



**Josera**  
petfood with passion

**PACKED WITH FLAVOUR!!**  
**THE MENU FOR YOUR**  
**#CHARACTERCAT**

# MORE TASTE PAGE BY PAGE

What can I get you today? It's well known that cat's sense of taste is very different. With the Super Premium Quality from JOSERA you also offer the most demanding character heroes exactly the right thing. Even more variety and our new extra-fine wet food range promise the highest enjoyment. Whether as Paté, Filet or Soup - all wet foods have one thing in common:

**The outstanding quality of JOSERA.**



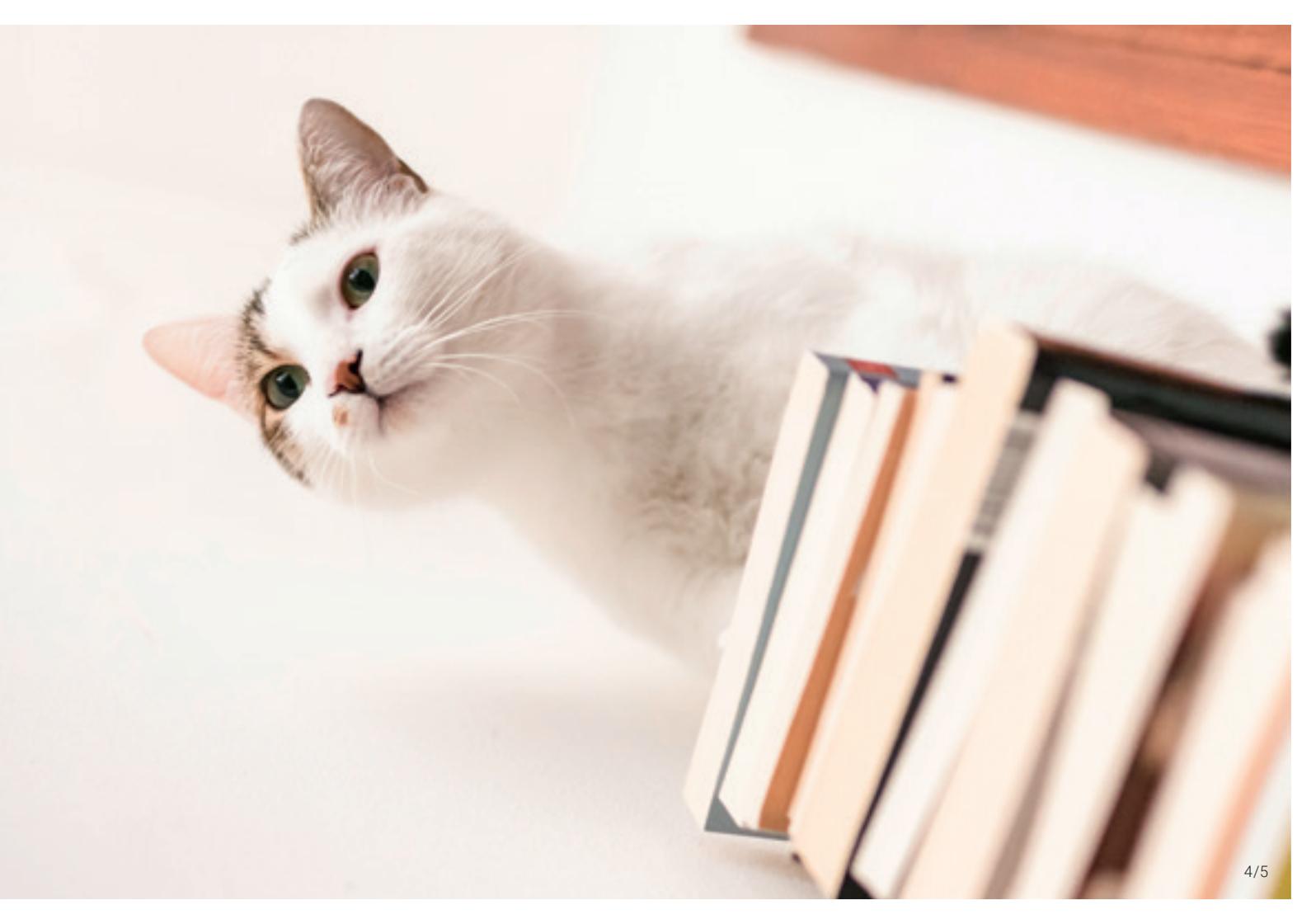
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They knock things over on purpose. They want to be inside and outside at the same time and are offended if you don't make it possible. They become frenetic and climb up the curtains when you try take a rest. They scratch your designer chair and contemptuously ignore their own basket. Nevertheless, we will ALWAYS love them! We just have to concede them one thing – **cats have character.**

# CHARACTER? CAT!

Whether tomcat, cat, or kitten: each velvety paw is unique and irreplaceable. Their needs are as individual as their character. JOSERA has therefore developed cat foods especially for daredevils, sensitive souls, divas, chillers, as for gourmets. Because that's what matters: **we understand our cats and give them exactly what they need and love.**



# THE JOSERA DRY FOOD RANGE



## KITTEN

Easily digestible food that is packed with energy for growing kittens and their mothers.



## KITTEN GRAINFREE

The grain-free power meal for adventurous little kittens and mother cats.



## SENSICAT

The solution for any picky cat with a sensitive stomach.



## NATURECAT

Grain-free and delicious food for little bundles of energy.



## CULINESSE

The luxury menu with delicious salmon and salmon oil for our sophisticated feline friends.



## DAILYCAT

The daily extra portion of delicious poultry for indoor and outdoor cats.



## CATELUX

The ideal nourishment for all long-haired cats with a tendency to develop hairballs.



## NATURELLE

The grain-free, light meal for all neutered domestic cats.



## MARINESSE

This hypoallergenic, easily digestible solution for fish lovers.



## LÉGER

Reduced calorific value and extra fibre for our couch potatoes.



## SENIOR

The ideal food for cats at a mature age, which need special support during this period.

# THE JOSERA WET FOOD RANGE

## PATÉ

Variety and flavour in five different versions to ring the changes every day.



