

<https://www.deuka.de/en/current/gutes-fuettern-richtig-einfach-mit-fiete-die-beduerfnisse-des-hundes-im-blick/>

## Media release

# GOOD FEEDING, REALLY EASY - KEEPING AN EYE ON THE DOG'S NEEDS WITH FIETE



*Fiete* is the new dog feed brand from *deuka companion*. Simple feeding with a good gut feeling: that is the claim of the new brand. *Fiete* dog feed only contains what is good and important for the balanced nutrient supply of a dog - and at a fair price. If you are convinced, you can order the nutrient feed for dogs directly to your home with just a few clicks. Since 1 March, *Fiete* has been available exclusively in the online shop of *deuka companion* ([www.deuka-companion.com](http://www.deuka-companion.com)).



Fiete logo (© deuka companion)

"Good food for a species-appropriate diet, oriented towards your dog's needs. Everything intelligently developed according to the highest German standards. That is the claim of *Fiete*", says Michael Alvermann, Head of Product Development *Fiete*. "After an intensive development phase, we can now proudly say: with *Fiete*, we have developed a high-quality, timelessly good dog food."

## Nutritional feed from *Fiete*: tailor-made feeding at every stage of life

From puppies to juniors and adults to seniors: dogs have different feed requirements at every stage of life. That is why the nutrient mix of *Fiete* dog feed is always **geared to the needs of the four-legged** friend.

The balanced recipes of all dry and wet feeds optimally cover the needs of dogs in every stage of life. The complete feeds have been available **exclusively in the webshop** at [www.deuka-companion.com](http://www.deuka-companion.com) since 1

March.

## Grain-free, gluten-free, lots of fresh meat: *Fiete* is digestible and sought-after at the same time

Dogs love meat! The natural ingredient is tasty, easy to digest and provides many vital nutrients. Whether chicken, beef, duck, lamb or salmon: *Fiete* 's nutritional food therefore has a **high proportion of fresh meat**. Owners of sensitive dogs can choose from the particularly **allergen-free monoprotein foods** in the *Fiete* range. However, many dogs are also sensitive to grain. That's why *Fiete* dog food is **free from grain and gluten**. This makes them particularly digestible and easy to digest - even for sensitive dogs.



Whether wet or dry food - from the vital junior to the cosy senior: every dog will find its favourite food in the *Fiete* dog food range (© deuka companion).

## Transparency against window dressing: KIN seal proves feed quality

Simple, intuitive feeding, species-appropriate and uncomplicated - all with a good gut feeling: that is *Fiete*'s claim. To achieve this, the dog food brand relies on the **highest quality and transparency**. On all dry dog food bags, dog owners will find precise information about ingredients and feeding recommendations. *Fiete* is also the **first German dog food** to be regularly tested by the **renowned Food institute KIN** food institute. The institute checks all the nutritional values of the dry food and displays the analysis results on its website. Via a **QR code on each pack**, dog owners can openly view the analysis results of the accredited laboratory. **This offers orientation, safety and makes *Fiete* probably the most**

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**transparent dog food in Germany!**



Good feeding, really easy - with Fiete, dog owners have the dog's needs in mind (© iStock.com/Pekic).

### **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](http://www.deuka-companion.com)

### **About *Deutsche Tiernahrung Cremer***

Deutsche Tiernahrung Cremer is the market-leading compound feed producer in Germany. With approx. 2.4 million tonnes per year (2022), the company is the largest private producer of high-quality compound feeds for livestock and pets. More than 700 employees from 19 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.

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You can find out more about our company, our products, feed concepts and brands at [www.deuka.de](http://www.deuka.de)

*Image source: © iStock.com/Pekic (top slider)*

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