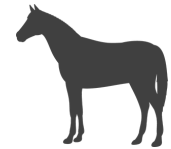


<https://www.deuka.de/en/current/equitana-2022-ueberraschung-enthueellt-bei-weltmesse-des-pferdesports/>

EQUITANA 2022

SURPRISE UNVEILED AT WORLD EQUESTRIAN SHOW



At last! Fair life has us back. The team of our horse feed brand **deukavallo** was finally back with a stand at the Equitana - the world equestrian fair - in Essen. Here, however, we not only presented our current **deukavallo** range. Our new pet brand **deuka companion** was also presented to the general public for the first time. In the process, the stand team directly unveiled another important novelty...

Equitana is the largest equestrian sports fair in the world. Since 1972, more than 850 exhibitors from 30 nations have been presenting products, services and food here every two years at the fairgrounds in Essen. More than 2,000 events attract almost 200,000 visitors from all over Europe. Of course, our horse feed brand **deukavallo** is not to be missed.

deukavallo at Germany's largest horse fair

As the Corona pandemic subsides, trade fairs are opening their doors again. Equitana was no exception. To celebrate the return to the usual trade fair business, Deutsche Tiernahrung Cremer also had a new, open and friendly stand at Germany's largest horse fair.

The focus was on our **grain-free products** *deukavallo Top Gastro* and *deukavallo Getreidefrei 21*. The balanced special feeds have a firm place in the feeding and care of horses with special requirements. Especially animals with metabolic disorders (e.g. Cushing's disease, laminitis or the civilisation disease EMS) benefit from a grain-free and thus energy- and starch-reduced feed.

deuka

deuka
companion

Club

NORDKRAFT



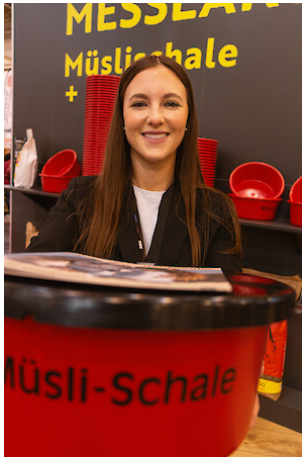
The new deukavallo stand awaits the rush of visitors at Equitana (© Deutsche Tiernahrung Cremer).



deukavallo feed at our stand at Equitana (© Deutsche Tiernahrung Cremer).

- **Top Gastro** (<https://www.deuka.de/en/pets/horses/deukavallo-top-gastro/>)
- **Grain free 21** (<https://www.deuka.de/en/pets/horses/grain-free-21/>)

Dog food also has a permanent place at Equitana



Our product manager Theresa Oesterwind lends a hand herself at the stand action at Equitana (© Deutsche Tiernahrung Cremer).

Dog food also has a firm place at Equitana

Where there are horses, there are often dogs. No riding stable without its four-legged protectors. Part of the *deukavallo stand* at Equitana is therefore traditionally **reserved for dog food** from *deuka* - and this year was no exception.

In addition to the well-known and appreciated dog foods of our house brand *deuka dog*, the stand team around Sales Manager Pet Volker Kaup also presented the **snacks from Caniland** - the latest acquisition in the pet food sector - for sale for the first time.

Unveiled for the first time: Our new online shop!

At Equitana, we revealed for the first time the upcoming launch of our new online shop for pet food. From **Wednesday, 27 April, 12:00 (CET)**, pet owners will receive food for horses, chickens, rabbits, rodents & co. directly to their homes with just a few clicks. As a new **contact point for private pet owners and breeders**, we also publish useful information about our products as well as a lot of interesting facts about the appropriate and nutritious nutrition of pets, house pets and hobby animals.

Stay tuned and: **Save the date!**



For the first time, we also present the snacks of our subsidiary Caniland to the general public (© Deutsche Tiernahrung Cremer).

Contact person



Barbara Wefers

Product Manager Pet/Horse

E-Mail: barbara.wefers@deutsche-tiernahrung.de

Tel.: +49 (0)211 / 3034 - 429