive tract  Light and sensitive
	<b>MEDIUM</b> for medium-sized dogs from 11 to 25 kg*	
	<b>MAXI</b> for large dogs > 25 kg*	

\* Final weight.





## FOR OVERWEIGHT DOGS.




### DOES YOUR DOG TEND TO BE ON THE LARGER SIDE?

*SELECT GOLD Light offers a low-calorie nutritional solution consisting of specially developed premium dry food.*



### WHAT DOES YOUR DOG NEED?

- ➔ Only 10 % fat allows for low-calorie feeding and effective weight control
- ➔ Dietary fibres which give a feeling of fullness for longer
- ➔ Wheat-free recipe
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings

Size of dog		Life stage
<b>MINI</b> für kleine Hunde von 5 bis 10 kg*	 Zahn- reinigung	<b>Adult</b>   Satiating effect   Skin & fur
	<b>MEDIUM</b> für mittelgroße Hunde von 11 bis 25 kg*	
	<b>MAXI</b> für große Hunde > 25 kg*	

\* Final weight.





## PETS LOVE IT. HIGH-QUALITY. HIGHLY TOLERABLE.

### IS YOUR DOG SENSITIVE TO PLANT CARBOHYDRATES?

*SELECT GOLD Pure is the premium wet food with only one select source of animal protein with no plant carbohydrates, e.g. cereals, vegetables or potatoes, making it ideal for food-sensitive dogs.*

### HOW YOUR DOG CAN BENEFIT:

- ➔ One select source of animal protein e.g. beef or chicken
- ➔ Suitable for an exclusion diet by offering unusual protein sources such as deer or kangaroo
- ➔ Cereal-free recipes
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Pure takes that important extra step regarding sensitivity. By completely removing plant carbohydrates, this wet food is ideal for dogs with an especially sensitive gastrointestinal tract.



LIFE PHASES	
Junior	✓
Adult	✓
Senior	
NUTRITION TYPE	
Dry	
Wet	✓
Snacks	

# OUR RANGE:


## Sensitive Dry Food

XS (≤ 4 kg*)										
Junior				Adult				Senior		
	Lamb, Salmon & Potato 1kg				Duck & Potato 1kg				Lamb & Rice 1kg	
	Lamb & Rice 1kg				Horse & Tapioca 1kg					
Mini (5-10 kg*)										
Junior				Adult				Senior		
	Lamb, Salmon & Potato 1kg, 4 kg				Duck & Potato 1kg, 4 kg				Lamb & Rice 1kg, 4 kg	
	Salmon & Potato 1kg, 4 kg				Lamb & Rice 1kg, 4 kg				Duck & Potato 1kg, 4 kg	
	Water Buffalo & Tapioca 1kg, 4 kg				Horse & Tapioca 1kg, 4 kg					
Medium (11-25 kg*)										
Junior				Adult				Senior		
	Lamb, Salmon & Potato 1kg, 4 kg, 12 kg				Duck & Potato 1kg, 4 kg, 12 kg				Lamb & Rice 1kg, 4 kg, 12 kg	
	Salmon & Potato 1kg, 4 kg, 12 kg				Lamb & Rice 1kg, 4 kg, 12 kg				Duck & Potato 1kg, 4 kg, 12 kg	
	Water Buffalo & Tapioca 1kg, 4 kg				Horse & Tapioca 1kg, 4 kg, 12 kg					
Maxi (> 25 kg*)										
Junior				Adult				Senior		
	Lamb, Salmon & Potato 4 kg, 12 kg				Duck & Potato 4 kg, 12 kg				Lamb & Rice 4 kg, 12 kg	
	Salmon & Potato 4 kg, 12 kg				Lamb & Rice 4 kg, 12 kg				Duck & Potato 4 kg, 12 kg	
	Water Buffalo & Tapioca 4 kg, 12 kg				Horse & Tapioca 4 kg, 12 kg					

\* Final weight.

## Sensitive Wet food

**Junior**



Lamb, Salmon  
& Potato  
100 g

**Junior**





Chicken  
with Rice  
200/400/800 g

Lamb, Salmon  
& Potato  
200/400/800 g

Chicken  
with Rice  
125 g

**Senior**





Chicken  
with Rice  
200/400/800 g

Lamb  
& Rice  
400 g

Chicken  
with Rice  
125 g


## Extra Sensitive Dry food

**Mini (5-10 kg\*)**




With insect protein  
1kg, 4kg

**Medium (11-25 kg\*)**



With insect protein  
1kg, 4kg

**Maxi (> 25 kg\*)**



With insect protein  
12 kg

\* Final weight.

