

# Ibero NATURAL



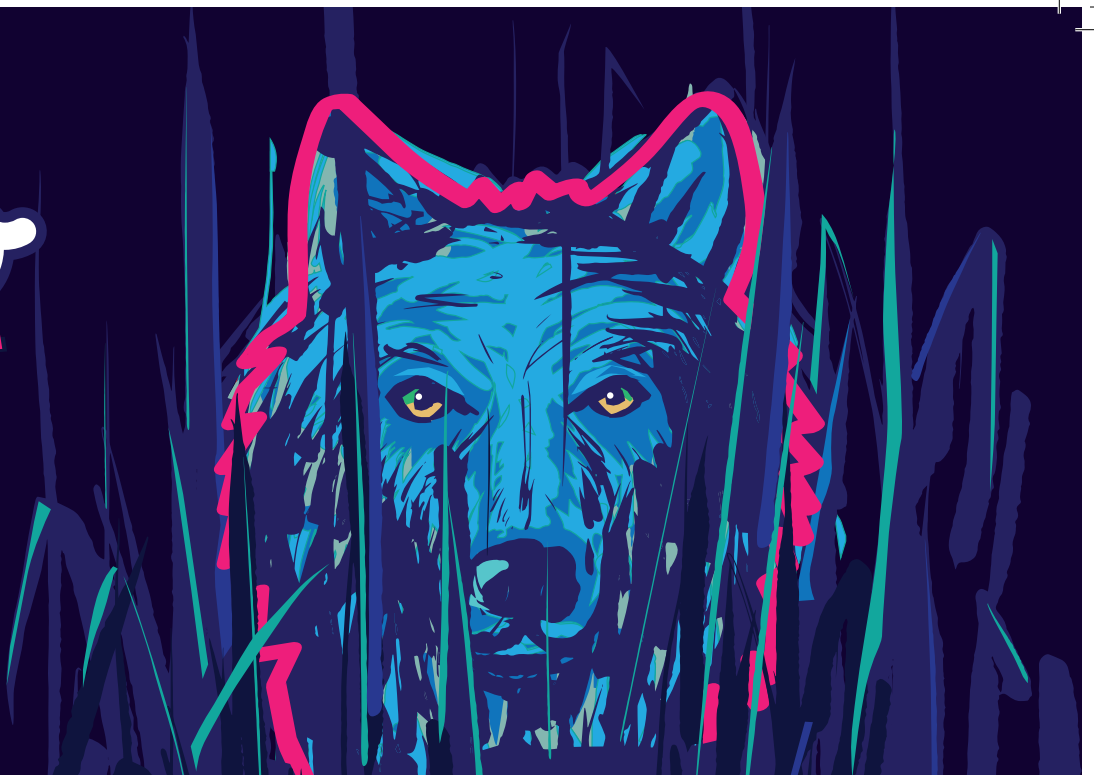
**Delicious meat**



**Low grain**



**100 % natural**



## Inspired by the Iberian Wolf

Whether you have a giant dog at home or your pet fits in the palm of your hand, his genes conceal a wolf. And this inner beast, even if only peaceful, deserves quality and tasty food at the same time with a high proportion of meat and other beneficial substances. And that's exactly what the brand Ibero NATURAL offers.

A dog, like its wolf ancestor, needs a varied diet that will provide for its nutritional needs and keep it in top condition. The Ibero NATURAL was inspired by Iberian wolves, which hunt semi-wild black pigs, sheep, deer and other mammals in their homeland. This natural cycle led to the modern trend of dog feeding, where only high-quality natural ingredients from regional Spanish farms are used to produce Ibero NATURAL super premium dog food. The main ingredient is Iberian pig meat, along with lamb.

