

2024 edition



**JUST RIGHT - EVERY TIME
AND FOR EVERY OCCASION.**



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Exclusively at
maxi zoo



ONLY THE BEST FOR EVERY LITTLE PAW.

Your cat is not just a pet, it's a member of the family – and a very special one at that. SELECT GOLD offers needs-based nutritional food in premium quality for your cat.

High-quality recipes and ingredients ensure optimal care – every day, for a lifetime.

Discover high-quality nutritional solutions now from SELECT GOLD!



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WHAT NUTRITION IS RIGHT FOR YOUR CAT?

FOR KITTENS, ADULT OR OLDER CATS

Whether your cat is a kitten, adult or senior, all products are perfectly formulated for the appropriate life phase.



KITTEN

Development of brain, bones & joints:

- For ideal development of the brain, bones and joints
- For kittens and young cats in the 2nd growth phase aged from 2 to 12 months
- Special composition for optimal development



ADULT

Increased energy and protein content:

- For mature cats aged about 12 months onwards
- Balanced recipes with premium quality animal proteins can help your cat maintain its ideal weight



SENIOR

Kidney relief:

- For older cats aged about 7 years onwards
- Lower phosphorus and potassium content and tailored protein supply can help relieve the kidneys

SELECT GOLD IS JUST RIGHT.

THE RIGHT MIX DOES IT

To feed or not to feed mixed food? Many cat owners ask themselves this question. The answer is: say yes to mixed feeding. Because this combines all the benefits of both types of food. SELECT GOLD offers an ideal mix thanks to perfectly tailored concepts.

IF TWO ARE A PERFECT MATCH:

- Both foods provide all the necessary nutrients
- Dry food can support dental care through mechanical rubbing while chewing
- Wet food increases water intake and thus supports the fluid balance
- Feed small portions of dry and wet food separately over the day



OUR HIGH-QUALITY NUTRITION CONCEPTS.

SELECT GOLD provides carefully tailored top-quality nutritional concepts for varied needs.

DISCOVER PREMIUM FOOD NOW!

- Very high acceptance
- Perfectly tailored to individual needs and life phases
- Wheat-Free or Cereal-Free Recipes
- Developed with the support of vets



SELECT GOLD offers your cat the right nutrition – with tailored solutions for every need.



Growth

FOR OPTIMAL DEVELOPMENT

- Mothers milk substitute or special nutrition for the growth phases
- Wheat-Free or Cereal-Free Recipes

LIFE PHASES

- Kitten ✓
- Adult ✓
- Senior

NUTRITION TYPE

- Dry ✓
- Wet ✓
- Snacks ✓



Requirements

FOR SPECIAL REQUIREMENTS

- Offers a perfect solution in any situation
- Wheat-Free Recipes

LIFE PHASES

- Kitten ✓
- Adult ✓
- Senior ✓

NUTRITION TYPE

- Dry ✓
- Wet ✓
- Snacks ✓



Pure

FOR HEALTHY TOLERANCE

- One source of animal protein
- Grain/Cereal-Free Recipes

LIFE PHASES

- Kitten ✓
- Adult ✓
- Senior ✓

NUTRITION TYPE

- Dry ✓
- Wet ✓
- Snacks



Purebred cats

HIGH- QUALITY FUNCTIONAL FOOD TAILORED TO YOUR CAT'S NEEDS

- For specific cat breeds such as Maine Coon and British Shorthair
- Wheat-Free Recipes

LIFE PHASES

- Kitten
- Adult ✓
- Senior

NUTRITION TYPE

- Dry ✓
- Wet
- Snacks

FOR OPTIMAL DEVELOPMENT.

WANT TO GIVE YOUR KITTEN THE PERFECT START IN LIFE?

SELECT GOLD Growth supports kittens and youngsters as well as pregnant and lactating cats in the different growing phases by providing optimal nutrition.

THIS IS HOW YOUR FELINE FRIEND CAN BENEFIT:

- ✓ Increased energy, protein and vitamin content specially formulated for growth phases
- ✓ Nutrients which can optimise natural defences
- ✓ Wheat-Free or Cereal-Free Recipes
- ✓ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Growth is available as wet and dry food and as a snack. From mothers milk substitute for kittens and supplementary kitten food to special nutrition for kittens aged approx. 2 – 12 months.



