



# WOLF

OF

# WILDERNESS

DOG FOOD – WILD AND FREE

100% GRAIN-FREE RECIPES – WITH LOTS OF FRESH MEAT

# WOLF OF WILDERNESS

## WILD AND FREE!

The wolf is a **mysterious, almost mythical creature of legends**, described as noble, highly intelligent and elusive. It roams in packs, through **forests, grasslands and mountains**.

Research shows that wolves living in the wild mostly feed on the meat of prey animals. They also ingest **wild berries, roots and herbs**, which are often part of

the stomach contents of the prey animal. The wild wolf's natural diet rarely includes carbohydrates.

### Based on the wolf's natural diet

Our pet dogs are descended from this unique animal and despite centuries of domestication, **99% of their DNA still matches the wolf's genetic profile**. Their digestive

system has not changed significantly either. We believe that your dog's diet should mirror the natural diet of wolves living in the wild. This is why, when we developed **Wolf of Wilderness** dog food, our aim was to follow the **natural instincts of the wolf** and to use as many authentic ingredients as possible in our recipes.

**Wild and Free!**





# WOLF OF WILDERNESS



## FOLLOW THE WILD WOLF'S NATURAL INSTINCTS!

SPECIES-APPROPRIATE, WHOLESOME DOG FOOD WITH LOTS OF MEAT AND NO GRAIN

All **Wolf of Wilderness** products are grain-free with a very high meat content, which provides your dog with top-quality animal protein.

Apart from **meat**, dogs also need dietary fibre to encourage a healthy digestive system. All Wolf of Wilderness recipes are refined with **selected wild berries, roots and wild herbs** that also contain natural antioxidants to boost your dog's immune system.

**Potatoes or pulses** provide a healthy source of well-tolerated, vegetable protein and carbohydrate. They are virtually fat-free and provide essential trace elements and dietary fibre.

Gently dried, meadow and forest herbs such as ribwort, common yarrow and nettle, in combination with **fresh wild berries**, provide your dog with important minerals and secondary plant matter and enhance the flavour of the food.

- ✓ 100% grain-free
- ✓ With lots of fresh meat
- ✓ Enriched with wild berries, herbs and roots
- ✓ Low in carbohydrates
- ✓ Complete food for a balanced nutrient uptake
- ✓ Suitable for dogs of all breeds and sizes
- ✓ Made in Germany



# WOLF OF WILDERNESS

## FOR ADULT DOGS



- ✓ Min. 61 % total meat content with lean muscle meat and other meat
- ✓ Dry dog food – with a basis of 41 % fresh chicken which has excellent acceptance and is well-tolerated
- ✓ Dry dog food – 100 % grain-free recipe, with potatoes as a nutritious source of carbohydrate
- ✓ Wet dog food – various mono-protein recipes, each with a single source of animal protein

# LITTLE WOLF OF WILDERNESS

## FOR PUPPIES AND GROWING DOGS



- ✓ For balanced growth – protein-rich, low in fat and with optimal Ca/P ratio
- ✓ DHA promotes healthy brain development
- ✓ Glucosamine & chondroitin sulphate support healthy development of cartilage and joints
- ✓ Rich in vitamins to promote general good health and agility



# SENIOR WOLF OF WILDERNESS

## FOR OLDER DOGS



- ✓ With lower phosphorus content and balanced Ca/P ratio to reduce kidney stress
- ✓ Contains DHA to help maintain healthy cognitive function
- ✓ With glucosamine and chondroitin sulphate – valuable building blocks for healthy bones and cartilage
- ✓ With vital vitamins and nutrients to promote general good health and agility in senior dogs

# WOLF OF WILDERNESS

## THE TASTE OF WILDERNESS

### WILD AND FREE

The wild wolf's diet is defined by the region in which it roams. **"The Taste of"** range of dog food reflects these differences. Each recipe combines three different meat types typical to a specific area, and enriches them with roots, wild herbs and native berries to create a **"wolf menu"**.

The dry dog food contains valuable plant protein that is sourced exclusively from peas, horse beans and chickpeas.

This food is made using a more gentle "thermal mix" process which utilises steam to help retain vital, valuable nutrients.