## PATÉ KITTEN

Grain-free nutrition for younger cats with delicious chicken and carrot.



## FILET

Juicy fillets in five tasty options for real gourmet.



## SOUP

Extra liquid is provided for those feline companions who don't drink enough.



# JOSERA DRY FOOD – OF COURSE THE BEST

All information at a glance



## GRAINFREE

The formula contains no grain and is suitable for the daily grainfree nutrition of healthy and sensitive cats.



## EXTREM ANTI-HAIRBALL

Special dietetic fibres support the transport of the swallowed hair through the digestive tract and can thus reduce the formation of hairballs.



## TARTAR PROPHYLAXIS

Reduced risk of tartar formation due to increased binding of calcium in saliva.



## HYPOALLERGENIC

The selected ingredients and reduced number of protein sources offer an alternative for animals with food intolerances.





## KIDNEY PLUS

The special selection of ingredients ensures a reduced phosphorus content and therefore supports the cat's kidney function. This is particularly important for older cats. In addition, valuable antioxidants protect the kidney tissue from free radicals.



## EASY TO DIGEST

The premium quality and the gentle processing of the selected raw materials guarantee high digestibility and offer the optimal light diet even for cats with a sensitive digestive system.



## SKIN & COAT

Shiny and silky fur as well as healthy skin are signs that your cat is getting the right nutrition. This is ensured by valuable fatty acids, vitamins as well as zinc and copper in an easily absorbable, organically bound form.



## ANTI-AGING

Valuable anti-oxidants such as Vitamin E, Vitamin C and taurine counter cell ageing. L-Carnitine helps to prevent the muscle loss associated with ageing. The reduced phosphorus content supports kidney function.



## STERILISED

The moderate energy content can prevent overweight. A targeted selection of ingredients promotes a pH value of 6.0-6.5 which can counter the formation of urinary stones.



## WEIGHT CONTROL

Special dietary fibres increase your cat's feeling of satiation. In addition, a high protein content stimulates the metabolism. L-carnitine supports the metabolism of fat.



## ANTI-HAIRBALL

Dietetic fibres support the transport of the swallowed hair through the digestive tract and can thus reduce the formation of hairballs.



## OPTIMUM GROWTH

A high calorific content, specifically designed for particular requirements, plus a balanced nutrient complex promote optimum development. Easily digestible proteins and gentle processing ensure the food is easy to digest. Valuable Omega-3 fatty acids from salmon oil supply DHA and EPA.



## URINARY PH 6.0-6.5

A targeted selection of ingredients as well as the best recipes ensure an optimal calcium/phosphorus ratio and reduced magnesium content. This promotes a pH value of 6.0-6.5 which can counter the formation of urinary stones.

# KITTEN



Easy to digest



Anti-Hairball



Skin & Coat

## WITH SALMON OIL

### For those who want to become real lions.

Especially during growth or pregnancy and suckling, an optimal nutrient supply is essential. **JOSERA Kitten** is a high-energy, easily digestible and particularly tasty feed for growing cats.

- › excellent **for the first year of your cat's life** and **during pregnancy and lactation**
- › **with plenty of energy and protein as well as valuable salmon oil** for the special requirements in the most important phases of life
- › **easy to digest**
- › **contains dietary fibre** to help prevent hairball formation

**For pregnant cats:** please note that the food requirement during pregnancy depends on the number of kittens. However, you should avoid overfeeding your cat in order to prevent birth difficulties and disturbances during lactation.

**For lactating cats:** if required, the food can be provided ad libitum because the cat's need depends on the number of kittens and the milk line.

#### Feeding recommendation for kittens

Age in months	Kitten / kg body weight
2	50 g
3	45 g
4	40 g
5	35 g
6	30 g
7 – 12	20 – 30 g

#### Feeding recommendation for pregnant cats

	Kitten / 24 h
2 – 4 kg	40 – 90 g
4 – 6 kg	90 – 140 g
6 – 8 kg	140 – 180 g

Always provide your cat with fresh drinking water.



**92%**  
Animal protein  
Share of total protein

Protein  
**35/22**  
Fat

### For Kittens

(up to the age of 12 months) / cat moms.



**Complete feed for pregnant, nursing and growing cats. Composition:** dried poultry protein; rice; poultry fat; greaves; beet fibre; dried salmon; dried potato; hydrolysed poultry protein; dried poultry liver; salmon oil 0.50 %; minerals.

30 ADVENTURES PER MINUTE  
MAKE YOUR CAT VERY HUNGRY!

KITTEN/  
CAT MOMS



# KITTEN GRAINFREE



Grain-free



Optimum growth



Anti-Hairball

WITH SALMON OIL

## Is your little adventurer already planning an intrepid expedition into the great outdoors?

Almost as soon as a kitten is born it needs special care, as does its mum. Especially in those early months, it is essential to provide the necessary nutrients. **JOSERA Kitten** grain-free meets these special requirements with its high-energy, easily digestible recipe using delicious poultry.

- › For growing cats and their mothers during the gestation and lactation periods
- › Easily digestible, grain-free recipe with nutritious salmon oil
- › The extra portion of delicious poultry for a sensational taste, which even the smallest kittens will love (corresponds to roughly 140 g fresh meat per 100 g kibble)
- › With special dietary fibre to inhibit the development of hairballs

**For pregnant cats:** please note that the food requirement during pregnancy depends on the number of kittens. However, you should avoid overfeeding your cat in order to prevent birth difficulties and disturbances during lactation.

**For lactating cats:** the food can be made freely available as required (ad libitum), as the cat's needs will vary depending on the number of kittens and how much milk is being produced.

### Feeding recommendation for kittens

Age in month	Kitten grainfree / kg body weight
2	50 g
3	45 g
4	40 g
5	35 g
6	30 g
7-12	20-30 g

### Feeding recommendation for pregnant cats

	Kitten grainfree / 24 h
2-4 kg	40-90 g
4-6 kg	90-140 g
6-8 kg	140-180 g

Always provide your cat with fresh drinking water.



