



»Nature's best
for the dog
you love!«

wow[®]





**Our premium
dog food,
produced in the
Green Heart of
Austria, gives
you the full force
of nature at a
fair price. *Wow* is
the best choice
for you and your
dog.**



The best choice for you and your dog



High meat content of 71%



Naturally free from grain, preservatives or flavour enhancers



Recipes inspired by Mother Nature



Nutritious complete food



Best premium quality at a fair price

We tell you what's inside!



100% made in Austria



We do not test on animals as matter of principle



Sustainable use of resources



We are a family company

Our story





Dear dog lovers,

What does your dog need for a healthy life? This is the first question I ask when designing WOW menus. The result? **Complete food menus** that are **carefully balanced**. Developed with experts and made with **recipes inspired by Mother Nature**, they meet the highest international standards. Containing **plenty of fresh meat**, nourishing vegetables, nutrient-rich herbs and high-quality oils, each WOW flavour supplies your pet with essential vitamins, minerals and trace elements.

With WOW, I offer the best food. Everything is carefully produced from high-quality ingredients that are sourced locally where possible. **100% made in Austria!** As a result, I can guarantee that there are many good things in our menus, and there are many things that are not in there as well. WOW is strictly against the use of grain, gluten, bone meal, artificial colours, flavours and preservatives, added sugar and animal testing. As a matter of principle. This means that every menu is also a perfect match for sensitive dog stomachs. Thanks to the open declaration, you can see at a glance what is in every WOW menu – revealing its impressive contents.

Best wishes to you and
your four-legged friend,

Katharina Miklaur
WOW founder





Recipes inspired by Mother Nature

Premium complete food for dogs with 71% meat & innards, as well as vegetables and plenty of vitamins and minerals.



Adult with Beef Carrot + Courgette

Ingredients: meat & organs 71% (of which 51.5% from beef (beef lung 31.5%, beef kidney 8%, beef heart 6%, beef liver 6%), chicken meat 19.5%), carrots 2%, minerals, courgette 0.5%, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves 0.1%, dandelion leaves.



Adult with Salmon Dandelion + Nettle Leaves

Ingredients: fish & meat 71% (chicken meat 21.5%, fish 15% (of which trout 10%, salmon 5%)), beef lung 15%, beef kidney 7.5%, beef liver 6%, beef heart 6%, tomatoes, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves 0.1%, dandelion leaves 0.1%



Adult with Lamb Pumpkin + Nettle Leaves

Ingredients: meat & organs 71% (chicken meat 21.5%, beef lung 20%, lamb lung 10%, beef kidney 7.5%, beef heart 6%, beef liver 6%), pumpkin 2.5%, minerals, linseed oil 0.1%, eggshell powder, seaweed 0.1%, nettle leaves 0.1%, dandelion leaves.



Adult with Turkey Courgette + Dandelion

Ingredients: meat & organs 71% (turkey meat 20%, beef lung 16.5%, chicken meat 15%, beef kidney 7.5%, beef heart 6%, beef liver 6%), courgette 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



Adult with Venison Seaweed + Sweet Potato

Ingredients: meat & organs 71% (chicken meat 21.5%, beef lung 20%, venison 10% (red deer), beef kidney 7.5%, beef heart 6%, beef liver 6%), sweet potatoes 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



Premium wet food

71% meat 0% grain

Balanced menus, 100% made in Austria with the best local ingredients where possible.



Adult with Beef Carrot + Courgette

Ingredients: meat & organs 71% (of which 51.5% from beef (beef lung 33.5%, beef kidney 8%, beef heart 6%, beef liver 4%), chicken meat 19.5%), carrots 2%, minerals, courgette 0.5%, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves 0.05%, dandelion leaves.



Adult with Salmon Dandelion + Nettle Leaves

Ingredients: fish 40% (of which 20% from salmon), beef 31% (beef lung 17.5%, beef kidney 7.5%, beef liver 6%), tomatoes, minerals, linseed oil, eggshell powder, seaweed, nettle leaves 0.05%, dandelion leaves 0.05%.



Adult with Lamb Pumpkin + Nettle Leaves

Ingredients: meat & organs 71% (chicken meat 21.5%, beef lung 20%, lamb 10% (lamb lung, lamb heart), beef kidney 7.5%, beef heart 6%, beef liver 6%), pumpkin 2.5%, minerals, linseed oil 0.1%, eggshell powder, seaweed 0.1%, nettle leaves 0.05%, dandelion leaves.



Adult with Turkey Courgette + Dandelion

Ingredients: meat & organs 71% (turkey meat 20%, beef lung 16.5%, chicken meat 15%, beef kidney 7.5%, beef heart 6%, beef liver 6%), courgette 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves 0.05%.



Adult with Venison Seaweed + Sweet Potato

Ingredients: meat & organs 71% (chicken meat 21.5%, beef lung 20%, venison 10% (roe deer, red deer), sweet potatoes 2.5%, minerals, linseed oil, eggshell powder, seaweed 0.1%, nettle leaves, dandelion leaves.



Our ingredients

All WOW products are carefully produced in Austria according to recipes inspired by Mother Nature, using sustainable processes and regional ingredients.

Meat

High-quality lean meat that provides dogs with essential proteins and omega-6 fatty acids and selected organs such as heart or liver are used in WOW's premium menus.

Vegetables, fruit & herbs

Our refined selection of fruit and vegetables provides dogs with important fibre and stimulates intestinal motility. Selected herbs add a finishing touch to the complete food menu.

Oils

The finest oils, such as linseed oil, ensure a healthy balance of omega-3 and omega-6 fatty acids.

Seaweed & eggshell powder

High-quality ingredients such as sea algae and eggshell powder provide dogs with key vitamins, trace elements, essential amino acids and minerals.

Naturally grain-free

To make our WOW menus easy to digest for dog stomachs, we do not use grain in our products.



Our promise to the environment

- ✔ Made in Austria
- ✔ Local ingredients are very important to us
- ✔ Sustainable: our cans are 100% recyclable; our packaging is made from recycled cardboard
- ✔ All products are 100% GMO-free



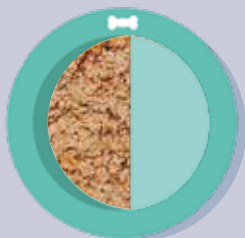


The right way to start with WOW

You've decided on WOW? Good choice! Slowly change to WOW over a period of 2-3 weeks, depending on how sensitive your dog is, so it can get used to its new food.



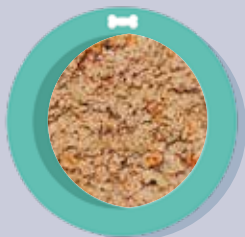
Days 1-5
25% WOW
75% previous food



Days 6-10
50% WOW
50% previous food



Days 11-15
75% WOW
25% previous food



Days 16-21
100% WOW
Bon appetit!



WOW[®]

Any questions?
At WOW, we are here
for you and your dog.

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