

granovit



Swiss animal nutrition since 1925.

**I S O**

**D O G**



Pure Blend. Gluten-free. Non-GMO.

# The thinking model



Metabolism and biological resilience of each species are defined by nature.

On this foundation, Granovit determines a physiological nutritional profile.

From this arise systemic formulations – calibrated through tailored premixes.

Each product is a concrete expression of this thinking model.

# Switzerland



Granovit develops and produces in Switzerland.

Its proximity to the Basel scientific region ensures access to highly qualified specialists.

The understanding of quality is based on precision, responsibility and long-term reliability.

Granovit works internationally with partners who share a Swiss understanding of quality.

# Over 150 species



The nutrition of dogs and cats at Granovit is based on the nutritional system developed for over 150 animal species:

Livestock: defined performance, health and maximum product safety.

Horses: fibre and starch management, mineral and trace element balance.

Zoo animals: longevity, species-specific supply, metabolic stability under limited movement.

# Methodology



The nutritional system is based on in-house research:

Granovit develops and produces its own vitamin and mineral premixes.

Granovit controls the form and bioavailability of nutrients.

Granovit aligns micronutrient, protein and lipid complexes systemically.

The result is tailored, species-specific nutritional systems.

# 770 years of experience



Granovit and its predecessors have existed without interruption since 1256.

Established as a legal entity in 1925, Granovit has stood for pioneering achievements in animal nutrition.

The nutritional system has been applied, evaluated and refined for decades.



1724  
Original

## Complete food for adult cats, all breeds

### Composition

Dehydrated salmon 14%, poultry protein concentrate 14%, poultry fat 10%, turkey protein 9%, white rice, dried sweet potato, brown rice, apple pomace, potato flakes, linseed, L-lysine, hydrolysed poultry, herbal mix (carrots, fennel, nettle, parsley, dandelion, chamomile), brewer's yeast, cranberry powder, salmon oil, inulin (from chicory), eggshell membrane, mineral premix, methionine, fine salt, taurine, yeast cell wall (MOS and  $\beta$ -glucans), vitamin premix, Spirulina (*Arthrospira platensis*), *Yucca schidigera*;

### Analytical constituents

Crude protein: 33 %, crude fat: 17 %, crude fibre: 2.6 %, crude ash: 8 %, calcium: 1.9 %, phosphorus 1.1 %, omega 3 (PUFA): 0.7 %, omega 6 (PUFA): 2.8%;

### Nutritional additives

Vitamin A (3a672a) 20,400 IU/kg, vitamin D (3a671) 1,200 IU/kg, vitamin C (3a312) 70 mg/kg, vitamin E (3a700) 120 mg/kg, vitamin B1 (3a821) 4 mg/kg, vitamin B2 (3a825i) 9 mg/kg, vitamin B3 (3a314) 49 mg/kg, choline chloride (3a890) 1,500 mg/kg, vitamin B5 (pantothenic acid) 17 mg/kg, vitamin B6 (3a831) 5 mg/kg, vitamin B9 (3a316) 0.8 mg/kg, vitamin B12 (3a826) 0.03 mg/kg, magnesium 0.11 %, iron 520 mg/kg, copper (3b405) 7 mg/kg, manganese (3b502) 17 mg/kg, zinc glycinate (3b607) 36 mg/kg, zinc sulphate (3b605) 45 mg/kg, selenium (3b801) 0.14 mg/kg, iodine (3b202) 3.4 mg/kg;

### Technological additives

Potassium sorbate (E202), calcium propionate (E282), citric acid (E330), natural antioxidants (tocopherol extracts from vegetable oils).

## Iso-Cat<sup>®</sup> system architecture

	Reference	Grain free	Functional	
Kitten	1718 Original  Poultry & Fish			
Adult	1724 Original  Salmon & Turkey	1733 Grain free  Rabbit & Fish	1742 Sterilised  Poultry	1728 Urinary  Fish & Turkey
Senior	1762 Original  Poultry & Fish	1756 Grain free  Fish & Poultry		