**84%**  
Animal protein  
Share of total protein

Protein  
**36/22**  
Fat

**For Kittens**  
(up to the age of 12 months) / cat moms.



**Complete feed for pregnant, lactating and growing cats. Composition:** dried poultry protein; poultry fat; dried potato; pea flour; beet pulp; dried tapioca; potato protein; hydrolysed fish protein; dried poultry liver; salmon oil 0.5 %; yeast; minerals; ground chicory root (natural source of inulin).

YOU'RE NEVER TOO SMALL  
TO EXPERIENCE GREAT THINGS.

KITTEN/  
CAT MOMS



# SENSICAT



Easy to digest



Anti-Hairball



Urinary pH  
6.0-6.5

## HIGHLY DIGESTIBLE FOOD

### Is your cat finicky and has a sensitive stomach?

The selected, easily digestible raw materials in **JOSERA SensiCat** guarantee the best possible tolerability and are therefore especially suitable for nutritionally sensitive cats.

- › ideal for adult cats and cats **with a sensitive digestive system**
- › **formula with high acceptance and easy digestible ingredients**
- › dietary fibre **reduces hairball formation**
- › **encourages a pH value of 6.0-6.5** to reduce the risk of urinary stone formation

### Feeding recommendation

	SensiCat/ 24 h
2 – 3 kg	25 – 40 g
3 – 4 kg	40 – 55 g
4 – 5 kg	55 – 70 g
5 – 7 kg	70 – 95 g
7 – 10 kg	95 – 120 g

Always provide your cat with fresh drinking water.



**89%**

Animal protein  
Share of total protein

Protein

**33/18**

Fat

\*For growing cats older than 6 months

**For adult cats**



**Complete feed for adult cats. Composition:** dried poultry protein; whole grain corn; rice; greaves; poultry fat; beet fibre; hydrolysed poultry protein; minerals; dried poultry liver.

KITTEN\*/  
ADULT

JUST FIVE  
MORE MINUTES ...



# NATURECAT



Grainfree



Urinary pH  
6.0-6.5



Anti-Hairball

## GRAINFREE

### Is your cat a true tiger? Or doesn't digest cereal well?

**JOSERA NatureCat** is a true pleasure for all adventurers. Grainfree and with an **extra serving of delicious poultry and salmon**.

- ▶ **with 30 % dried poultry and 10 % dried salmon** (corresponds to roughly 130 g of fresh meat per 100 g kibble)
- ▶ **selected herbs and healthy fruits** are the finishing touch to this recipe and offering your cat a delicious range of tastes
- ▶ **valuable fatty acids** from salmon, **vitamins and trace elements** for healthy skin and a shiny coat
- ▶ **encourages a pH value of 6.0-6.5** to reduce the risk of urinary stone formation

### Feeding recommendation

	NatureCat / 24 h
2 – 3 kg	25 – 35 g
3 – 4 kg	35 – 55 g
4 – 5 kg	55 – 70 g
5 – 7 kg	70 – 95 g
7 – 10 kg	95 – 120 g

Always provide your cat with fresh drinking water.



**89%**  
Animal protein  
Share of total protein

Protein  
**33/20**  
Fat

\*For growing cats older than 6 months  
**For adult cats**



**Complete feed for adult cats. Composition:** dried poultry protein 30.0 %, poultry fat; sweet potato; dried potato; dried salmon 10.0 %, pea flour; beet fibre; hydrolysed poultry protein; minerals; yeast; ground chicory root (natural source of inulin); herbs, fruits.

KITTEN\*/  
ADULT

LET'S GO  
OUTSIDE!



# CULINESSE



Skin & Coat



Anti-Hairball



Urinary pH  
6.0-6.5

## WITH SALMON OIL

### Is your cat a little gourmet?

**JOSERA Culinesse** with high-quality salmon and salmon oil is the proper treat for your choosy cat. The balanced ingredients make JOSERA Culinesse tasty and especially easy to digest.

- › **with delicious salmon and selected salmon oil** for your gourmet cat
- › **with moderate fat content** ideal for adult cats (indoor and outdoor)
- › **valuable fatty acids** from salmon oil, **vitamins and trace elements** for healthy skin and a shiny coat
- › **encourages a pH value of 6.0-6.5** to reduce the risk of urinary stone formation

### Feeding recommendation

	Culinesse / 24 h
2 – 3 kg	30 – 45 g
3 – 4 kg	45 – 60 g
4 – 5 kg	60 – 75 g
5 – 7 kg	75 – 105 g
7 – 10 kg	105 – 135 g

Always provide your cat with fresh drinking water.



**86%**  
Animal protein  
Share of total protein

Protein  
**31/13**  
Fat

For  
**adult**  
cats



**Complete feed for adult cats. Composition:** dried poultry protein; rice; whole grain corn; greaves; beet fibre; poultry fat; dried salmon 6.0 %; hydrolysed poultry protein; minerals; dried poultry liver; salmon oil 0.50 %.

YOU CAN'T BUY GOOD TASTE.  
OR CAN YOU?

ADULT



# DAILY CAT



Grainfree



Easy to digest



Anti-Hairball

## GRAINFREE

### Does your cat love poultry and prefer a grainfree menu?

**JOSERA DailyCat** is suitable for the daily nutrition of indoor and outdoor cats who are sensitive to grain and prefer delicious poultry in their menu.

- › the daily **extra portion of tasty poultry** (equivalent to about 130 g of fresh meat per 100 g of kibble)
- › **valuable fatty acids** from salmon, **vitamins and trace elements** for healthy skin and a shiny coat
- › **selected herbs and healthy fruits** are the finishing touch to this recipe and offering your cat a delicious range of tastes
- › contains dietary fibre to help prevent hairball formation

### Feeding recommendation

	DailyCat/ 24 h
2 – 3 kg	25 – 40 g
3 – 4 kg	40 – 55 g
4 – 5 kg	55 – 70 g
5 – 7 kg	70 – 100 g
7 – 10 kg	100 – 130 g

Always provide your cat with fresh drinking water.



**82%**

Animal protein

Share of total protein

Protein

**33/16**

Fat

For

**adult**

cats



**Complete feed for adult cats. Composition:** dried poultry protein 39.0 %; sweet potato; pea flour; poultry fat; beet fibre; hydrolysed poultry protein; dried poultry liver; herbs, fruits; minerals.

