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<https://www.deuka.de/en/current/deuka-companion-nah-dran-an-den-beduerfnissen-des-pferdes/>

Media release

DEUKA COMPANION: CLOSE TO THE NEEDS OF THE HORSE



deuka companion is the new umbrella brand for pet food from *Deutsche Tiernahrung Cremer*. Under *deuka companion*, the Düsseldorf-based traditional manufacturer brings together the brands of its home, hobby and pet range - including the horse feed brand *deukavallo*. For this purpose, the *deukavallo* range has been expanded by five nutrient-rich supplements. To coincide with the brand launch, horse owners can find more information at www.deuka-companion.com a new online shop. In addition to all *deukavallo feeds*, there is also a lot of valuable information on feeding horses correctly as well as a comprehensive nutrient lexicon.

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Wissen, was wichtig ist.

The logo of our new pet food umbrella brand (© Deutsche Tiernahrung Cremer).

More time for the essentials with *deuka companion*

"High-quality feed for horses, poultry, rabbits, birds & co. - oriented towards the basic values of good nutrition. That is the guiding idea behind *deuka companion*," says Volker Kaup, Head of Pet Food Sales at Deutsche Tiernahrung Cremer. "We offer horse owners nutrient-rich and balanced feeds with a focus on the essentials - geared to the needs of the animals. This means that riders can finally feed without stress and have more time for what is really important: relaxed and enjoyable hours with their horse"

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Intelligently developed feed, oriented to the needs of horses

High-quality feeds, intelligently developed according to high German standards, oriented towards the nutritional requirements of horses: For the launch of the new umbrella brand *deuka companion*, *deukavallo*'s feeding experts have further optimised the recipes of the popular horse feeds. In addition, the range of feeds for horses has been expanded by five supplements with tailor-made fields of application. At the heart of each feed formula is a customised nutrient mix that is precisely tailored to the needs of the horse in each situation.



Three horse feeds from the deukavallo range in the familiar and appealing red (© Deutsche Tiernahrung Cremer).

Finally stress-free feeding: Order horse feed in the new online shop

Whether leisure, breeding, sport or senior feed: the **new online shop** is aimed at all horse owners - whether enthusiastic leisure riders, ambitious equestrian athletes or hopeful breeders. In the "Horse feed" section at www.deuka-companion.com you will find all the crèche feeds, mashes, mueslis and supplements of the popular horse feed brand *deukavallo*. The product pages provide clear information about the intended use, the benefits and, last but not least, the nutrients of each feed.

Almost 100 years of feeding expertise

However, the new online shop offers even more. From Cushing's disease to pasture feeding and the care of horses with poor feeding habits - in the **guidebook** at www.deuka-companion.com, articles regularly provide

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information on optimal horse feeding, even in difficult situations. For horse owners who want to know exactly, the **nutrient lexicon** offers an insight into the ingredients of the best horse feeds. In this way, horse owners can find out everything they need to know about the right nutrition for their equine and can order the best feed at the same time. Everything quickly and directly with just a few clicks.



Rider with her horse in a paddock before sunset (© Deutsche Tiernahrung Cremer).



Rider stroking horse in paddock before sunset (© Deutsche Tiernahrung Cremer).



Horse owner stroking her horse in the stable (© Deutsche Tiernahrung Cremer).

About *deukavallo*



deukavallo is the horse feed brand from *Deutsche Tiernahrung Cremer*. At *deukavallo*, the focus is on the well-being of horses. Whether for leisure, sport or breeding horses, hopeful youngsters or experienced seniors: the *deukavallo* range offers the right feed for every horse. All products are precisely tailored to the nutritional needs of the animals. The mueslis, extrudates, mineral and pellet feeds are the result of a constant exchange of experience with animal nutrition institutes, veterinary universities and horse owners and breeders.

Only the highest quality orientation leads to sustainable feeding success. For this reason, all our production processes - from the raw material to the finished product - are fully documented and the feed quality is constantly monitored. This is how we at *deukavallo* ensure the best feed quality true to the motto: Naturally good horse feed. www.deukavallo.de & www.deuka-companion.com/collections/pferdefutter

About *deuka companion*

Healthy love between humans and animals. That is what all pet owners want. The basis of a fulfilling relationship is the appropriate handling of dogs, cats, horses, rabbits, chickens and the like - and this also includes a high-quality and nutritious diet. We at *deuka companion* know this. With our decades of feeding experience, we develop the best pet food according to intelligent recipes and the highest German standards - always geared to your pet's needs.

deuka companion offers orientation in the jungle of false promises. Contrary to short-lived feeding trends and empty marketing blah blah, our products stand for timelessly good food - honest and transparent. With *deuka companion*, pet owners can once again rely on their gut feeling when buying food. This leaves more time for the essentials: Namely, enjoying life with dogs, cats, horses, rabbits and co. without restrictions. www.deuka-companion.com.

About *Deutsche Tiernahrung Cremer*

Deutsche Tiernahrung Cremer is the market-leading compound feed producer in Germany. With approx. 2.5 million tonnes per year (2021), the company is the largest private producer of high-quality compound feeds for livestock and pets. More than 725 employees from 20 nations work successfully at 13 locations. The plants are among the most modern and largest of their kind in Germany. The deuka brand is of great importance throughout Germany and is also represented in many neighbouring European countries. The associated brands Club and Nordkraft are firmly established, especially in southern Germany and Lower Saxony. They all stand for the highest quality in all feeding areas.

Deutsche Tiernahrung Cremer, based in Düsseldorf, is a company of Peter Cremer Holding GmbH & Co KG, Hamburg. The company looks back on almost 100 years of tradition in compound feed production.

You can find out more about our company, products, feed concepts and brands at www.deuka.de

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Contact person



Tobias Bischoff

Head of Marketing+Communications

E-Mail: tobias.bischoff@deutsche-tiernahrung.de