1562  
Original

## Complete food for adult dogs, all breeds

### Composition

Dehydrated free-range lamb 14%, poultry protein concentrate 8%, poultry protein 8%, poultry fat 8%, potato flakes, dried sweet potato, white rice, brown rice, linseed, field peas, hydrolysed poultry, cranberry powder, herbal mix (carrots, fennel, nettle, parsley, dandelion, chamomile), salmon oil, beet pulp, cellulose, brewer's yeast, inulin (from chicory), fine salt, eggshell membrane, L-lysine, yeast cell wall (MOS and  $\beta$ -glucans), spirulina (*Arthrospira platensis*), L-carnitine, *Yucca schidigera*;

### Analytical constituents

Crude protein: 27 %, crude fat: 16 %, crude fibre: 3 %, crude ash: 8 %, calcium 1.7 %, phosphorus 1 %, omega 3 (PUFA): 1.6 %, omega 6 (PUFA): 2.6 %;

### Nutritional additives

Vitamin A (3a672a) 20,000IU/kg, vitamin D (3a671) 1,200IU/kg, vitamin E (3a700) 120mg/kg, vitamin B1 (3a821) 4.5mg/kg, vitamin B2 (3a825i) 9mg/kg, vitamin B3 (3a314) 49mg/kg, choline chloride (3a890) 2,000mg/kg, vitamin B5 (pantothenic acid) 18mg/kg, vitamin B6 (3a831) 5mg/kg, vitamin B9 (3a316) 0.8mg/kg, vitamin B12 (3a826) 0.03mg/kg, magnesium 0.1 %, iron 150mg/kg, copper (3b405) 10mg/kg, manganese (3b502) 12mg/kg, zinc glycinate (3b607) 18mg/kg, zinc sulphate (3b605) 74mg/kg, selenium (3b801) 0.17mg/kg, iodine (3b202) 1.5mg/kg;

### Technological additives

Potassium sorbate (E202), calcium propionate (E282), citric acid (E330), natural antioxidants (tocopherol extracts from vegetable oils).

## Iso-Dog® system architecture

	Reference	Texture	Format	Function
Puppy	1508 Original  Rabbit & Poultry			
Junior	1512 Original  Lamb & Turkey	1412 Semi Moist  Lamb & Turkey		
Adult	1562 Original  Lamb & Poultry	1428 Semi Moist  Lamb & Poultry	1538 Müesli  Fish & Poultry	1680 Balance  Poultry purine controlled
Senior	1580 Original  Rabbit & Turkey	1434 Semi Moist  Rabbit & Lamb		

## Micronutrient system

The tailored micronutrient and trace element premix formulated by Granovit is the central, governing instance of the overall system.

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## Protein architecture

Free-range lamb provides highly digestible protein, favourable fatty acids and natural micro-nutrients.

Poultry complements as a low-ash protein fraction, improving amino acid balance and overall digestibility.

Together, they form a stable dual-protein system.

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# Functional components

Eggshell membrane supports joint and connective tissue structure.

Cranberry contributes to urinary physiology and microbial balance.

Spirulina provides an important contribution to metabolic stability and immune regulation.

Each component fulfils a clearly defined physiological function.

# Lipid strategy & oxidative stability

Omega-3 and omega-6 fatty acids create a balanced fatty acid profile from intrinsic and precisely selected sources.

They contribute to skin and coat condition, joint function and modulation of inflammatory processes.

Natural antioxidants ensure oxidative stability of the lipid fraction.

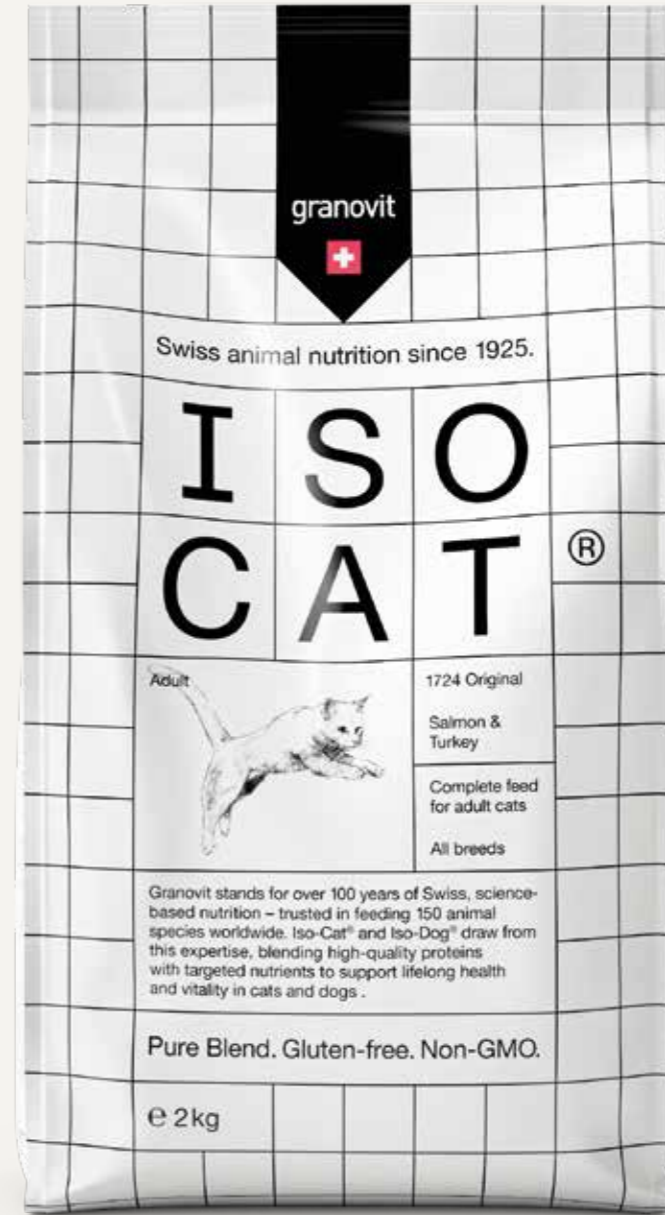
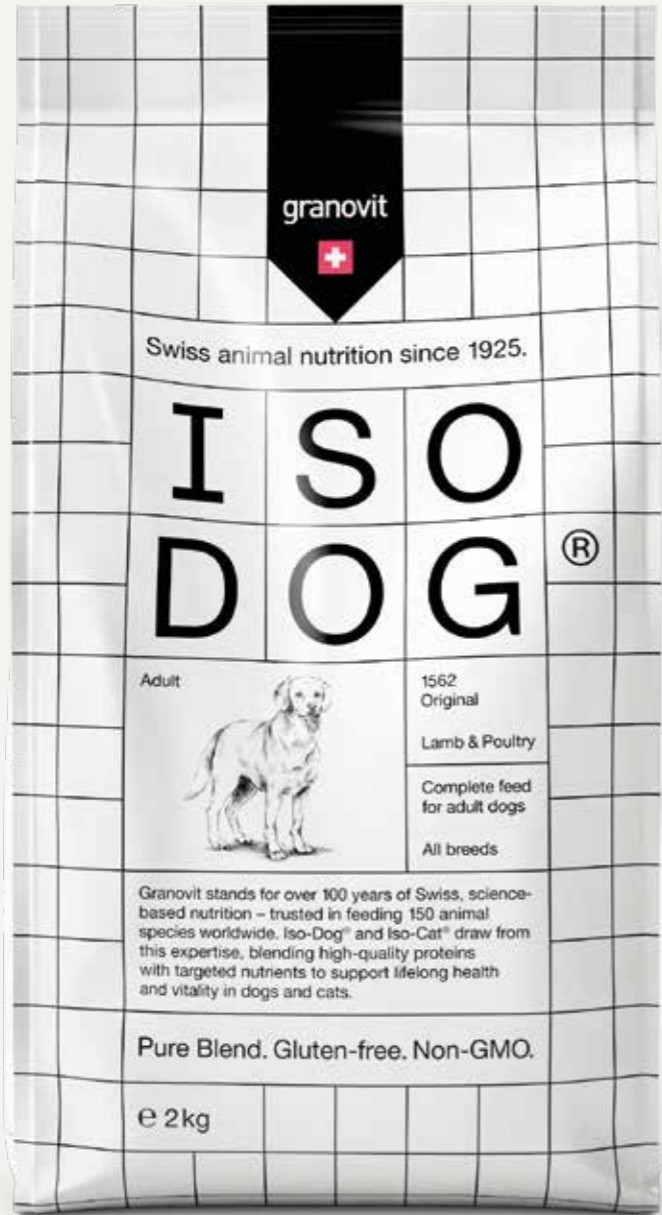
## Acceptance & feeding experience

A natural herbal blend creates aromatic balance and high acceptance without masking.

Taste, aroma and texture are considered functional parameters and are supported by raw material quality and systemic architecture.

## Access





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**C A T**



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