EVERY DAY PLAY,  
FUN, AND TREATS!

ADULT



# CATELUX



Extreme Anti-Hairball



Skin & Coat



Urinary pH  
6.0-6.5

## EXTREME ANTI-HAIRBALL

Your cat is a true gourmet but is prone to hairball formation?

**With tasty duck & potato JOSERA Catelux is perfect for gourmets.** Thanks to the extra dietary fibre, Catelux is also the ideal food for cats with a tendency to develop hairballs.

- › **with delicious duck and potato** for finicky cats
- › **the dietary fibre counteracts the formation of hairballs** because swallowed hair moves through the digestive tract along with the special fibre. This is particularly important for long-haired cats
- › **valuable fatty acids, vitamins and trace elements** for healthy skin and a shiny coat
- › **encourages a pH value of 6.0-6.5** to reduce the risk of urinary stone formation

### Feeding recommendation

	Catelux / 24 h
2 – 3 kg	25 – 40 g
3 – 4 kg	40 – 55 g
4 – 5 kg	55 – 70 g
5 – 7 kg	70 – 95 g
7 – 10 kg	95 – 125 g

Always provide your cat with fresh drinking water.

 **92%**  
Animal protein  
Share of total protein

Protein  
**32/20**  
Fat

For  
**adult**  
cats



**Complete feed for adult cats. Composition:** dried poultry protein (poultry 20.0 %, duck 6.0 %); whole grain corn; greaves; poultry fat; dried potato; beet fibre; plant fibre; hydrolysed poultry protein; minerals; dried poultry liver; psyllium husks.

# HAIRY AFFAIRS SOLVED IN A TASTY WAY

ADULT



# NATURELLE



Sterilised



Grainfree



Tartar Prophylaxis

## GRAINFREE

Does your feline friend not tolerate grain or does it have reduced energy requirements?

**JOSERA Naturelle** with lentil and trout offers a grainfree, tasty recipe with moderate fat content to provide your pet with the best possible care.

- › with delicious **lentil and trout**
- › **moderate fat content**, specially suitable for indoor and sterilised cats
- › with **tartar prophylaxis**
- › **encourages a pH value of 6.0-6.5** to reduce the risk of urinary stone formation

### Feeding recommendation

	Naturelle/ 24 h
2 – 3 kg	30 – 45 g
3 – 4 kg	45 – 60 g
4 – 5 kg	60 – 80 g
5 – 7 kg	80 – 105 g
7 – 10 kg	105 – 135 g

Always provide your cat with fresh drinking water.



**71 %**  
Animal protein  
Share of total protein

Protein  
**35/12**  
Fat

For  
**adult**  
cats



**Complete feed for adult cats. Composition:** dried poultry protein; pea flour; sweet potato; poultry fat; potato protein; dried trout 6.0 %; dried red lentil 6.0 %; beet fibre; dried potato; plant fibre; hydrolysed poultry protein; minerals (sodium tri-polyphosphate 0.33%); yeast; ground chicory root (natural source of inulin).

COME AND PLAY!  
EVERYTHING IS SET UP!

ADULT



# MARINESSE



Grainfree



Hypoallergenic



Urinary pH  
6.0-6.5

GRAINFREE

## Does your cat love fish or have intolerances?

**JOSERA Marinese with plenty of delicious salmon** is optimal food for cats with a taste for fish. The food is also ideal for cats suffering from feed intolerances. The unique formula contains only well-tolerated proteins and is grain-free, making it ideal for sensitive cats.

- › **Salmon, potato, and peas** as selected protein sources for **the best tolerability**
- › plenty of exquisite salmon (30 %) and a **grain-free formula for demanding cats**
- › **encourages a pH value of 6.0-6.5** to reduce the risk of urinary stone formation
- › **hypoallergenic** and easy to digest

### Feeding recommendation

	Marinese / 24 h
2 – 3 kg	30 – 45 g
3 – 4 kg	45 – 55 g
4 – 5 kg	55 – 70 g
5 – 7 kg	70 – 100 g
7 – 10 kg	100 – 130 g

Always provide your cat with fresh drinking water.



**73%**  
Animal protein  
Share of total protein

Protein  
**30/15**  
Fat

For  
**adult**  
cats



**Complete feed for adult cats. Composition:** dried salmon 30.0 %; dried potato; poultry fat; pea flour; potato protein; beet fibre; hydrolysed fish protein; minerals.

ADULT/  
HYPOALLERGENIC

EAT, SLEEP, FISH.  
REPEAT. 😊



# LÉGER



Weight Control



Urinary pH  
6.0-6.5



Extrem Anti-  
Hairball

## WEIGHT CONTROL

For cats that like it calm.

**JOSERA Léger** with its reduced calories and increased fibre level is the right nutrition for less active cats or cats who are prone to being overweight, e. g. after castration.

- › **ideal for less active cats, cats prone to being overweight** and cats on a reduced diet for gentle weight loss
- › **special dietary fibres increase your cat's satiation** and promote the transport of swallowed hair through the digestive tract, thereby counteracting the **formation of hairballs**
- › a **high protein content stimulates the metabolism**
- › **L-carnitine supports fat metabolism**

### Feeding recommendation

	Léger / 24 h
2 – 3 kg	30 – 45 g
3 – 4 kg	45 – 60 g
4 – 5 kg	60 – 80 g
5 – 7 kg	80 – 110 g
7 – 10 kg	110 – 140 g

Less active cats and cats that tend to get overweight can be fed with 25 % less. Always provide your cat with fresh drinking water.

 **90%**  
Animal protein  
Share of total protein

Protein  
**35/10**  
Fat

For  
**adult**  
cats



**Complete feed for adult cats with lower calorie requirements. Composition:** dried poultry protein; whole grain corn; greaves; rice; plant fibre; beet fibre; poultry fat; hydrolysed poultry protein; minerals; dried poultry liver; psyllium husks.

I NEED MY BEAUTY SLEEP!

ADULT/  
LIGHT



# SENIOR



## ANTI-AGING

Your cat is in senior age and needs a food low in minerals?