SELECT GOLD GROWTH

GROWTH

Babycat & Mother	Ideal for kittens and mother cats	 For ideal growth
Kitten	Ideal for kittens	 Development of brain, bones & joints



FOR SPECIAL DIETARY REQUIREMENTS.

DOES YOUR CAT HAVE SPECIAL REQUIREMENTS?

SELECT GOLD Requirements offers the ideal solution for the individual nutritional requirements of your pet in all situations – ranging from a special skin and fur recipe to tasty meals for fussy eaters.

THIS IS HOW YOUR CAT CAN BENEFIT:

- Functional ingredients e. g. for indoor cats, outdoor cats, sterilised cats, overweight cats and many more
- Wheat-Free Recipes
- No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Requirements is available as dry and wet food as well as snacks.



SELECT GOLD REQUIREMENTS

REQUIREMENTS		
Classic Fit	Perfect for a balanced diet	 Optimal nutrition
Urinary	For urinary tract support	 Urine pH
Hair & Skin	For a shiny coat & supple skin	 Skin & fur
Hair & Skin ⁽⁺⁷⁾		
Sensitive Digestion	To ensure proper digestion	 Optimal digestion
Sensitive Digestion ⁽⁺⁷⁾		
Acceptance	For fussy cats	 With tasty chicken liver
Acceptance ⁽⁺⁷⁾		
Indoor	Perfect for house cats	 Reduces stool odour
Indoor ⁽⁺⁷⁾		
Outdoor	Perfect for outdoor cats	 Boosts the body's own defences
Outdoor ⁽⁺⁷⁾		
Sterilised	Perfect for neutered cats	 Fat metabolism
Sterilised ⁽⁺⁷⁾		
Oral Care	Ideal for dental care	 Well cared for teeth
Light	For cats with a tendency to put on weight	 Longer feeling of satiation
Senior ⁽⁺¹²⁾	Ideal for older cats	 Cartilage & joints



FOR CATS WITH SENSITIVITIES TO CERTAIN FOODS.

IS YOUR CAT PARTICULARLY SENSITIVE?

SELECT GOLD Pure is the premium dry and wet food with only one select source of animal protein and a cereal-free recipe. Cereal sensitivities in particular require a change in diet to protect the sensitive gastrointestinal tract.

THIS IS HOW YOUR CAT CAN BENEFIT:

- ✓ High-quality recipes consisting of just a few, highly tolerable ingredients
- ✓ One select source of animal protein, such as chicken or beef
- ✓ Prebiotic ingredients for stable gut flora
- ✓ Cereal-Free Recipes
- ✓ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Pure is available as dry and wet feed.





SELECT GOLD PURE

PURE

Pure

For cats with food sensitivities



Perfectly suited for intolerances



FOR INDIVIDUAL PUREBRED CATS.

DOES YOUR CAT NEED SPECIAL TREATMENT?

SELECT GOLD Purebred meets the individual requirements of purebred cats e. g. Maine Coon, Persians or British Shorthair who require special nutrition due to their physical characteristics.

HOW YOUR CAT WILL BENEFIT:

- Recipes specially adapted to breeds
- Adapted energy content to help maintain an ideal weight
- Wheat-Free Recipes
- No added sugar or soya, no artificial preservatives, colourings or flavourings used



SELECT GOLD PUREBRED

PUREBRED CATS

British Shorthair	Ideal for British shorthair cats	 Maintains muscle tone
Maine Coon	Ideal for Maine Coons and cats of large breeds	 Heart function





A GOLDEN CHOICE EVERY TIME.



VITAL HEALTH FORMULA – FOR ALL ROUND CARE:

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

ORDER HERE
TODAY



EXCLUSIVELY AT MAXI ZOO

Try now – satisfied
or money back

maxizoo.ie/acceptanceguarantee

*Valid for all the SELECT GOLD dry and wet food range. Only in participating Maxi Zoo Stores. More information available in your local Maxi Zoo store.