### The story of the Iberian wolves

The Iberian wolf is a brown-colored subspecies of the common wolf, originally found throughout the Iberian Peninsula, now only in northern Portugal and north west of Spain. The ancient Celts called him the Spirit of the Storm. Currently, a maximum of 2,000 individuals live, so it is one of the most endangered canine beasts in the world. They do not form large packs, wolves live independently, in

pairs only during the rearing of puppies. They have a fighting nature, they are said to be the most aggressive wolves, because there are often fights and prey fights among them, even between the male and female in a pair.

### The story of Iberian pigs

Surely you have already tasted the Spanish delicacy Jamón Ibérico. This delicious ham is made from the meat of Iberian dark pigs. And it is this meat, rich in protein and B vitamins, minerals such as iron, zinc and potassium, that is used to make Ibero NATURAL. Dark pigs are kept in controlled free range in oak and cork groves in Spain. They have enough exercise, which is reflected in high muscle mass and lower fat content. It feeds mainly on acorns, which contain healthy unsaturated fatty acids. Olives, for example, have the same type, which is why local people call Iberian pigs „olives on legs“.

### The advantages of Ibero NATURAL

#### Full of tasty and healthy meat

The food contains 38-39% of quality dried meat, ie 75-80% of proteins of animal origin. 18 kg of raw meat is used to produce every 12 kg of food- semi-wild pork and lamb. Individual recipes

contain 27-31% protein (according to the requirements based on the size of the breed and the age of the dog), of which more than 75 % is of animal origin.

#### Low grain

The kibble is so-called low grain. Of the cereals, they contain only brown rice. Whole grain rice is not processed, so it retains more fiber (important for proper digestion), phosphorus, manganese, iron and magnesium.

#### Local ingredients

Only high-quality, natural ingredients from regional farms are used to make the kibble (Iberian pork, lamb, brown rice, peas, etc.)

#### 100% natural and hypoallergenic

Ibero NATURAL does not contain any ingredients with allergenic potential, such as soya, wheat, corn, by-products, sugar, artificial preservatives, flavors, dyes, or any GMO (genetically modified) raw materials.

#### Functional ingredients

Ibero NATURAL contains useful functional ingredients such as brewer's yeast, fish oil, MOS and FOS, carob, taurine, seaweed, Hispanic sage (chia seeds) etc.



## Ibero NATURAL (dog)

- **Extruded Dry Food:** High content of iberian pork and lamb, low-grain and functional ingredients such as fish oil, MOS and FOS or chicory. Also in a Senior/ Light formula and an Active+ formula with salmon and turkey for high-activity dogs. 3kg & 12kg
- **Wet Food:** Canned food consisting of 100% beef, lamb or venison. Both for adult and junior dogs. 400g & 1200g
- **Dental Snacks:** Functionally shaped treats with wild boar or lamb and added functional ingredients - kelp or collagen. S/M - 20pcs & L - 10pcs
- **Salmon Oil:** Rich in omega-3 fatty acids to boost heart health and coat shine. 300ml & 1000ml



## Ibero COLD PRESSED (dog)

- **Cold-pressed Dry Food:** High content of beef, lamb, fish or duck/turkey, vegetables from Alpine farms and Low-grain. Its cold-press production process preserves minerals and vitamins in a natural way. 3kg & 12kg
- **Wet Food:** Complete canned food consisting of a high amount of iberian pork, lamb, duck or fish and fruit or vegetables such as apple, banana, carrot or pineapple. 400g
- **Dental Snacks:** Functionally shaped treats with beef, duck or fish complemented with carrot, beetroot or parsnip. S/M - 20pcs & L - 10pcs



## Ibero NATURAL (cat)

- **Extruded Dry Food:** High content of salmon together with rice (the majority of it being brown rice) and functional ingredients such as chicory or salmon oil. 2kg & 7kg
- **Wet Food:** Canned food consisting of 100% meat (50% chicken and 50% turkey, rabbit, salmon, duck or lamb). 200g

For more detailed information about Ibero products, please visit our website or scan this QR code for an online PDF file with detailed descriptions and our complete product list.

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