**JOSERA Senior with reduced phosphorus content and a plus of valuable antioxidants** is the ideal feed for cats at a mature age, which need special support during this period.

- › **ideal for older cats**
- › the reduced level of phosphorus supports the **kidney function**
- › **valuable antioxidants like vitamin C & E** and taurine counteract cell-aging
- › the careful selection of the best ingredients guarantees **high acceptance** and **best compatibility**

### Feeding recommendation

	Senior / 24h
2 – 3 kg	25 – 35 g
3 – 4 kg	35 – 55 g
4 – 5 kg	55 – 70 g
5 – 7 kg	70 – 90 g
7 – 10 kg	90 – 115 g

Not to be feeded to pregnant, nursing or growing cats.  
Always provide your cat with fresh drinking water.

 **70%**  
Animal protein  
Share of total protein

Protein  
**27/20**  
Fat

**For adult cats**



**Complete feed for older cats. Composition:** greaves; poultry fat; rice; whole grain corn; beet fibre; dried potato; potato protein; hydrolysed poultry protein; minerals; dried poultry liver.

SENIOR/  
KIDNEY PLUS

CASUALLY PULLING  
THE STRINGS ...



# JOSERA CATS RULE THE WEB



#charakterkatze #charactercat

Cute pictures and exciting stories of our favourite characters always play the leading role on Facebook and Instagram. Day after day, there's always something new about cats to discover.

**And the best part is:** you and your feline friend are always in the middle of the JOSERA community. We look forward to your cat stories, experiences and pictures. Join the fun!

**Share your cat's latest adventures with us.**





# NEW JOSERA WET CATFOOD

**PATÉ, FILET AND SOUP. MORE JUICY VARIETY IN YOUR CAT'S BOWL!**



Cats have their very own distinct personality. They are cuddly and soft, enigmatic, finicky and sometimes irritating. Their taste buds are just as unique as their characters.

And it is for precisely these individual requirements that we have developed a new JOSERA wet food range. With an exceptionally high level of quality – to provide our pets with well-balanced and varied nutrition. Choose between Paté, Filet and Soup – there are now 12 flavourful varieties to ensure that your cat's bowl is an even greater treat. Each wet food flavour is a complete feed but it is also ideally suited for feeding in combination with JOSERA dry food.

Premium ingredients such as salmon oil provide our gourmet pets with omega 3 fatty acids, while selected ingredients can help to prevent urinary stones and formation of hairballs. The meat and fish content provides sufficient protein and makes JOSERA wet food a real treat for any cat with character.



## GRAINFREE

Optimal for the daily cereal-free nutrition of healthy and sensitive cats.



## ANTI-HAIRBALL

Dietetic fibres support the transport of the swallowed hair through the digestive tract and can thus reduce the formation of hairballs.



## SALMON OIL

Salmon oil provides beneficial omega 3 fatty acids and essential trace elements and vitamins promote a glossy, silky coat.



## URINARY-PH CONTROL

A targeted selection of the ingredients promotes a pH value of 6.0-6.5 and can thus counteract the formation of urinary stones.



## EXTRA LIQUID

Good for cats who are reluctant drinkers pleasantly moist.



## OPTIMUM GROWTH

Tailored to the requirements of growing cats up to 1 year old.



# PATÉ KITTEN



Salmon oil



Optimum growth



Anti-Hairball



Grainfree

## WITH SALMON OIL

Let them try something new every day. They play, sleep and have fun. And in between the big hunger arrives.

Cats have their own ideas and are true gourmets. Even as kittens they know exactly what they like. **JOSERA Kitten Paté** with 70 % chicken takes "tasteful" care of your kitten with perfectly adjusted nutrients for healthy growth. It equips the very smallest kitten for each and every adventure!

- › **for growing cats up to 1 year old**
- › **with tasty chicken and carrots for a wheat-free nutrition**
- › salmon oil is a natural way to provide **essential omega 3 fatty acids**
- › **with special dietary plant fibres from psyllium husks**, that can help to prevent the formation of hairballs
- › in pre-portioned airtight pouches for a complete taste experience



**Feeding recommendation**  
per 24h

Kitten < 4 months	Kitten 4-9 months	Kitten 9-12 months
3 x Paté	3-4 x Paté	2-3 x Paté



**Complete feed for junior cats up to 12 months of age. Composition:** chicken (consisting of hearts, meat, livers, stomachs and necks); chicken broth; carrot; minerals; salmon oil 0.20 %; psyllium husks.

KITTEN

I'M STILL AWAKE –  
PLEASE KEEP ON STROKING ME ...



# PATÉ



## WITH SALMON OIL

Hunters, velvet paws or purr pussies – every feline hero likes JOSERA Paté.

**JOSERA Paté** adds variety to your pet's meals. This well-balanced wet food provides premium meat and offal plus all the essential nutrients your cat needs for a wholesome healthy diet. So our **JOSERA Paté** is the complete feed to take all-round care of your cat all day every day.

- › in these tasty varieties: **Paté Chicken with Spinach, Paté Salmon with Seaweed, Paté Duck & Chicken with Parsley, Paté Beef & chicken Goulash, Paté Turkey with Zucchini**
- › **with essential omega 3 fatty acids from salmon oil**
- › **special dietary fibre from psyllium husks** can help to prevent the formation of hairballs
- › **ideal as a daily grainfree diet** suitable for healthy and sensitive cats
- › a targeted selection of ingredients **promotes a pH value of 6.0-6.5** which can help to prevent the formation of urinary stones
- › in pre-portioned airtight pouches for a full taste experience



Feeding recommendation  
per 24h / 4 kg weight

= 1-2x Paté + 20g or 2-3x Paté



### ■ Paté Chicken with Spinach

**Complete feed for adult cats.**

**Composition:** chicken (consisting of hearts, meat, livers, stomachs and necks) 70.0 %; chicken broth; spinach 2.0 %; minerals; salmon oil 0.20 %; psyllium husks.

