

Real
Nature

The best
from nature.



Three brands, one pledge.
Discover them now!

EXCLUSIVELY at
MAXI ZOO



From nature for pets' nature.

NATURE'S MOST PRECIOUS GIFT

Nature is the best recipe for your cat's health and wellbeing. Do you want to give your pet the best possible nutrition? Then you can rely on REAL NATURE specially developed premium formulas with the best ingredients that nature can provide – for dogs of all ages. Check out our product range under the REAL NATURE Original, WILDERNESS and Country Selection brands!

HIGH-QUALITY INGREDIENTS

REAL NATURE combines selected natural raw materials with nutritional and physiological expertise. Our Premium range comprises products with an extra-high proportion of meat and animal-based constituents. High-grade carbohydrates such as potatoes and high-value oils, for instance salmon oil, round the formulations off. Naturally free from additives such as preservatives, colouring and flavouring.

HIGH TRANSPARENCY

So that you always know precisely what you are feeding your pet, we have listed all the raw materials in each product on the package label. What you read is what you get.

Contents	Page
About REAL NATURE	3
Ideal nutrition in any age range	4
REAL NATURE Original	
Give the best naturally!	6
REAL NATURE WILDERNESS	
Naturally WILD	8
REAL NATURE Country Selection	
Naturally regional	10
How to feed your pet properly	12
The essentials at a glance	14

Grain-free formula

Grain-free formula

Ideal for any age.



From pups to fully-grown to older dogs: with JUNIOR, ADULT and SENIOR formulas, REAL NATURE delivers stand-alone foodstuffs solutions and snacks perfectly adapted to each stage in your pet’s life.

PUPPY for pups and young dogs provides valuable building blocks for harmonic growth, e.g. with a balanced calcium/ phosphorus ratio for ideal bone and tooth development. The vitamin and fat content are matched to the needs of a younger dog to boost its natural defences and meet energy requirements. For all breeds up to about **24 months old** (depending on size). available in **Maxi** for larger dogs

ADULT for fully grown dogs contains meat as a valuable source of protein. Other selected ingredients such as omega-3 fatty acids can support the metabolism and promote healthy skin and fur. Perfect from the **11th to 24th month** (depending on size). Available in **Mini** for small and **Maxi** for big dogs.

SENIOR for older dogs is specially tuned to the changing nutritional and physio-logical needs as of the **6th – 8th year of age** (depending on size), e.g. with an adapted vitamin content to strengthen the natural defences.



Original

GIVE THE BEST NATURALLY!

- ✓ Selected raw materials for a close-to-nature diet
- ✓ With animal proteins, complex carbohydrates, beneficial herbs and selected plant-based ingredients
- ✓ Dry foodstuff made by cold pressing to preserve the vital agents

AGE	TYPE OF FOOD	PACKAGE SIZE
Junior ✓	Dry ✓	Mini
Adult ✓	Wet ✓	Maxi
Senior ✓	Snacks ✓	

WILDERNESS

Naturally WILD.

- ✓ Authentic nutrition modelled on wolves’ natural diet
- ✓ With lots of meat and fish*
- ✓ No cereals or additives*

* All animal-based ingredients.
No sugar, artificial preservatives, colouring or flavouring.

AGE	TYPE OF FOOD	PACKAGE SIZE
Junior ✓	Dry ✓	Mini ✓
Adult ✓	Wet ✓	Maxi ✓
Senior ✓	Snacks ✓	

Country Selection

Naturally regional.

- ✓ Culinary tour of Europe
- ✓ Selected natural raw materials from specific regions in Europe
- ✓ No added sugar, artificial preservatives, colouring and flavouring

AGE	TYPE OF FOOD	PACKAGE SIZE
Junior ✓	Dry ✓	Mini ✓
Adult ✓	Wet ✓	Maxi
Senior ✓	Snacks	

Real
Nature

Original



Of course you want only the best for your pet – and that's what we want, too! That's why our REAL NATURE Original product range gives your dog the **best ingredients that nature can provide**.