## Dental Snacks


**Mini (5-10 kg\*)**



Also as  
economy pack


Algae

**Medium (11-25 kg\*)**





Also as  
economy pack

**Maxi (> 25 kg\*)**





Also as  
economy pack

**Adult**

Chicken with Rice  
100 g

Duck  
& Potato  
100 g

Turkey with  
Jerusalem artichoke  
100 g

Beef with  
Potato  
100 g

**Adult**








Chicken  
with Rice  
200/400/800 g

Beef  
with Rice  
200/400/800 g

Lamb, Salmon  
& Potato  
400/800 g

Duck  
& Potato  
200/400/800 g

Venison  
with Potato  
200/400/800 g

Lamb  
with Potato  
200/400/800 g








Horse  
& Tapioca  
200/400/800 g

Lamb  
& Rice  
200/400/800 g

Turkey with  
Jerusalem artichoke  
200/400/800 g


Chicken with Rice  
125 g each

Beef with Rice  
125 g each

Duck with Potato



## Snacks

**Junior**



Lamb  
with Potato  
160 g




**Adult**

Duck  
& Potato  
160 g

Salmon  
& Potato  
160 g

## Snack Sticks

Chicken  
85 g

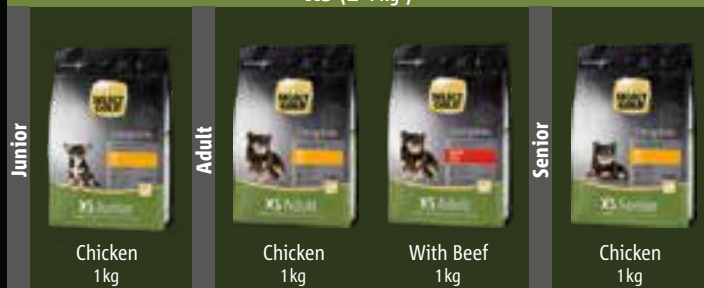
Duck  
85 g

Beef  
85 g

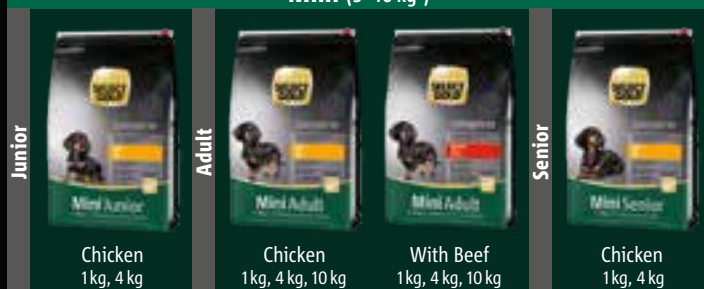


## Complete Dry food

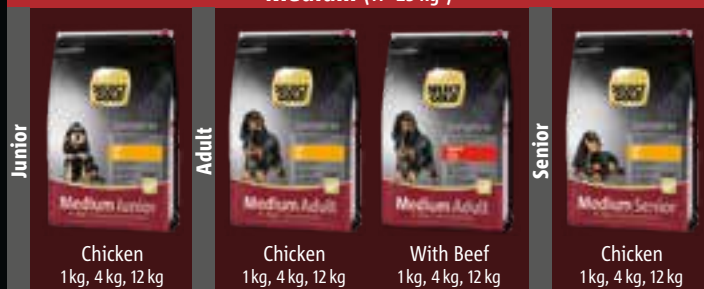
**XS ( $\leq 4$  kg\*)**



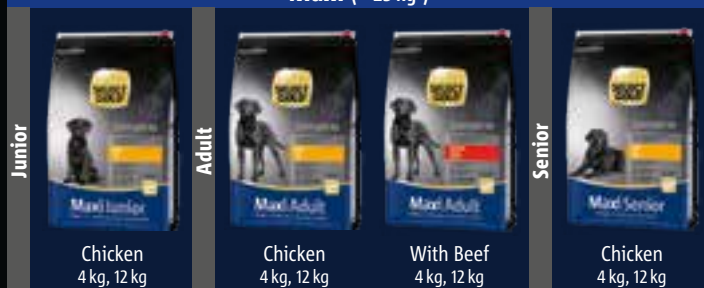
**Mini (5–10 kg\*)**



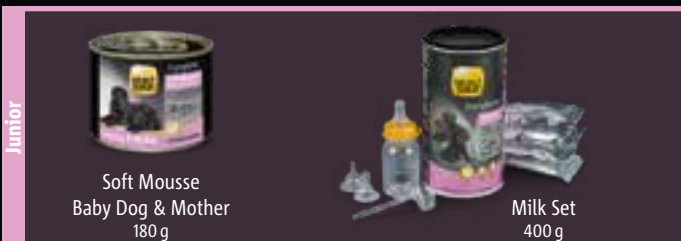
**Medium (11–25 kg\*)**



**Maxi (> 25 kg\*)**



## Complete Breeding



## Light Pure Wet food

**Mini (5–10 kg\*)**



**Medium (11–25 kg\*)**



**Maxi (> 25 kg\*)**



## THE BENEFITS AT A GLANCE.

The SELECT GOLD Premium recipes contain numerous functional ingredients for the health and well-being of your dog. To provide you with a quick overview at all times, you can find the product benefits with appropriate symbols on the relevant packaging.



## EVERYTHING AT A CLICK



Find out more and view our whole range on the SELECT GOLD website.

[www.select-gold.com/en-ir](http://www.select-gold.com/en-ir)

\*Final weight.





## VITAL HEALTH FORMULA – FOR ALL ROUND CARE:

- ✓ No added sugar or soya
- ✓ No artificial preservatives, colourings or flavourings
- ✓ Developed with vets and nutrition scientists
- ✓ Made in Germany



\* Valid for all SELECT GOLD dry food. Only in participating Fressnapf stores. More information at your Fressnapf store.



LOVE IS WORTH  
ITS WEIGHT IN GOLD.  
SELECT GOLD.