### ■ Paté Salmon with Seaweed

**Complete feed for adult cats.**

**Composition:** salmon 70.0 %; chicken broth; seaweed 2.0 %; minerals; salmon oil 0.20 %; psyllium husks.

### ■ Paté Duck & Chicken with Parsley

**Complete feed for adult cats.**

**Composition:** duck (consisting of hearts, stomachs and necks) 35.0 %; chicken (consisting of hearts, meat, livers, stomachs and necks) 35.0 %; chicken broth; minerals; salmon oil 0.20 %; parsley 0.10 %; psyllium husks.

### ■ Paté Beef & Chicken Goulash

**Complete feed for adult cats.**

**Composition:** beef (consisting of hearts, meat, lungs and livers) 40.0 %; chicken (consisting of hearts, meat, livers, stomachs and necks) 30.0 %; chicken broth; carrot; minerals; salmon oil 0.20 %; psyllium husks.

### ■ Paté Turkey with Zucchini

**Complete feed for adult cats.**

**Composition:** turkey (consisting of heart, meat, livers, stomachs and necks) 70.0 %; chicken broth; zucchini 2.0 %; minerals; salmon oil 0.20 %; psyllium husks.

ADULT

I'LL BE BACK FOR DINNER  
- NO LATER THAN ...



Paté Chicken with Spinach

Paté Salmon with Seaweed

Paté Duck & Chicken with Parsley

Paté Beef & Chicken Goulash

Paté Turkey with Zucchini

# FILET



Urinary-pH  
Control



Grainfree

## GRAINFREE

Both delicious and nutritious

Genuine gourmets need pampering with the best filets.

**JOSERA Filet** offers **delicious meat and fish varieties with plenty of juicy little pieces of filet** that provide an incomparable taste experience. **JOSERA Filet** contains a **high proportion of meat**, tasty offal and beneficial vitamins and minerals ideal as a wheat-free complete feed for your little gourmet.

- › in these delicious varieties: Filet Chicken with Duck, Filet Chicken with Veal, Filet Chicken with Salmon, Filet Chicken with Beef as well as Filet Pure Chicken available
- › **suitable for the daily grainfree nutrition of healthy and sensitive cats**
- › a targeted selection of ingredients **promotes a pH value of 6.0-6.5** which can help to prevent the formation of urinary stones
- › **tasty meat and fish varieties with juicy little pieces of filet to suit every taste**
- › in pre-portioned fresh bag for a full taste experience



Feeding recommendation  
per 24h / 4 kg weight

= 1-2x  
Filet +  20g or 2-3x  
Filet



### ■ Filet Chicken with Duck

**Complete feed for adult cats.**

**Composition:** chicken filet 40.0 %; chicken broth 39.0 %; duck hearts 10.0 %; chicken liver; chicken fat; minerals.

### ■ Filet Chicken with Veal

**Complete feed for adult cats.**

**Composition:** chicken filet 40.0 %; chicken broth 39.0 %; veal (consisting of lungs and livers) 10.0 %; chicken liver; chicken fat; minerals.

### ■ Filet Chicken with Salmon

**Complete feed for adult cats.**

**Composition:** chicken filet 40.0 %; chicken broth 39.0 %; salmon 10.0 %; chicken liver; chicken fat; minerals.

### ■ Filet Chicken with Beef

**Complete feed for adult cats.**

**Composition:** chicken filet 40.0 %; chicken broth 39.0 %; beef hearts 10.0 %; chicken liver; chicken fat; minerals.

### ■ Filet Pure Chicken

**Complete feed for adult cats.**

**Composition:** chicken filet 40.0 %; chicken broth 39.0 %; chicken (consisting of hearts and livers); chicken fat; minerals.

ADULT

# DISCERNING? YOU KNOW WHO I GET IT FROM



Filet Chicken with Duck

Filet Chicken with Veal

Filet Chicken with Salmon

Filet Chicken with Beef

Filet Pure Chicken

# SOUP



## EXTRA LIQUID

Fusspots and foodies, check this out – today there's **Chicken & Vegetable Soup**.

**JOSERA Soup** with tasty chicken, carrots and spinach cossets your cat – **it's flavourful and moist – ideal for every cat who needs encouraging to drink.**

It makes fluid intake a real pleasure for the palate!

- › **ideally suited as supplement to dry food**
- › **high fluid intake can help clear the urinary system**
- › **ideally suited as supplementary wheat-free nutrition** for healthy and sensitive cats
- › **in pre-portioned fresh bag** for a full taste experience



Feeding recommendation  
per 24h / 4 kg weight

=



+



**Complementary feed for adult cats. Composition:** chicken broth; chicken (consisting of meat and livers) 20.0 %; carrot 2.5 %; spinach 0.50 %.

ADULT

GOBBLE UP,  
THEN SNUGGLE UP!



# MULTIPACK

## VARIETY AND FLAVOUR

Variety is the spice of life. With multi-packs – which come in Filet or Paté and plenty of flavours.

For connoisseurs who love variety there are **JOSERA Multi-packs**. The Paté multi-pack offers a range of our delicate poultry varieties: two **each of chicken with spinach, duck & chicken with parsley and turkey with zucchini**.

In each Filet multi-pack you'll receive two pouches of pure chicken, chicken with duck and chicken with salmon.

- › six wet food pouches in three tasty varieties, Filet or Paté
- › attractive multi-pack price
- › having enough in stock means no need for frequent purchases



