



Happy pet. Happy you.

Natural & Delicious

The gently steamed carnivore nutrition

ITALIAN



FORMULA



From Our Kitchen To Yours...



N&D rawcan™

The N&D wet food line combines a careful selection of the highest quality regionally sourced fresh cuts of meat, fish, and fruits from Europe with the benefits of a minimally processed wholesome recipe.

Our proprietary **rawcan™** technology is the result of knowledge and passion for carnivore nutrition. From our kitchen to yours, as an **Italian family tradition since 1965** at Farmina, we cook our delicious foods in-house with the **best quality whole natural ingredients we can find in Europe.**

Gently Steamed

Traditionally, wet foods are produced using a 2-step cooking process which impacts the nutritional value of the final product.

Instead, we have implemented a **1-step gentle steam technology** to maintain the natural wholesomeness of each ingredient. The result is a **minimally processed genuine food** in the convenience of a can: **rawcan™**



Regionally Sourced Ingredients

At Farmina we take our foods very seriously:

- only the highest quality, European, wholesome ingredients from select local producers.
- We continuously check the quality and cleanliness of our GMO-Free ingredients.

THE GREATEST TASTE FROM WHOLESOME CUTS OF MEAT AND FISH.



Free-range chicken from Italy



Wild Boar from the Tuscany & Umbria regions



Grass-fed lamb from New Zealand



Quail from Europe



Venison from Europe



Duck from Europe



Free-range chicken eggs from Italy



Sustainably sourced fish



Organic Quinoa from Italy



Pumpkin, rich in beta-carotene and natural antioxidants.



Regionally sourced fruits and vegetables from Italy and France.

N&D Wet Food Features



All of our products are made **without GMOs**.



No Guar, Xanthan, Cassia, industrial gums, or Carrageenan used.



Complete and appropriate all-natural formulas for the wellbeing of our four-legged family members.



Unlike other products, **N&D wet food is gently steamed** only once to better protect heat-sensitive nutrients



Farmina **respects the environment** by using only recyclable aluminum cans.



Each recipe is scientifically designed according to nature through strictly **cruelty-free research** in co-operation with the best clinicians and top **European and American Universities**.



We only use **BPA-free cans**, to protect the well-being of your pet and the natural principle of N&D products.



No water added for processing. Moisture 75%.

FOR CATS

life-stage	recipe	size
Kitten	Chicken and pomegranate	2.8 oz
Adult	Boar and apple	2.8 oz
Adult	Chicken and pomegranate	2.8 oz
Adult	Lamb and blueberry	2.8 oz

life-stage	recipe	size
Adult	Digestion • Lamb	2.8 oz
Adult	Skin & Coat • Duck and coconut	2.8 oz
Adult	Skin & Coat • Herring and coconut	2.8 oz
Adult	Skin & Coat • Quail and coconut	2.8 oz
Adult	Skin & Coat • Venison and coconut	2.8 oz
Adult	Urinary • Duck	2.8 oz
Adult	Weight Management • Lamb	2.8 oz

life-stage	recipe	size
Adult	Boar and apple	2.8 oz
Adult	Chicken and pomegranate	2.8 oz
Adult	Duck and cantaloupe	2.8 oz
Adult	Lamb and blueberry	2.8 oz
Adult	Quail and pomegranate	2.8 oz
Adult	Venison and apple	2.8 oz

life-stage	recipe	size
Kitten	Codfish, shrimp, and pumpkin	2.8 oz
Adult	Codfish, shrimp, and pumpkin	2.8 oz
Adult	Salmon, codfish and shrimp	2.8 oz
Adult	Sea bass, sardine and shrimp	2.8 oz
Adult	Sea bass, squid and shrimp	2.8 oz
Adult	Trout, salmon and shrimp	2.8 oz
Adult	Bonito and shrimp	2.8 oz
Adult	Bonito, codfish and shrimp	2.8 oz



