

<https://www.deuka.de/en/current/fiete-probably-the-most-transparent-dog-food-in-germany/>

Cooperation with the KIN food institute for transparency and safety



FIETE: PROBABLY THE MOST TRANSPARENT DOG FOOD IN GERMANY

Dog owners only want the best for their dog - this also applies to their dog's diet. If you want to feed your dog intuitively, you need to be able to trust your dog food. Does it really contain everything the label promises? Is the quality right? Trust in dog food is sometimes difficult. But that no longer has to be the case: FIETE creates safety through transparency. Nutritional food of the highest quality, all produced to the highest German standards. This is now guaranteed by the cooperation with the renowned KIN food institute and at the same time allows dog owners to see the test results of every FIETE dry food - something that has never been seen before in Germany.

"A lot of things are not transparent in the dog food market. Partly due to ignorance, partly due to a lack of binding guidelines, the labels on many bags do not always accurately reflect what is really in the food. **We have improved this with Fiete**," says Michael Alvermann, Head of Product Development at Fiete and an expert in feed safety. "Fiete dry feed is not only precisely labelled. With the KIN, we have a **neutral and renowned partner at our side** who guarantees the quality and safety of our new dog food brand."

FIETE creates trust and security through transparency

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Fiete is the **first dog food** in Germany to be certified by the **renowned Food institute KIN** food institute. The institute analyses the new food brand's dry food and makes all the test results from its accredited test laboratory freely available on its website. Dog owners who want to know for sure will find a **QR code on every bag of food**. Simply scan it, click on it and check the quality of the Fiete food for yourself.

Analysis pages provide insight and guarantee maximum transparency

On the special analysis pages, dog owners can find information about the dog food they have bought and a clear presentation of all the results of the analysis. Those who are particularly interested can also download the full laboratory report here. This allows dog owners to trace the quality of Fiete at any time - right down to the production batch. This **creates trust and security when buying food**. And: "that makes Fiete probably the most transparent dog food in Germany!" says Alvermann.

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About FIETE

FIETE is the new dog food brand from deuka companion. Simple feeding with a good gut feeling: that is the claim of the new brand. FIETE dog food only contains what is good and important for the balanced nutritional supply of a dog - and at a fair price. Anyone who is convinced by this can order the nutritional food for dogs directly to their home with just a few clicks. FIETE has been available exclusively in the deuka companion online shop(www.deuka-companion.com) since 1 March.

About deuka companion

Healthy love between humans and animals. That's what all pet owners want. The basis of a fulfilling relationship is the species-appropriate treatment 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 focussed on the needs of your pet.

deuka companion offers guidance in the jungle of false promises. Contrary to entertaining 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 other pets to the full.

www.deuka-companion.com

About the KIN Food Institute

The Lebensmittelinstitut KIN e.V. was founded in 1965 on the initiative of the food industry as a member organisation with more than 260 companies today and probably the largest interdisciplinary network in the German food industry. Under the umbrella of the non-profit organisation, the Lebensmittelinstitut KIN e.V. runs

the KIN technical college, which leads to the qualification of state-certified food technician, as well as the KIN education department with over 100 different seminars. The focus of the KIN Academy programme is on empowerment, i.e. the transfer of knowledge and expertise for direct application in everyday working life.

The KIN Food Institute is also a shareholder in the commercial division "KIN-GmbH". The GmbH includes the Innovation and Technology Development department, as well as an accredited testing laboratory with the Chemistry, Microbiology, Sensory Science, Packaging and Expertise/Declaration Testing departments. The Innovation & Technology Development department offers food and feed manufacturers and suppliers a wide range of options for customised solutions. The aim of the KIN is to incorporate existing knowledge and the latest findings from research into product development and the analysis of food and animal feed so that the quality characteristics of our member companies' products offer a competitive advantage that consumers can understand.

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