

Issue Jan/2022

Real
Nature

The best
from nature.



* In selected raw materials.

Three brands, one pledge.
Discover them now!

EXCLUSIVELY at
MAXI ZOO

www.real-nature.com



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 cats 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.

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Grain-free formula

Grain-free formula

Ideal for any age.



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

KITTEN for young cats provides valuable nutrients during the growth phase, e.g. with a balanced calcium/phosphorus ratio for ideal bone and tooth development. The vitamin and fat content are higher to boost its natural defences and meet energy requirements. Perfect for cats **up to about 12 years of age**, including pregnant and nursing cats.

ADULT for fully grown cats 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. Suitable from about the **13th month**.

SENIOR for older cats is specially tuned to the changing nutritional and physiological needs **from about the 7th year of age**, e.g. with an adapted vitamin content to strengthen the natural defences. The reduced phosphorus and protein content can help relieve the kidneys.



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
Kitten ✓	Dry ✓
Adult ✓	Wet ✓
Senior ✓	Snacks

WILDERNESS

Naturally WILD.

✓ Authentic nutrition modelled on wild cats' 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
Kitten ✓	Dry ✓
Adult ✓	Wet ✓
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
Kitten	Dry ✓
Adult ✓	Wet
Senior	Snacks



Original



Naturally*
Natural* 

No added
artificial
preservatives

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 cat 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 in a can, dish, pouch or foil-wrapped – discover the REAL NATURE wet food for cats that best suits your pet’s taste – and that is most practical and convenient for you.

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 wild cats' 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 cat's own nature.

FOR EXAMPLE THE PURE BEEF/DARK FJORD RANGE

WET FOOD		
97 % Wild boar, duck, reindeer, duck stock	3 % Fruit, wholesome ingredients	0 % Added cereals
DRY FOOD		
70 % Poultry, fish	30 % Fruit, wholesome ingredients	0 % Added cereals

TRIED THEM YET?

Wild snacks for in between!



The REAL NATURE WILDERNESS snacks come in meat and fish versions. Gently baked, grain-free formulas and only one protein source in each – perfect for pets with incompatibilities.

EVERYTHING AT A GLANCE

- ✓ Authentic nutrition modelled on wild cats' 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.

Have you got a little gourmet at home? The REAL NATURE Country Selection takes your cat on a culinary tour through the most beautiful regions of Europe.

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 **culinarily special regions of Europe**
- ✓ With delicious **meat or fish**
- ✓ **Grain- and gluten-free formula:**
ideal for cats with a sensitive digestive system
- ✓ **Valuable sources of protein** to strengthen the muscles, organs and connective tissues
- ✓ No added sugar, artificial preservatives, colouring or flavouring









Proper feeding is easy.

Spread your pet's daily food ration over several servings. Wet food should be given at room temperature.

When changing your cat'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**. The amount of food given to adult cats should be matched to their weight and activity level.

Please follow the recommendations given on each package.

- 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 cats 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 cat healthy.



Croquettes in original size



Transparent list of ingredients



Essential ingredients and sources of protein



Age range immediately recognisable – for optimum nutritional and physiological effectiveness