BALANCED AND UNTREATED

REAL NATURE Original combines high-quality animal proteins complex carbohydrates and carefully chosen plant-based components. Gentle preparation (**cold pressing in the case of the dry foods**) ensures that nutrients and protein valence are preserved as far as possible.

EXTENSIVE RANGE

Whether classics such as beef and potatoes, recipes with superfoods or low-calorie light products – our range includes something for everyone – and every pet.



Naturally*
Natural*


No added
artificial
preservatives



TRIED THEM YET?

REAL NATURE Original Snacks Rolls are grain-free, sliceable meat rolls – the perfect treat for rewards, naturally from selected raw materials.

EVERYTHING AT A GLANCE

- ✓ High-quality animal proteins
- ✓ Complex and high-value carbohydrates
- ✓ Essential fatty acids e.g. in the form of salmon oil
- ✓ With wholesome herbs and selected plant-based ingredients
- ✓ No added sugar, artificial preservatives, colouring or flavouring



* In the selected raw materials.

Real
Nature

WILDERNESS

Naturally
WILD.

REAL NATURE WILDERNESS offers your pet authentic nutrition modelled on wolves' natural diet and allows you to give your pet **the best possible nutrition for its breed**. That's why our products contain a particularly large proportion of high-value animal-based ingredients, meat and fish,** plus fruit, vegetables and herbs. Besides, we do without cereals altogether.

Give your pet an element of authenticity again – REAL NATURE WILDERNESS follows the dog's own nature.

FOR EXAMPLE THE PURE BEEF/TRUE COUNTRY RANGE

WET FOOD		
95 % Beef, beef stock	5 % Fruit, herbs, wholesome ingredients	0 % Added grain
DRY FOOD		
70 % Poultry, fish	30 % Fruit, herbs, wholesome ingredients	0 % Added grain



TRIED THEM YET?

Wild snacks for in between!



For example little rewards for successful training or tasty morsels with up to 96 % muscle meat for in between – there's something to suit every taste!

EVERYTHING AT A GLANCE

- ✓ Authentic nutrition modelled on wolves' natural diet
- ✓ With animal-based ingredients, meat and fish**
- ✓ Grain- and gluten-free formula: ideal for cats with a sensitive digestive system
- ✓ High-value oils provide important **omega-3 fatty acids**
- ✓ Also available in a Pure version- **with only one source of animal protein**
- ✓ No added sugar, artificial preservatives, colouring or flavouring



* In the selected raw materials.

** All animal-based ingredients.

*Naturally
regional*



Take your dog on a delicious discovery tour with REAL NATURE Country Selection – with selected ingredients that nature offers locally.

Our Premium formulas contain selected natural ingredients from **culinarily specific regions of Europe**. The animal- and plant-based raw materials come from precisely those regions, e.g. turkey and fresh beef from the Alpine region or fresh salmon and reindeer from Scandinavia.

REAL NATURE Country Selection – made with the best Europe has to offer.



EVERYTHING AT A GLANCE

- ✓ Selected natural raw materials from **specific regions of Europe**
- ✓ With delicious **meat or fish**
- ✓ **Grain- and gluten-free formula:** ideal for dogs with a sensitive digestive system
- ✓ No added sugar, artificial preservatives, colouring or flavouring







WHY CHANGE YOUR PET'S DIET?

There are a number of reasons why it may be advisable or even necessary to change your dog's diet.

Potential occasions for changing pet foods are many and various. To name but a few: the transition into the next stage of life, developing incompatibilities, weight problems or simply because a new pet food convinces you more than the one you have been using up to now. So keep an eye on your pet's eating behaviour and how they respond to certain pet foods. In case of doubt, you should consult your vet.

HOW TO MAKE THE CHANGE-OVER WORK

When changing your dog's diet, replace your previous pet food with REAL NATURE gradually (over the course of about 1 week). That way you can achieve optimum compatibility and acceptance even during the change-over period.

