

Media release

DEUKA DOG IN A NEW LOOK - FRESH DESIGN AND OPTIMISED RECIPES



23.02.2026 – Düsseldorf, 23 February 2026 - The dog food brand deuka dog presents itself with a revised brand logo and redesigned packaging. Proven classics remain unchanged, while other varieties have been specifically developed to better meet the needs of dogs. With deuka dog mini food for small and sensitive dogs and the changeover from small packaging sizes to handy 3-kilogramme bags, the range has been sensibly supplemented and the choice made easier for dog owners.

Familiar - but more modern and even clearer

Earthy colours, cosy imagery and a clear look: deuka dog's new design combines **naturalness with clarity**. With the relaunch, the brand presents itself in a **contemporary design** that retains its **familiar character**. **Concise icons and full-size food illustrations** facilitate orientation and offer a **direct view of the product**. **Clear information on nutrients and QR codes with further information** ensure **transparency and trust**.



deuka



Aus Neu wird Alt - deuka dog präsentiert sich in neuem Look (© deuka Tiernahrung Cremer)

"deuka dog" with a new look - versatile and targeted

With the relaunch, deuka dog is clearer and more modern than ever. A new variety has been added to the range, while tried and tested classics have been retained and the other recipes have been specifically tailored to the needs of dogs. The six varieties are available in **two pack sizes (3 kg and 15 kg)** and cover the entire life of a dog - from active puppies and sporty dogs to senior citizens and sensitive animals. Different kibble sizes, carefully selected protein sources and needs-orientated recipes ensure that every dog is optimally nourished. **High-quality ingredients and optimised nutrient breakdown ensure optimum digestibility and support health at every stage of development.**

New recipes and proven classics for optimal dog nutrition

With the relaunch, an additional variety has been added to the range. **deuka dog mini food** has been specially developed for small, adult dogs with sensitive digestive systems. The **extra small kibble** and **grain-free recipe with high-quality poultry protein and easily digestible potatoes** ensure optimum digestibility and enjoyment.

Other varieties have also been revised and now offer **more grain-free or gluten-free options**. Particularly noteworthy here is the now grain-free puppy food, which supports a safe start to a young dog's life with sweet potato as a particularly digestible ingredient and a harmonised recipe. The recipes of the popular classic Sensikost and Vitalkost remain unchanged. The result is a **larger selection of gentle and nutritious foods that are optimally tailored to the dog's needs.**



"With the further development of deuka dog, we want to make the choice easier for dog owners. Our brand stands for high-quality nutrition at every stage of life. This is how we lay the foundation for vitality, health and a long, happy dog life."

Barbara Wefers, Team Leader Product Management



About deuka Tiernahrung Cremer

deuka Tiernahrung Cremer is the largest private producer of compound feed in Germany. With approx. 2.3 million tonnes per year (2025), the company is one of the leading manufacturers of high-quality compound feed and mineral feed for livestock and pets. Over 730 employees from 23 nations work successfully at 15 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, particularly in southern Germany and Lower Saxony. They all stand for the highest quality in all feeding areas.

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

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

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