

caniland Silky Hearts, the special kind of dog snack

NOVELTY ON THE DAY OF LOVE: FIRST SILKWORM SNACK FOR DOGS



To coincide with the day of love, caniland surprises with a special product launch: caniland Silky Hearts are the first German dog snack based on silkworm protein. The use of silkworms as a source of protein is completely new in dog nutrition. The principle was honoured with the prestigious "Best Newcomer" award from *pet* magazine in 2023. This makes caniland Silky Hearts a special and sustainable snack. The heart-shaped dog snack has been available exclusively in the deuka companion online shop since Valentine's Day (14 February) (www.deuka-companion.com).

"Dog snacks made from silkworm protein - this **has never been seen before in Germany**," says Michael Alvermann, Head of Product Development at caniland and deuka companion. "We are proud of our **unique, innovative and unusual snack**, which also contains many natural nutrients."



Ideal for dogs with intolerances

caniland Silky Hearts is **ideal for feeding dogs with intolerances**. The recipe is grain-free and hypoallergenic with silkworm protein as the only source of animal protein. caniland Silky Hearts are therefore particularly suitable as a **reward for sensitive dogs** and dogs with intolerances.



Sustainable & environmentally friendly - thanks to a small_{CO2 footprint}

Meat is of great importance in dog feeding. However, the use of silkworms as a source of protein has special advantages: caniland Silky Hearts are not only **innovative and nutritious**, but also environmentally friendly.

The_{CO2 footprint} of the silkworm is particularly low - even in comparison with other insects.

About caniland

Tasty snacks for active dogs: that's what caniland stands for. The dog snacks are tasty, varied and always something special. Dogs of all breeds and sizes will find rewards for an active life here - at home or on the go. At caniland, we have them all: bite-resistant chews that playfully banish boredom, delicious biscuits with delicate flavours and juicy semi-moist bites for attentive dog learners. The deuka companion snack brand range leaves nothing to be desired. www.deuka-companion.com/caniland

Contact person



Tobias Bischoff

Head of Marketing+Communications

E-Mail: tobias.bischoff@deuka.de