FOR DOGS

life-stage	recipe	size
Puppy	Chicken and pomegranate	4.9 oz - 10 oz
Adult	Boar and apple	4.9 oz - 10 oz
Adult	Chicken and pomegranate	4.9 oz - 10 oz
Adult	Lamb and blueberry	4.9 oz - 10 oz

life-stage	recipe	size
Adult	Digestion - Lamb	4.9 oz - 10 oz
Adult	Skin & Coat - Duck and coconut	4.9 oz - 10 oz
Adult	Skin & Coat - Herring and coconut	4.9 oz - 10 oz
Adult	Skin & Coat - Quail and coconut	4.9 oz - 10 oz
Adult	Skin & Coat - Venison and coconut	4.9 oz - 10 oz
Adult	Weight Management - Lamb	4.9 oz - 10 oz

life-stage	recipe	size
Starter	Lamb and blueberry	4.9 oz - 10 oz
Puppy	Lamb and blueberry	4.9 oz - 10 oz
Adult	Boar and apple	4.9 oz - 10 oz
Adult	Chicken and pomegranate	4.9 oz - 10 oz
Adult	Duck and cantaloupe	4.9 oz - 10 oz
Adult	Lamb and blueberry	4.9 oz - 10 oz
Adult	Quail and pomegranate	4.9 oz - 10 oz
Adult	Venison and apple	4.9 oz - 10 oz

life-stage	recipe	size
Puppy	Codfish and pumpkin	4.9 oz - 10 oz
Adult	Codfish and pumpkin	4.9 oz - 10 oz
Adult	Herring and shrimp	4.9 oz - 10 oz
Adult	Salmon and codfish	4.9 oz - 10 oz
Adult	Sea bass and squid	4.9 oz - 10 oz
Adult	Trout and salmon	4.9 oz - 10 oz

Canine Wet Food Comparison

DOG	FARMINA	WERUVA	KOHA	TIKI
CAN SIZE	10oz	14oz	12.7oz	14oz
PRODUCT OF:	Europe	Thailand	USA	Thailand
MOISTURE	75%	86%	82%	80%
DRY WEIGHT % OF PRODUCT	25%	14%	18%	20%
WATER and/or BROTH ADDED FOR PROCESSING	NO	YES	YES	YES
GUMS, CARRAGEENAN	NO	Xanthan Gum	Sodium tripolyphosphate, Fenugreek	Dicalcium phosphate
VEGETABLE OIL	NO	YES	NO	YES
PRODUCTS COMPARED	N&D Pumpkin Chicken & Pomegranate	Weruva Amazon Liver	Koha Duck Stew	Tiki Dog Kauai Luau

Farmina has the highest percentage of dry weight ingredients

Farmina doesn't add any water or broth for processing.

Farmina doesn't use any binding agent



Feline Wet Food Comparison

CAT	FARMINA	WERUVA	KOHA	TIKI CAT
CAN SIZE	2.8oz	3oz	5.5oz	2.8oz
PRODUCT OF:	Europe	Thailand	USA	Thailand
MOISTURE	75%	86%	78%	83%
DRY WEIGHT PERCENTAGE OF PRODUCT	25%	14%	22%	17%
WATER /BROTH ADDED FOR PROCESSING	NO	YES	YES	YES
BINDING AGENTS	NO	Xanthan Gum Guar Gum	Agar-Agar	Locust Bean Gum, Guar Gum, Canthan Gum
PATE'	NO	YES	YES	YES
VEGETABLE OIL	NO	YES	NO	YES
PRODUCTS BEING COMPARED	N&D Pumpkin Chicken & Pomegranate	Weruva Truluxe Honor Roll	Koha Venison Pate'	Tiki Cat Sardine Cutlets

Farmina has the highest percentage of dry weight ingredients

Farmina doesn't add any water or broth for processing.

Farmina doesn't use any binding agent





Special Launch Pricing

Available until December 31st, 2018



	N&D Pumpkin Lamb & Blueberry	oz 10.05	
	Regular Price	\$4.49	Launch Price* \$3.49
*Launch Price Ends 12/31/18			

MARKETING MATERIALS



Carton shelves for cans



Poster



Leaflet