**Your dog will relish this authentic, great-tasting dry food.**

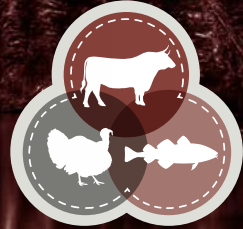
- ✓ **Lots of fresh meat and fish, typical of the region**
- ✓ **With wild herbs, roots and native berries**
- ✓ **100 % grain-free recipes**
- ✓ **Dry food: potato-free, pulses are the only source of plant protein**
- ✓ **Dry food – made using the particularly gentle thermal mix process**





# THE TASTE OF CANADA

with fresh beef, cod, turkey and cranberries



THE TASTE OF WILDERNESS



## THE TASTE OF SCANDINAVIA

with fresh salmon, reindeer, chicken and blueberries





# WOLF OF WILDERNESS



## THE TASTE OF THE MEDITERRANEAN

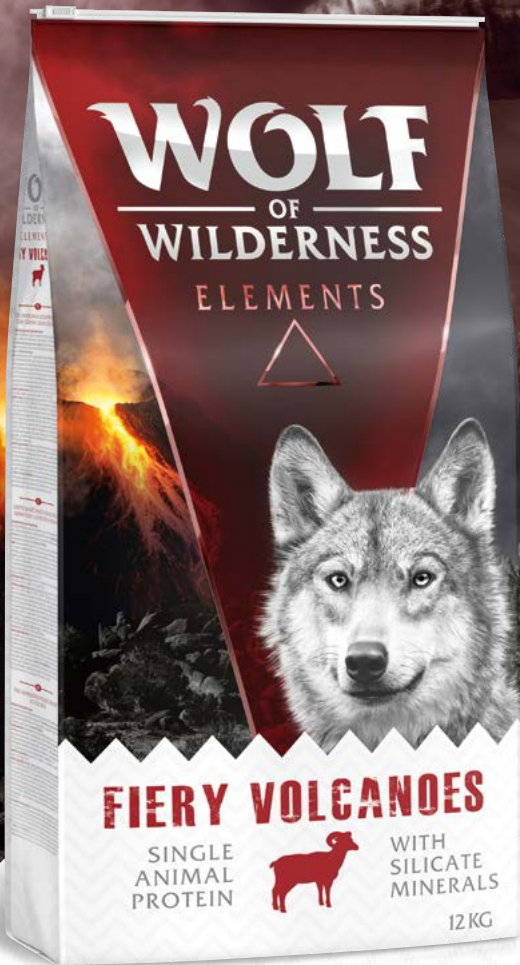
— 100% GRAIN-FREE RECIPE —  
WITH FRESH LAMB, CHICKEN, TROUT AND ELDERBERRIES

12 kg

## THE TASTE OF THE MEDITERRANEAN

with fresh lamb, chicken, trout and  
elderberries





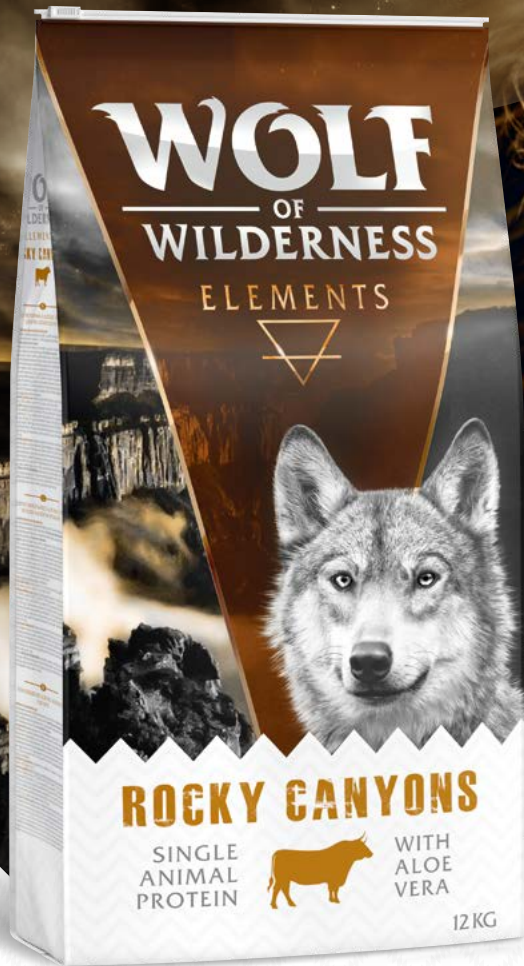
AS POWERFUL AS THE ELEMENT OF

FIRE



- ✓ Animal protein exclusively from lamb, 40% fresh meat
- ✓ Energising silicate minerals
- ✓ No chicken
- ✓ Grain-free
- ✓ Made in Germany