Recommended feeding depending on cat's weight

Snacks

FISH SNACK per 35 g



ROCKY RIVER
Wild salmon cuts



FRESH WATER
Wild salmon bites



GLACIER BAY
Wild salmon sticks

FREEZE DRIED SNACK



PURE CHICKEN
Chicken hearts
25 g



ANTARCTIC KRILL
Krill
20 g

MEAT FLAKES per 10 g



PURE CHICKEN
Chicken



PURE TUNA
Tuna

MEAT CUBES per 50 g



PURE CHICKEN
Chicken



PURE TURKEY
Turkey

real nature

Country Selection

Dry food

ADULT



Alpine
Turkey with
Alpine beef
300 g/2,5 kg



Scandinavia
Scandinavian salmon
with reindeer
300 g/2,5 kg

Dry food

KITTEN



TRUE COUNTRY
Chicken with fish
300 g/2,5 kg



WIDE SAVANNAH
Poultry with lamb
300 g/2,5 kg



PURE BEEF
Beef
300 g/2,5 kg

ADULT



TRUE COUNTRY
Chicken with fish
300 g/2,5 kg/7 kg



WIDE SAVANNAH
Poultry with lamb
300 g/2,5 kg/7 kg



WILD COAST
Tuna with chicken,
buffalo & krill
300 g/2,5 kg/7 kg



PURE BEEF
Beef
300 g/2,5 kg/7 kg



BLACK EARTH
Beef with buffalo
300 g/2,5 kg/7 kg



FRESH WATER
Fish
300 g/2,5 kg/7 kg



OPEN LAND
Chicken with
goat & goose
300 g/2,5 kg/7 kg



RANGERS FOREST
Wild boar with duck, rabbit
& venison
300 g/2,5 kg



DARK FJORD
Reindeer with wild
boar & poultry
300 g/2,5 kg/7 kg



PURE CHICKEN
Chicken
300 g/2,5 kg/7 kg



NORTHERN TURKEY
Turkey
300 g/2,5 kg/7 kg



PURE DUCK
Duck
300 g/2,5 kg

SENIOR



TRUE COUNTRY
Chicken with fish
300 g/2,5 kg



PURE BEEF
Beef
300 g/2,5 kg



PURE HERRING
Herring
300 g/2,5 kg

Wet food

KITTEN



TRUE COUNTRY
Chicken & salmon
200/400 g



WIDE SAVANNAH
Lamb & wild boar
200/400 g



TRUE COUNTRY
Chicken & salmon
85 g



WIDE SAVANNAH
Lamb & wild boar
85 g



TRUE COUNTRY
Chicken & salmon
100 g



WIDE SAVANNAH
Lamb & wild boar
100 g

ADULT



WIDE SAVANNAH
Lamb &
wild boar
200/400 g



BLACK EARTH
Beef with buffalo
200/400 g



PURE CHICKEN
Chicken
85 g



TRUE COUNTRY
Chicken & salmon
100 g



TRUE COUNTRY
Chicken & salmon
100 g



OPEN LAND
Chicken with
goat & goose
100 g



DARK FJORD
Wild boar with
duck & reindeer
200/400 g



GREAT PLAINS
Chicken & rabbit
200/400 g



PURE TURKEY
Turkey
85 g



PURE TURKEY
Turkey
85 g



PURE TURKEY
Turkey
100 g



PURE CHICKEN
Chicken
100 g

ADULT



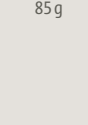
FRESH WATER
Herring with
salmon & duck
200/400 g



PURE TURKEY
Turkey
200/400/800 g



DARK FJORD
Wild boar with
duck & reindeer
85 g



TRUE COUNTRY
Chicken & salmon
85 g



WIDE SAVANNAH
Lamb & wild boar
100 g



DARK FJORD
Wild boar with duck
& reindeer
100 g



TRUE COUNTRY
Chicken & salmon
200/400 g



PURE CHICKEN
Chicken
200/400/800 g



PURE CHICKEN
Chicken
85 g



PURE CHICKEN
Chicken
85 g



FRESH WATER
Herring with salmon & duck
100 g



GREAT PLAINS
Chicken & rabbit
100 g



RANGERS FOREST
Wild boar with duck,
rabbit & venison
200/400 g



PURE BEEF
Beef
200/400/800 g



PURE BEEF
Beef
85 g



WIDE SAVANNAH
Lamb &
wild boar
85 g



RANGERS FOREST
Wild boar with duck,
rabbit & venison
100 g



RANGERS FOREST
Wild boar with duck,
rabbit & venison
100 g



4 x 100 g
different varieties
in multipack

SENIOR



PURE CHICKEN
Chicken
200/400 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



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REAL NATURE WILDERNESS

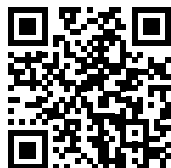
* In the selected raw materials.
** Valid for the entire Real Nature dry food range.
Only in participating Maxi Zoo market. Details in your Maxi Zoo market.

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.