ADULT

IT TASTES BEST  
TOGETHER



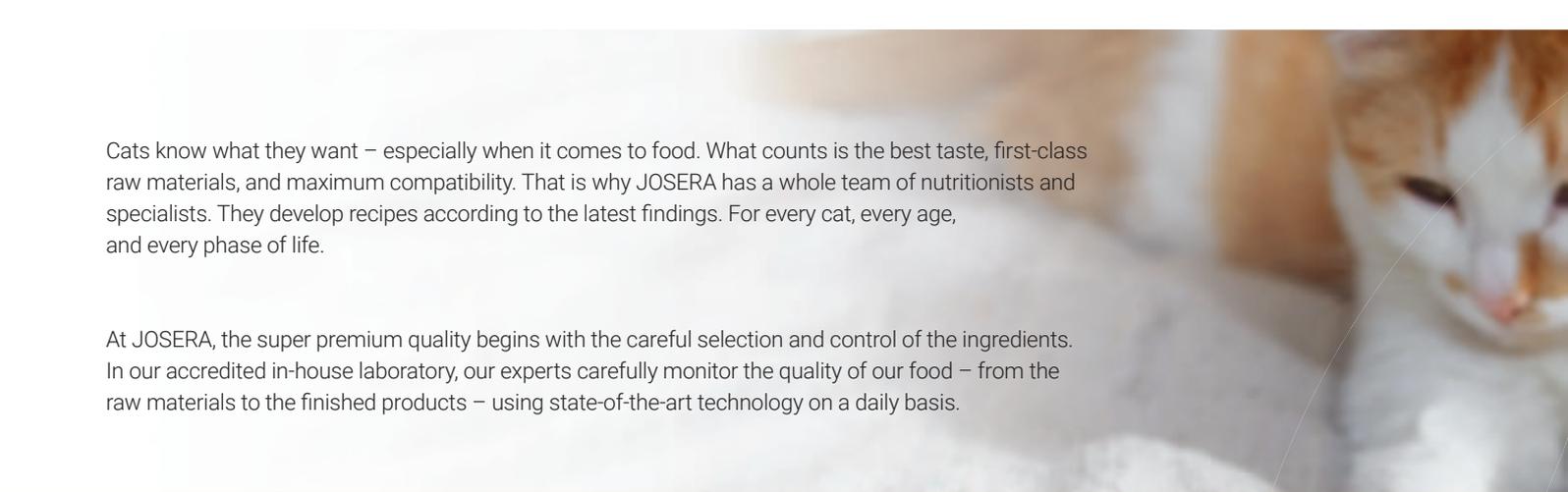
**Multipack-Filet**

2x Pure Chicken  
2x Chicken with Duck  
2x Chicken with Salmon



**Multipack-Paté**

2x Chicken with Spinach  
2x Duck & Chicken with Parsley  
2x Turkey with Zucchini



Cats know what they want – especially when it comes to food. What counts is the best taste, first-class raw materials, and maximum compatibility. That is why JOSERA has a whole team of nutritionists and specialists. They develop recipes according to the latest findings. For every cat, every age, and every phase of life.

At JOSERA, the super premium quality begins with the careful selection and control of the ingredients. In our accredited in-house laboratory, our experts carefully monitor the quality of our food – from the raw materials to the finished products – using state-of-the-art technology on a daily basis.

## PASSION FROM THE IDEA TO THE BOWL



### STRICTLY TESTED QUALITY:

- ✓ Exclusively high-quality, natural and healthy ingredients
- ✓ No soy and gluten-containing grain
- ✓ No palm oil, sugar or dairy products

# JOSERA – YOUR SPECIALIST FOR SUPER PREMIUM CAT FOOD

“More than 78 years of experience and expertise distinguish JOSERA in the production of sophisticated animal feed. The family business JOSERA is active in 62 countries and lives out consistent responsibility: for top quality, sustainable action, and responsibility towards our fellow human beings and our four-legged friends. For this, JOSERA receives the best ratings (e.g. the EMAS certificate for voluntary environmental management). We are pioneers and masterminds – day after day.”



## FIND OUT YOURSELF:

- ✓ 100% made in Germany
- ✓ Super premium quality
- ✓ The right food for every cat – even for special needs

## HIGH-FIVE FOR THE TASTE!

NATURALLY WITHOUT the addition of artificial colourings, flavourings and preservatives.

# DRY FOOD

## FOOD FINDER

the recipe is ...

	Kitten	Kitten grainfree	SensiCat	NatureCat	Culinesse	DailyCat	Catelux	Naturelle	Marinesse	Léger	Senior
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Protein / Fat %	35/22	36/22	33/18	33/20	31/13	33/16	32/20	35/12	30/15	35/10	27/20
Grainfree				✓		✓		✓	✓		
Without soy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without wheat	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without maize	✓	✓		✓		✓		✓	✓		
Without gluten	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without poultry									✓		
Without fish			✓			✓	✓			✓	✓
With salmon oil	✓	✓			✓						
Without the addition of dyes and flavourings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without the addition of preservatives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without BHT/BHA/ethoxyquin	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduced fat ≤ 12 %								✓		✓	
Breeding product	✓	✓									
Pregnant / lactating cats	✓	✓									
Cats from six months old			✓	✓							
Senior product											✓

### Available packaging sizes

400 g	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 kg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4,25 kg*				✓	✓	✓	✓	✓	✓		
10 kg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

\* 4.25 kg exclusively with certified JOSERA sales partners

### ANALYSIS

#### Analytical components:

		Kitten	Kitten grainfree	SensiCat	NatureCat	Culinesse	DailyCat	Catelux	Naturelle	Marinesse	Léger	Senior
Protein	%	35	36	33	33	31	33	32	35	30	35	27
Fat	%	22	22	18	20	13	16	20	12	15	10	20
Raw fibre	%	2,0	2,0	2,0	2,0	2,2	2,2	5,3	4,2	2,2	5,8	2,7
Raw ash	%	7,0	7,0	6,7	6,8	6,9	7,0	6,8	6,3	6,9	6,8	5,1
Calcium	%	1,40	1,35	1,30	1,30	1,30	1,25	1,30	1,15	1,20	1,30	0,60
Phosphorus	%	1,10	1,05	1,00	1,00	1,05	0,95	0,95	0,90	1,00	1,05	0,45
Magnesium	%	0,09	0,09	0,09	0,09	0,10	0,10	0,08	0,09	0,10	0,09	0,07
Sodium	%	0,40	0,50	0,40	0,45	0,40	0,45	0,45	0,50	0,40	0,40	0,30
Potassium	%	0,60	0,55	0,60	0,60	0,60	0,60	0,60	0,60	0,65	0,60	0,65
Convertible energy*	MJ / kg	17,5	17,5	16,7	17,1	15,6	16,1	16,4	15,2	16,0	14,5	17,0
Convertible energy*	kcal / kg	4175	4185	3991	4079	3735	3859	3912	3645	3820	3468	4068