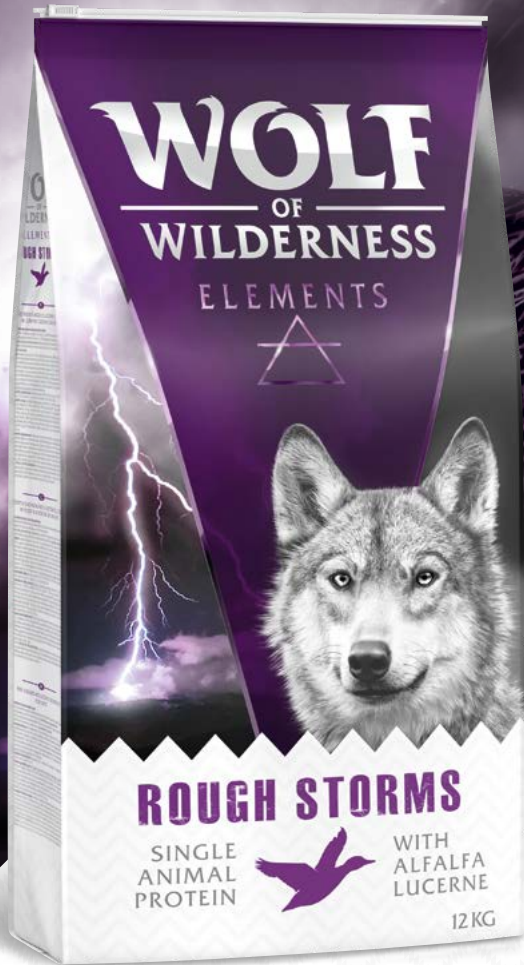


AS IMPOSING AS THE ELEMENT OF

EARTH



- ✓ Animal protein exclusively from beef, 40% fresh meat
- ✓ Beneficial aloe vera
- ✓ No chicken
- ✓ Grain-free
- ✓ Made in Germany



AS RESISTANT AS THE ELEMENT OF

AIR



- ✓ Animal protein exclusively from duck, 40% fresh meat
- ✓ Fibre-rich alfalfa lucerne
- ✓ No chicken
- ✓ Grain-free
- ✓ Made in Germany





AS MIGHTY AS THE ELEMENT OF

WATER



- ✓ Animal protein exclusively from fish, 40% fresh fish
- ✓ Nutrient-rich marine algae
- ✓ No chicken
- ✓ Grain-free
- ✓ Made in Germany

# WOLF OF WILDERNESS

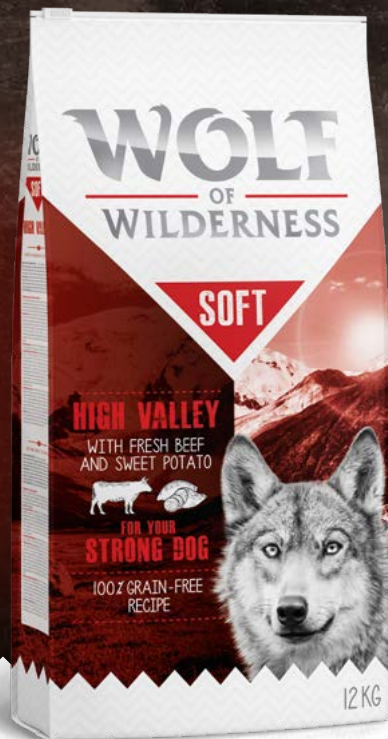
SOFT

## SOFT • STRONG • WILD

**Wolf of Wilderness Soft (semi-moist)** kibble is enriched with lots of natural meat juices and has a high moisture content, giving this food an especially appetising texture. It is softer than traditional dry food and has a rich, authentic taste. The protein-rich meat is combined with the tasty meat juices and wholesome sweet potatoes, a healthy source of **vitamins and trace elements**, to create a delicious, **species-appropriate** dog food.

**Wolf of Wilderness** semi-moist food for adult dogs provides your four-legged friend with a balanced meal that mimics the wolf's natural diet in the wild.

