



Josera
petfood with passion

**THE RIGHT MENU FOR
EVERY DOG**

GERMAN QUALITY

www.josera.com

SUPER PREMIUM PETFOOD

OUR PASSION, OUR ANIMALS!

Josera means passion for dogs, cats and horses nutrition. We stand for super premium quality from Germany and for energy efficient solutions. As pet food specialists, we bring to the table over 80 years of experience. The best recipes, high-quality ingredients, modern production and continuous quality control in our own laboratory guarantee the highest level of acceptance and tolerance of our products by your pets. **That's Josera — petfood with passion.**



OUR COMMITMENT TO QUALITY

Quality is more than just a word for us: our everyday work is dedicated to develop, produce and market species-appropriate pet food. We avoid any genetic technology, animal testing, or artificial colourings, flavourings or preservatives, focusing instead on an approach that is responsible and good for our pets.

At Josera, we look outside the box and consider the entire production chain in the manufacture of our dog and cat food: from the raw materials to our energy efficient production to the packaging of the end product.

To make sure the quality of our products always meets our high standards, we have our own accredited laboratory at our site in Kleinheubach. Food analysts, biologists and laboratory technicians work hand in hand, examining all incoming raw materials before they are processed and all outgoing products to ensure they meet our stringent quality standards.

Find out more



Good reasons to choose Josera:

- ✓ Family owned company
- ✓ German quality
- ✓ Tested acceptance
- ✓ Great quality products at a reasonable price
- ✓ In-house accredited quality control lab
- ✓ Use of high-quality ingredients without genetic engineering
- ✓ Production to the latest standards

JOSERA – EVERYTHING THAT TASTES GREAT

From puppies to seniors, athletes to couch potatoes – at Josera we have the perfect food for every dog at every stage of life. Our Josera product lines are designed to help you choose the perfect menu: Mini for small dogs, Nature for real outdoor types, Daily for simple everyday life, and Special for very particular requirements.

Whether it's dry or wet food, snacks or chews – the constant theme in our range is our outstanding quality and plenty of great ingredients!

DAILY



MINI



SPECIAL



NATURE



MEAT DREAMS ARE MADE OF THIS MEAT LOVERS

Juicy dog dreams come true with Josera Meat Lovers. We make no secret of the fact that all Meat Lovers products are grain free and gluten free, except for Meat Lovers Adult Menu Chicken & Carrot which is only gluten free. We deliberately avoid adding sugar, colourings, flavourings and preservatives. So there is more room for meat in the can.

- Complete food for growing and adult dogs
- High meat content
- 3 tasty varieties for junior dogs and 7 for adult dogs
- Production to the latest standards
- 100 % transparency: only contains what's listed
- 5x monoprotein varieties; 9x grain free formula

**AVAILABLE IN
400 G + 800 G***



MEAT LOVERS *Menu*



JUNIOR



JUNIOR



ADULT



ADULT



ADULT



MEAT LOVERS *Pure* Monoprotein



JUNIOR



ADULT



ADULT



ADULT



ADULT



*800 g: Adult varieties only

Knuspie's

The **crunchy snack** with tender duck

Loopies

The doggy details!

Denties

CHEWS FOR DAILY DENTAL CARE

MEAT SNACKS

Soft & super tasty snacks

NEW



All meat snacks available as Beef, Chicken and Turkey.

SUPPORT WITH HEALTH CHALLENGES

With Josera Help we have combined the usual super premium quality with recipes that can offer targeted support for specific health concerns. This is not a substitute for visiting a vet. However, together with the right product from Josera Help, we can enhance your pet’s well-being.



Complete diet food developed by nutritionists and vets

-  Recipe without artificial colourings or flavourings
-  Not tested on animals
-  Recipe without soy
-  Manufactured in-house
-  Accredited laboratory



Our packaging sizes: 400 g, 900 g & 10 kg

FOOD FINDER JOSERA DRY FOOD

	MINI						DAILY							
	Mini Junior	Mini-well	Mini Deluxe	Mini Duck & Potato	Mini Salmon & Chicken	Mini Senior	Kids	Optiness	Large Breed	Lamm & Reis	Festival	Fiesta Plus	Geflügel-Menü	Balance
Protein / fat in %	29/18	27/16	25/17	24/14	26/16	25/14	25/12	22/12	26/14	20/11	26/16	24/15	25/13	20/8
Pack size in kg	0,9; 4,5; 10	0,9; 4,5; 10	0,9; 4,5; 10	0,9; 4,5; 10	0,9; 4,5; 10	0,9; 4,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5
The recipe is ...														
... grain free														
... wheat free														
... soy free														
... maize free														
... gluten free														
... free from poultry protein														
... free from lamb protein														
... free from fish protein														
... free from beef protein														
... yeast free														
... free from artificial colourings, flavourings, and preservatives														
... free from BHT/BHA/ethoxyquin														
low in fat ≤ 11%														
high in fat ≥ 18%														
low in protein ≤ 22%														
high in protein ≥ 26%														
extra large kibble														
extra small kibble														
suitable for growing pets														