- Day 1-2  75 % previous foodstuff
+25 % REAL NATURE
- Day 3-4  50 % previous foodstuff
+50 % REAL NATURE
- Day 5-6  25 % previous foodstuff
+75 % REAL NATURE
- From day 7  100 % REAL NATURE

NATURALLY THE PERFECT MIX

Dry food or wet? Our tip: both! Because a good mix combines the benefits of both types of food – ideal for a varied diet. That way you make sure that your pet gets an adequate supply of diverse nutrients in top quality.

The coordinated interplay enables the two types of foodstuff to develop their individual strengths.

How it works: feed dry and wet food in small portions – separately over the course of the day.

GOOD TO KNOW:

The close-to-nature Premium formulas make this diet especially compatible and suitable even for dogs with a sensitive digestive system.

The package can help.

Quick orientation on the shelf:
maximum transparency is paramount for us.

That's why you can tell at first glance which essential ingredients each REAL NATURE product contains. Whether REAL NATURE Original, WILDERNESS or Country Selection: each package tells you in detail about the nutrition plan – and how it helps to keep your dog healthy.



real
NATURE

WILDERNESS

Dry food

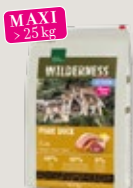
JUNIOR



TRUE COUNTRY
Chicken with fish
1 kg/4 kg/12 kg



WILD VALLEY
Horsemeat & beef
1 kg/4 kg/12 kg



PURE DUCK
Duck
4 kg/12 kg

ADULT



TRUE COUNTRY
Chicken with fish
1 kg/4 kg/12 kg



FRESH WATER
Fish
1 kg/4 kg/12 kg



PURE LAMB
Lamb
1 kg/4 kg/12 kg



BLACK EARTH
Beef with buffalo
& ostrich
1 kg/4 kg/12 kg



GREAT OUTBACK
Rabbit with
kangaroo & beef
1 kg/4 kg/12 kg



PURE DUCK
Duck
1 kg/4 kg/12 kg



DARK FJORD
Red deer & salmon
with duck
1 kg/4 kg/12 kg



WIDE SAVANNAH
Wild boar with
lamb & duck
1 kg/4 kg/12 kg



PURE CHICKEN
Chicken
1 kg/4 kg/12 kg



GOLDEN PEAK
Goose & duck
1 kg/4 kg/12 kg



WILD VALLEY
Horsemeat & beef
1 kg/4 kg/12 kg



ROCKY HILLS
Beef with goat
1 kg/4 kg/12 kg



GREEN COAST MINI
Duck with salmon
& shrimps
1 kg/4 kg



ROCKY HILLS MINI
Beef with goat
1 kg/4 kg



WIDE SAVANNAH MAXI
Wild boar with
lamb & duck
4 kg/12 kg

Wet food

SENIOR



TRUE COUNTRY
Chicken with fish
1kg/4kg/12kg



DARK FJORD
Red deer & salmon
with duck
1kg/4kg/12kg



DARK WOOD
Lamb with venison
1kg/4kg/12kg



DESERT SANDS
Camel & horsemeat
1kg/4kg/12kg



BLACK EARTH MAXI
Beef with buffalo
& ostrich
4kg/12kg

JUNIOR



TRUE COUNTRY
Chicken with
salmon
200/400/800g



PURE HORSE
Horsemeat
400/800g



TRUE COUNTRY
Chicken & salmon
100g

BEST TURKEY
Turkey
400/800g



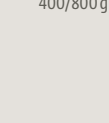
TRUE COUNTRY
Chicken
& salmon
200/400/800g



WIDE SAVANNAH
Wild boar with
lamb & duck
200/400/800g



WIDE TERRITORY
Hare with wild duck
and trout
400/800g



PURE SHEEP
Mutton
400/800g



TRUE COUNTRY
Chicken & salmon
100g

BEST HORSE
Horsemeat
400/800g



BLACK EARTH
Beef with
buffalo & ostrich
400/800g



OPEN PRAIRIES
Beef with
kangaroo
200/400/800g



PURE SHEEP
Mutton
400/800g



MELLOW FIELDS
Buffalo & lamb
400/800g



PURE HORSE
Horsemeat
100g

BEST DUCK
Duck
400/800g



ADULT



DARK FJORD
Salmon with
reindeer & duck
400/800g



DEEP FOREST
Wild boar with
venison
200/400/800g



PURE TURKEY
Turkey
200/400/800g



PURE BUFFALO
Water buffalo
400/800g



PURE TURKEY
Turkey
100g

BEST BEEF
Beef
400/800g



FRESH WATER
Herring, salmon
& duck
400/800g



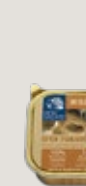
PURE GOAT
Goat
400/800g



PURE DUCK
Duck
400/800g



PURE HORSE
Horsemeat
200/400/800g



OPEN PRAIRIES
Beef with
kangaroo
100g

DEEP FOREST
Wild boar with
venison
100g



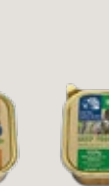
WILD VALLEY
Horsemeat
& beef
400/800g



GREAT OUTBACK
Rabbit with
kangaroo & beef
400/800g



PURE HORSE
Horsemeat
200/400/800g



DEEP FOREST
Wild boar with
venison
100g

MINI
1-10kg



SENIOR



TRUE COUNTRY
Chicken & salmon
200/400/800g



PURE BEEF
Beef
200/400/800g



GREEN COAST
MINI
Duck with shrimps
200g

Snacks

FISH SNACK per 70 g



DEEP SEA
Wild salmon
bones



FRESH HUNT
Wild salmon
strips



FRESH WATER
Wild salmon
bites



GLACIER BAY
Wild salmon
rolls



ROCKY RIVER
Wild salmon
cubes



WILD ALASKA
Wild salmon
lumps



FREEZE DRIED SNACK



PURE DUCK
Duck breast
fillet 100g



PURE CHICKEN
Chicken breast
fillet 100g



PURE BEEF
Beef
40g



PURE LAMB
Lamb
40g



PURE CHICKEN
Chicken breast
fillet 40g



PURE SNACK



HORSE MIX
Horsemeat
150g



HORSE LUNGS
Horse lungs
150g



HORSE HEARTS
Horse hearts
150g



LAMB EARS
Lamb ears with
fur/3 pieces



BEEF EAR
Beef ear with
fur/1 piece



RED DEER ANTLER
whole/50g-160g
half/30g-140g



MEAT SNACK per 150 g



PURE BEEF
Beef



PURE CHICKEN
Chicken



PURE LAMB
Lamb



MEAT SNACK TRAINING per 150 g



PURE BEEF
Beef



PURE DUCK
Duck



PURE TURKEY
Turkey



CRUNCHY SNACK per 225 g



BLACK STONE
Kangaroo with
pumpkin



OPEN GRASSLAND
Horsemeat with
sweet potato



ROCKY HILLS
Goat with
sweet potato



MEAT SNACK SOFT per 150 g



PURE BEEF
Beef with oregano



PURE CHICKEN
Chicken



PURE HORSE
Horsemeat



Dry food

ADULT



SENIOR



Beef with duck
1 kg/4 kg/12 kg

Wet food 100 g

JUNIOR



Veal & chicken
with duck, potatoes
and olive oil
100 g



Venison & chicken
with turkey,
whole-grain-noodles
and linseed oil
100 g



Veal heart &
chicken
with potatoes
and herbs
100 g

ADULT



Beef with
ital. ham,
tagliatelle
and olive oil
100 g



Beef
with potatoes
and black cumin oil
100 g



Mutton & chicken
with duck,
brown rice and hemp-
seed oil
100 g

Wet food from 200 g

JUNIOR



Veal & chicken
with duck, potatoes
and olive oil
200/400/800 g



Wild rabbit &
turkey
with whole-grain noodles,
rice, evening primrose oil
200/400/800 g



Veal & chicken
with duck, potatoes and
olive oil
300 g Pouch



Duck with trout,
chicken, potatoes,
rice, salmon oil
200/400/800 g



Mutton &
chicken
with duck, rice,
hempseed oil
200/400/800 g



Venison & chicken
with turkey, whole-grain-
noodles and linseed oil
300 g Pouch



Beef & wild boar
with rice,
wheat germ oil
200/400/800 g



Chicken &
North Sea herring
with turkey, rice,
salmon oil
200/400/800 g



Veal heart & chicken
with potatoes and
Provençal-style herbs
300 g Pouch



Beef
with potatoes and
black cumin oil
200/400/800 g



Turkey
with veal,
rice, mango,
linseed oil
200/400/800 g



Beef with
ital. ham,
noodles and olive oil
200/400/800 g



Venison & chicken
with turkey, whole-
grain-noodles and
linseed oil
200/400/800 g



Beef
with potatoes and black
cumin oil
300 g Pouch



Duck with
spinach
200/400/800 g



Veal heart &
chicken
with potatoes and
Provençal-style herbs
200/400/800 g



Veal with
broccoli
200/400/800 g



Lamb
with potatoes,
rice, corn oil
200/400/800 g

SUPER
FOOD

SENIOR



Chicken & duck
with barley, rice,
hempseed oil
200/400/800 g



Lamb & veal
with oatflakes,
rice, linseed oil
200/400/800 g

LIGHT



Beef & veal
with beetroot,
rice barley bran
200/400/800 g



Chicken
with turkey,
courgette, rice,
wheat bran
200/400/800 g

Snacks

SNACK ROLL per 80 g



Poultry



Beef



Salmon with poultry & beef



Lamb & beef with poultry

DELI BITES SNACK per 150 g



Duck fillet
with
beetroot



Salmon fillet
with
goji berries



Chicken fillet
with
sweet potatoes

Dry food

JUNIOR



Alpine
with turkey &
Alpine beef
1 kg/4 kg/12 kg

ADULT



Alpine
with turkey &
Alpine beef
1 kg/4 kg/12 kg



Bretagne
with duck &
French guinea fowl
1 kg/4 kg/12 kg

SENIOR



Alpine
with turkey &
Alpine beef
1 kg/4 kg/12 kg



Mediterran
with Italian buffalo
& beef
1 kg/4 kg/12 kg



Andalusia
with Scandinavian
salmon & reindeer
1 kg/4 kg/12 kg



Irish Green
with Irish lamb
and duck
1 kg/4 kg/12 kg



Scandinavia
with Scandinavian
salmon & reindeer
1 kg/4 kg/12 kg



Scandinavia Mini
with Scandinavian
salmon & reindeer
1 kg/4 kg

MINI
1-10 kg

Wet food

JUNIOR



Alpine
with Alpine beef
& turkey
400 g

ADULT



Alpine
with French beef
& turkey
400 g/800 g



Bretagne
with French duck
& chicken
400 g/800 g



Mediterran
with Italian buffalo
& chicken
400 g/800 g

Real Nature



OUR QUALITY PLEDGE:

- ✓ Natural nutrition without added artificial preservatives, colouring or flavouring
- ✓ Premium quality thanks to high-value raw materials
- ✓ Open declaration of all ingredients on the label
- ✓ Broad range to suit most tastes



real.nature.wilderness



REAL NATURE WILDERNESS



real.nature.wilderness



REAL NATURE WILDERNESS

* in the selected raw materials.
** Valid for the entire Real Nature dry food range.
Only in participating Maxi Zoo market. Details in your Maxi Zoo market.

EVERYTHING AT A CLICK



You can find the full product range on the **REAL NATURE** homepage.

www.real-nature.com



Only at Maxi Zoo. www.maxizoo.ie

Scan now and
find out more.