- ✓ **Semi-moist dry food for adult dogs: softer kibble with 18% moisture content**
- ✓ **100% grain-free, with wholesome sweet potato**
- ✓ **With lots of fresh meat (min. 41%) tasty and well-accepted**
- ✓ **Enriched with forest berries, roots and wild herbs**





## WIDE ACRES

WITH FRESH CHICKEN  
AND SWEET POTATO



## HIGH VALLEY

WITH FRESH BEEF  
AND SWEET POTATO



## GREEN FIELDS

WITH FRESH LAMB  
AND SWEET POTATO



# THE WILD IS CALLING - OUTDOOR DOG GEAR



SHOP THE  
RANGE



[www.zooplus.co.uk](http://www.zooplus.co.uk)



# TASTY, MEATY TREATS

SNACKS: LOTS OF VARIETY TO CHOOSE FROM

100 %  
ALL-NATURAL,  
NUTRITIOUS CHEWS



FREEZE-DRIED  
SNACKING FUN



SPECIES-  
APPROPRIATE  
BITES FOR  
HUNGRY DOGS  
BETWEEN MEALS



# WOLF OF WILDERNESS

## CLASSIC ADULT

## CLASSIC JUNIOR

## CLASSIC SENIOR

DRY

1kg  
£3.99  
5kg  
£17.99  
12kg  
£39.99



Green Fields  
Lamb



Wild Hills  
Duck



Blue River  
Salmon



Oak Woods  
Wild Boar



Sunny Glade  
Venison



Green Fields  
Lamb



Wild Hills  
Duck



Green Fields  
Lamb

WET

400g  
£1.39  
800g  
£2.49



Green Fields  
Lamb



Wild Hills  
Duck



Oak Woods  
Wild Boar



Arctic Spirit  
Reindeer



High Valley  
Beef



Great Desert  
Turkey



Wild Hills  
Duck & Veal



Blue River  
Salmon & Chicken



Green Fields  
Lamb & Chicken



Wild Hills  
Duck & Veal

SNACKS

Freeze-dried:



Lamb Lung



Salmon Fillet



Beef Liver



Chicken Hearts



Duck Necks



Snack-Mix

With herbs,  
grain-free,  
single protein



Green Fields  
Lamb



Wild Hills  
Duck



High Valley  
Beef



Wide Acres  
Chicken



# ALL PRODUCTS AVAILABLE AT **zooplus**

Last updated: 8-2019

## THE TASTE OF WILDERNESS

1kg  
£5.99  
5kg  
£22.99  
12kg  
£44.99



The Taste of Canada



The Taste of Scandinavia



The Taste of the Mediterranean

6 x 400g  
£8.99  
6 x 800g  
£15.99



The Taste of Canada



The Taste of Scandinavia



The Taste of the Mediterranean

With herbs,  
grain-free  
triple protein



The Taste of Canada



The Taste of Scandinavia



The Taste of the Mediterranean

## ELEMENTS

1kg  
£5.99  
5kg  
£22.99  
12kg  
£44.99



Fiery Volcanoes



Rocky Canyons



Rough Storms



Vast Oceans

### Accessories



Travel Sleeping Bag



Dog Food Bag



Travel Blanket



Snack Bag



Training Dummy



Frisbee



Can Cover

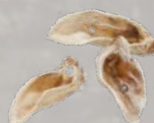


Stainless Steel Dog Bowl

### Natural Chews



Dried Cows' Ears with Fur



Dried Lamb Ears with Fur



Dried Rabbit Ears with Fur



Dried Rabbit Ears



Dried Venison Ears

## SOFT (SEMI-MOIST)

1kg  
£4.99  
5kg  
£19.99  
12kg  
£42.99



Wide Acres Chicken



Green Fields Lamb



High Valley Beef



# WILD FREEDOM

100%  
grain-free  
recipe

- ✓ With lots of fresh chicken for excellent acceptance
- ✓ Grain-free recipe
- ✓ Made in Germany





# Inspired by your cat's natural instincts

*Our cats* are descended from the wild cat and they have retained almost all the characteristics of their wild, African ancestors. From their humble beginnings as vermin hunters in primitive homes, over the ages, cats have become our affectionate and loving friends.

Cats are intriguing creatures and very special companions for us humans. In order to stay healthy and content, they need a species-appropriate diet. All cats are obligate carnivores and in the wild they get all the vitamins, minerals, proteins and other nutrients they need from their prey.

Wild Freedom dry cat food contains 40% fresh meat, enriched with delicious herbs. This nutritious food echoes the wild cat's natural diet. Wild Freedom wet cat food is pure meat. All our recipes are completely grain-free.



10% off  
at **zooplus**  
Enter coupon code **WILD-10%CFP** and get  
10% off all Wild Freedom products with your next  
zooplus order. Valid until 31/03/2020.

**10% off**  
**at zooplus**

Enter coupon code **WOLF-10%CFP** and, with your order from zooplus, receive a 10% rebate on every product from the Wolf of Wilderness range. Valid until 31/03/2020.



ALL PRODUCTS AVAILABLE AT **zooplus**