#### Nutritional additives per kg:

Vitamin A	I.E.	24000	24000	24000	24000	24000	24000	24000	2400	24000	24000	24000
Vitamin D3	I.E.	1800	1800	1800	1800	1800	1800	1800	1800	1800	1800	1800
Vitamin E	mg	220	220	220	220	220	220	220	220	220	220	450
Vitamin C	mg	-	-	-	-	-	-	-	-	-	-	100
Vitamin B1	mg	15	15	15	15	15	15	15	15	15	15	15
Vitamin B2	mg	20	20	20	20	20	20	20	20	20	20	30
Vitamin B6	mg	20	20	20	20	20	20	20	20	20	20	30
Vitamin B12	mcg	100	100	100	100	100	100	100	100	100	100	160
Niacin	mg	90	90	90	90	90	90	90	90	90	90	150
Pantothenic acid	mg	50	50	50	50	50	50	50	50	50	50	80
Folic acid	mg	5	5	5	5	5	5	5	5	5	5	7
Biotin	mcg	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Taurin	mg	1600	1600	1500	1500	1500	1500	1500	1600	1500	1500	1600
L-carnitine	mg	-	-	-	-	-	-	-	200	-	500	500
Iron (iron (II) sulphate, monohydrate)	mg	175	175	170	175	175	250	170	190	140	175	170
Zinc (glycine-zinc chelate, hydrate)	mg	150	150	150	**	150	150	150	150	**	150	150
Manganese (manganese (II) oxide)	mg	15	15	15	15	15	18	15	16	15	15	15
Copper (glycine-copper chelate, hydrate)	mg	18	18	18	15	18	18	18	18	18	18	15
Iodine (calcium iodate)	mg	1,8	1,8	1,8	1,9	1,8	1,9	1,8	1,9	1,5	1,8	1,8
Selenium (sodium selenite)	mg	0,25	0,25	0,25	**	0,25	0,25	0,25	0,30	**	0,25	0,25

#### Technological additives:

Antioxidants: tocopherol extracts of natural origin.

\* Calculated according to EN 16967

\*\* Naturally contained in sufficient amounts in the formula

# WET FOOD

## PATÉ

## FILET

## SOUP

### FOOD FINDER

	Kitten	Chicken with Spinach	Beef & Chicken Goulash	Duck & Chicken with Parsley	Turkey with Zucchini	Salmon with Seaweed	Pure Chicken	Chicken with Beef	Chicken with Duck	Chicken with Salmon	Chicken with Veal	Chicken with Carrots & Spinach
Protein / Fat %	11/6	10/5	11/7	11/6	11/6	10/9	12/5	12/6	12/6	12/6	12/6	5/2
Packaging size (g)	85	85	85	85	85	80	70	70	70	70	70	70
Grainfree	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without the addition of dyes and flavourings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without the addition of preservatives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Without BHT/BHA/ethoxyquin	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
With fish						✓				✓		
With vegetables	✓	✓	✓		✓							✓
With salmon oil	✓	✓	✓	✓	✓	✓						
With urinary pH control		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
With Anti-hairball	✓	✓	✓	✓	✓	✓						
Extra liquid												✓
Mono protein source	✓	✓					✓					
Breeding product	✓											
Supplementary food												✓
<b>Available in multipack</b>												
Multipack Paté		✓		✓	✓							
Multipack Filet							✓		✓	✓		

the recipe is ...

## PATÉ

## FILET

## SOUP

## ANALYSIS

		Kitten	Chicken with Spinach	Beef & Chicken Goulash	Duck & Chicken with Parsley	Turkey with Zucchini	Salmon with Seaweed	Pure Chicken	Chicken with Beef	Chicken with Duck	Chicken with Salmon	Chicken with Veal	Chicken with Carrots & Spinach
<b>Analytical components:</b>													
Protein	%	10,8	10,2	10,8	10,8	10,8	9,5	11,8	12,1	11,9	11,8	12,1	4,7
Fat content	%	6,3	5,2	6,9	6,2	6,1	9,3	5,4	5,7	5,6	5,7	5,8	1,5
Raw fibre	%	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,3
Raw ash	%	2,3	2,5	2,3	2,3	2,3	2,3	2,0	1,9	2,0	2,2	1,9	1,5
Calcium	%	0,32	0,28	0,26	0,29	0,27	0,31	0,27	0,26	0,27	0,30	0,26	
Phosphorus	%	0,27	0,24	0,23	0,24	0,23	0,28	0,22	0,22	0,22	0,25	0,23	
Humidity	%	80,0	80,0	78,0	80,0	80,0	77,0	79,0	79,0	79,0	79,0	79,0	90,0
Convertible energy*	MJ / kg	4,1	4,1	4,2	4,2	4,2	4,2	3,8	4,5	4,1	4,1	5,1	1,6
Convertible energy*	kcal / kg	978	990	1009	1000	997	1014	917	1079	974	969	1217	393

## Nutritional additives per kg:

Vitamin A	I.E.	**	**	**	**	**	3000	**	**	**	**	**	
Vitamin D3	I.E.	200	200	200	200	200	**	200	200	200	**	200	
Vitamin E	mg	20	20	20	20	20	20	20	20	20	20	20	
Taurin	mg	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	
Zinc (glycine-zinc chelate, hydrate)	mg	25	25	25	25	25	25	25	25	25	25	25	
Manganese (manganese (II) oxide)	mg	1,40	1,40	1,40	1,40	1,40	1,40	1,40	1,40	1,40	1,40	1,40	
Copper (glycine-copper chelate, hydrate)	mg	1,50	1,00	**	1,00	0,50	2,00	1,00	1,00	1,00	1,00	1,00	
Iodine (calcium iodate)	mg	0,75	0,75	0,75	0,75	0,75	0,75	0,75	0,75	0,75	0,75	0,75	

\* Calculated according to EN 16967

\*\* Naturally contained in sufficient amounts in the formula

WE ALSO MAKE DOGS AND HORSES  
HAPPY EVERY DAY. WE PROMISE!



[www.josera-dog.com](http://www.josera-dog.com)



[www.josera-horse.com](http://www.josera-horse.com)

Your JOSERA specialist