	SPECIAL								NATURE							
	Family Plus	Sensi Junior	Sensi Adult	Sensi Plus	Hypo-allergenic	Light & Vital	High Energy	Senior Plus	Young Star	Surf & Turf Junior	Active Nature	Lamm & Batate	Lachs & Kartoffel	Ente & Kartoffel	Nature Energetic	Geflügel & Forelle
Protein / fat in %	30/22	30/17	25/19	24/12	22/12	29/7,5	30/21	20/9,5	25/13	28/16	28/16	25/16	22/14	24/14	25/17	34/18
Pack size in kg	12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5	0,9; 4,5; 12,5
The recipe is ...																
... grain free																
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... free from BHT/BHA/ethoxyquin																
low in fat ≤ 11%																
high in fat ≥ 18%																
low in protein ≤ 22%																
high in protein ≥ 26%																
extra large kibble																
extra small kibble																
suitable for growing pets																
pregnant/lactating dog, puppy																

FOOD FINDER JOSERA HELP

		WEIGHT & DIABETIC No. 01 Dry	WEIGHT & DIABETIC No. 01 Wet	RENAL No. 02 Dry	RENAL No. 02 Wet	HYPO- ALLERGENIC No. 03 Dry	GASTRO- INTESTINAL No. 04 Dry	HEART No. 05 Dry	LIVER No. 07 Dry	LIVER No. 07 Wet
Protein / fat in %		29,1 / 7,4	7,5 / 2,8	16,5 / 18,0	6,5 / 6,5	21,8 / 12,2	25,2 / 18,8	19,8 / 9,4	18,0 / 16,0	7,8 / 5,0
Pack size in kg		0,9; 10	0,4	0,9; 10	0,4	0,9; 10	0,9; 10	0,9; 10	0,9; 10	0,4
Diagnosis:	allergies and intolerances					●				
	chronic renal insufficiency			●	●					
	excess body weight	●	●							
	gastrointestinal conditions						●			
	diabetes mellitus	●	●							
	chronic heart insufficiency							●		
	chronic liver insufficiency								●	●
	abnormal copper accumulation								●	●
Not recommended for:	oxalate stones				●					
	pregnancy and lactation	●	●	●	●	●	●	●	●	●
	growth phase	●	●	●	●	●	●	●	●	●
	pancreatitis			●	●		●	●	●	●
	sodium deficiency			●	●			●		
	hyperlipidaemia						●	●	●	●
	chronic conditions requiring increased energy intake	●	●							
The recipe is gluten free			●	●	●	●		●	●
	... grain free					●				
	... free from genetically-modified ingredients	●	●	●	●	●	●	●	●	●
	... free from added colourings or flavourings	●	●	●	●	●	●	●	●	●
	... free from added preservatives	●	●	●	●	●	●	●	●	●
	... free from BHT / BHA / ethoxyquin	●	●	●	●	●	●	●	●	●
	... free from added sugar and soya	●	●	●		●	●	●	●	
	... with phytogetic compounds	●		●			●	●	●	

FOOD FINDER MEAT LOVERS

		Meat Lovers Pure				Meat Lovers Menu			Meat Lovers Junior		
		PURE CHICKEN	PURE BEEF	PURE LAMB	PURE TURKEY	CHICKEN WITH CARROT	DUCK WITH PUMPKIN	BEEF WITH POTATO	CHICKEN MENU	TURKEY MENU	PURE BEEF
Protein / fat in %		10,2 / 7,3	11,8 / 6,2	11,2 / 7,2	11,9 / 6,5	11,6 / 7,5	9,0 / 8,0	11,6 / 7,9	10,0 / 6,5	10,0 / 7,5	10,0 / 7,5
Meat and meat content in %		68	68	68	68	65	65	65	60	65	61,5
Pack size in g		400, 800	400, 800	400, 800	400, 800	400, 800	400, 800	400, 800	400	400	400
The recipe is grain free	●	●	●	●		●	●	●	●	●
	... gluten free	●	●	●	●	●	●	●	●	●	●
	... soy free	●	●	●	●	●	●	●	●	●	●
	... no pork	●	●	●	●		●		●	●	●
	... free from added colourings or flavourings	●	●	●	●	●	●	●	●	●	●
	... free from added preservatives	●	●	●	●	●	●	●	●	●	●
	... free from BHT / BHA / ethoxyquin	●	●	●	●	●	●	●	●	●	●
	... free from added sugar	●	●	●	●	●	●	●	●	●	●
	with poultry	●			●	●	●	●	●	●	
	with beef		●			●	●	●			●
	with lamb			●							
	with vegetables					●	●	●	●		
	with salmon oil								●		●
	with salmon									●	
	monoprotein source	●	●	●	●						●
	suitable for growing pets								●	●	●
	available in multipack Pure	●	●	●	●		●	●			
	available in multipack Menu					●	●	●			

If you have any questions, feedback or suggestions,
you can also contact us by phone on:

+49 (0) 9371 940-120

DID YOU KNOW?



We are the first DLG-certified pet food producer! Back in early 2013, we received DLG certification. In addition to auditing the entire company, this also includes a special inspection of the products. Since 2022, our products have been rated „Excellent“ by the DLG Test Service!

Further information is available here: www.josera.de/dlg



Follow us online too!



Josera petfood GmbH & Co. KG

Industriegebiet Süd · D-63924 Kleinheubach

Phone: +49 (0) 9371 940-120

Mail: export-petfood@josera.de

www.josera.com

Josera
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HAVE YOU DISCOVERED OUR CAT AND HORSE FOOD TOO?



Your Josera specialist dealer: