MADE IN GERMANY

MAC's®

WET FOOD

SUPER FOOD for Dogs



GB

OUR COMPANY



For more than 30 years, Pro Pet Koller has been dedicated to the development, production and sales of super premium pet food for cats and dogs – even in 2nd generation now. Our brand *MAC's* stands for complete foods and snacks distinguished by high meat content and functional ingredients taking care of special needs. Hence, we offer proven solutions for intolerances, allergies and various health conditions. All our products are subject to strict quality checks and are produced in regard to the state-of-the-art of nutritional science and technologies. Located at the edge of a nature reserve, we specifically care about animal welfare, environmental protection and sustainability.

For us, it is important to actively contribute to climate protection and, thus, reduce the ecological footprint of our products. We obtain a large part of our raw materials from regional farmers and slaughterhouses. Consequently, we are able to guarantee short transport routes which reduces CO_2 emissions. With our own photovoltaic system, we generate a large part of the electricity that we need for the production process ourselves. Any additional energy required exclusively consists of green electricity acquired from regional suppliers. We are convinced that quality and sustainability are closely interlinked. Therefore, we work every day on improving our products for your and our own dogs and cats.

PRO PET® Koller

OUR PHILOSOPHY

„Quality since 1993 – more than 30 years of experience in the development of Super Premium Pet Food"

Our *MAC's* natural complete food is specially adapted to the needs of your pet. We only use high-quality raw materials, almost exclusively from German slaughterhouses.

We produce:

WITHOUT grain
WITHOUT added sugar
WITHOUT chemical preservatives
WITHOUT synthetic colouring
WITHOUT flavorings
WITHOUT animal testing
WITHOUT animal and bone meal
WITH added minerals and vitamins

These close to nature combinations ensure a good acceptance, healthy digestion and make sure that your dog enjoys the meals. With *MAC's* , your dog gets what it likes most – high-quality meat.

Based on the natural diet of wild dogs, *MAC's* **contains at least 70% meat** avoiding unnatural additives. The development and constant optimization of our range is based on latest scientific findings. Apart from that, using German food-grade raw materials is particularly important to us.





QUALITY

Regional products

Our brand **MAC's** not just pays attention to the quality, but also to the origin of raw materials. For us, „Made in Germany“ already starts with the husbandry conditions of slaughter animals. Thus, we rely on long-standing partnerships with certified regional suppliers. By including local farmers and slaughterhouses, we increase animal welfare significantly.

“Made in Germany” means more than just a German production facility. Using domestic products and raw materials enable shorter transport routes which has a major impact on the **sustainability** of our products. Further, it influences our economic actions: “Made in Germany” stands for strict guidelines, legal regulations and our certified production facility obeying them.

Species-appropriate nutrition

The domestic dog belongs to the species of carnivores which is why they mainly need to be fed with meat. In fact, it is equipped with a wild dog's digestive tract and expects proper nutrition: While hunting, wild dogs consume fruits, vegetables, herbs and carbohydrates mostly through the stomach content of their prey. For this reason, our food also contains a small amount of healthy herbs, fruits and vegetables.

The product line of **MAC's** is **nutritionally balanced** and **grain free**. The ingredients in food-grade quality such as fresh meat and fish, fruits and vegetables additionally go through a gentle manufacturing process. This combination is exactly what our darlings need and deserve.

SUPER FOOD

SUPER FOOD

Super Food with Super Foods

For our super premium pet food, we exclusively use functional ingredients grown in nature. Being guided by modern human food standards, we pursue to maintain the natural nutrition of dogs.

Sweet potatoes are enriched with fibre and promote a healthy digestion. As the vegetable contains high amounts of antioxidants, it can prevent inflammation.

Peas are considered as one of the most essential vegetable protein source. Their high protein content can support the creation of muscle cells, skin and bones.

Potatoes are easily digestible and have a gentle effect on the stomach by protecting the gastric mucosa. Since they form a high-quality energy source, potatoes contain multiple proteins and carbohydrates.

Spinach contains many valuable nutrients such as iron, lutein, potassium, magnesium, vitamin C and beta carotene. Beta carotene and lutein in particular play an important role in eye health. Spinach is also a source of natural vitamin K1 which strengthens bones.

Linseed oil has a digestive effect and can have a positive effect on intestinal activity. It can help with constipation and fights inflammation in the intestines with the polyunsaturated fatty acids it contains.

Carrots are not just effective suppliers of fibre but also include vitamin A and beta-carotene which enhances eye health and eyesight.

Cranberries function as real vitamin bombs as they contain a particularly high concentration of vitamin C and antioxidants. To achieve a positive effect on the bladder and kidney function, cranberries tend to reduce bacterial infections.

New Zealand green-lipped mussel serves as a natural source of chondroitin and glucosamine with which healthy joints, cartilage formation and general mobility are promoted. Moreover, it incorporates a unique mixture of essential fatty acids.

Blueberries are also regarded as small vitamin bombs since they provide plenty of vitamin C and E. While their particular tannins can prevent diarrhea on the one hand, they inhibit the proliferation of bacteria and accelerate the healing of mucosal inflammation on the other.

Pumpkin contains a lot of digestive fiber. Further, it is enriched with vitamins that strengthen the immune system. Pumpkin supports the bladder function and insulin regulation.

Seaweed flour serves as a natural supplier of iodine and, thus, promotes the optimal functioning of the thyroid gland. It also contains valuable amino acids, vitamins and minerals.

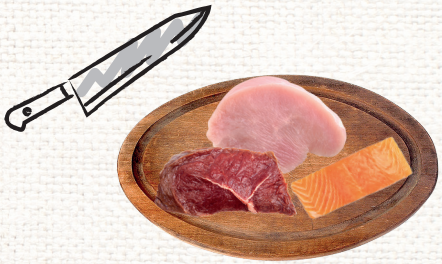
PRODUCTION PROCESS

Healthy animals mostly living on regional farms are selected for our high-quality wet food.





After the animal has been cut up by our butcher and has been processed with the meat grinder, the fresh meat is filled into a large mixer with fruits, vegetables and other high-quality ingredients.



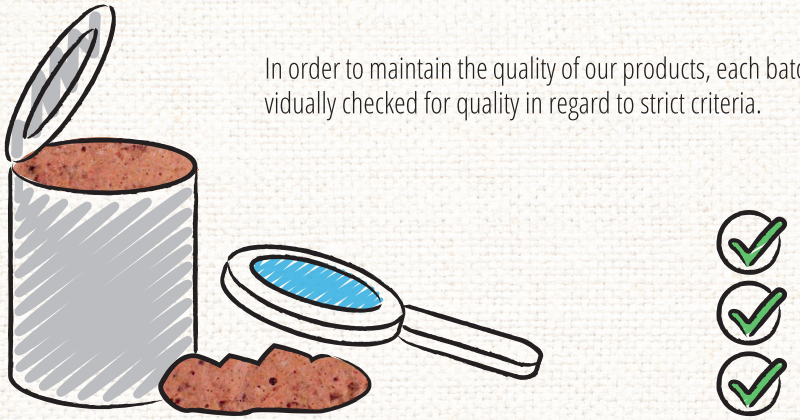
Once everything is mixed well, the food can be canned and sealed airtight.



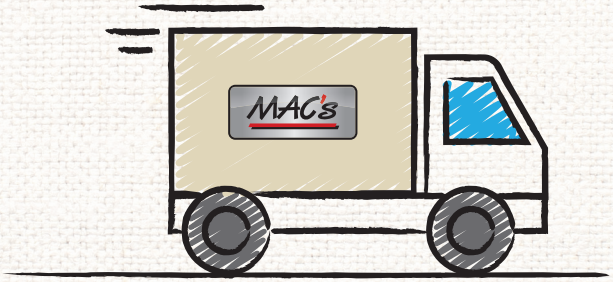
The cans are cooked at a gentle temperature over a long period of time. This method ensures to lose as few vitamins and nutrients as possible.



In order to maintain the quality of our products, each batch is individually checked for quality in regard to strict criteria.







After our cans are labeled and wrapped, they'll reach you soon!

DISCOVER OUR GRAINFREE DRY FOOD AS WELL!



MAC'S CANS

Our wet food offers a wide range of **tasty food variations** that provide your darling a delicious and, above all, healthy meal. With selected ingredients, we guarantee **optimal digestibility**. Our natural wet food will match your dog's taste for sure!



200 g



400 g



800 g



LAMB WITH POULTRY HEARTS

400 g & 800 g

Composition: 46.5% poultry (consisting of poultry heart (20%), poultry meat, poultry neck, poultry meat broth), 43.6% lamb (consisting of lamb meat, lamb lungs, lamb liver, lamb hearts, lamb meat broth), 8.7% beef (consisting of beef meat, beef meat broth), 1% minerals, 0.2% sunflower oil



BEEF JOWEL & CARROTS

200 g, 400 g & 800 g

Composition: 93.9% beef (consisting of beef jowel (30%), beef meat, beef heart, beef lung, beef liver, beef meat broth), 5% carrots, 1%, minerals, 0.1% seeweed



CALF & DUCK

400 g & 800 g

Composition: 53.8% calf (consisting of calf meat, calf heart, calf lung, calf meat broth), 20.2% beef (consisting of beef meat, beef liver, beef meat broth), 20% duck (consisting of duck heart, duck gizzard, duck neck), 5% potato, 1% minerals



BEEF & PUMPKIN

200 g, 400 g & 800 g

Composition: 93.6% beef (consisting of beef meat, beef heart, beef lung, beef liver, beef meat broth), 5% pumpkin, 1% minerals, 0.2% linseed oil, 0.1% rosemary, 0.1% green-lipped mussle



GAME & LAMB

200 g, 400 g & 800 g

Composition: 76% lamb (consisting of lamb meat, lamb lungs, lamb hearts, lamb livers, lamb meat broth), 19% game (consisting of deer- and roe deer meat, game meat), 4% carrots, 1% minerals



These MAC's cans have a particularly high proportion of chondroitin and glucosamine.



All MAC's cans are completely grain free.



The meat content of all MAC's cans for dogs amounts to at least 89%.



REINDEER, BEEF & VEGETABLES

400 g & 800 g

Composition: 84% beef (consisting of beef meat, beef lung, beef heart, beef liver, beef meat broth), 10% reindeer meat, 3% carrots, 2% peas, 1% minerals



CHICKEN & CRANBERRY

200 g, 400 g & 800 g

Composition: 93.7% chicken (consisting of chicken meat, chicken heart, chicken gizzard, chicken liver, chicken neck, chicken meat broth), 3% potato, 2% cranberries, 1% minerals, 0.2% linseed oil, 0.1% green-lipped mussel



TURKEY & BLUEBERRY

200 g, 400 g & 800 g

Composition: 93.7% turkey (consisting of turkey meat, turkey heart, turkey gizzard, turkey liver, turkey meat broth), 3% apricot, 2% blueberries, 1% minerals, 0.2% safflower oil, 0.1% green-lipped mussel



CHICKEN & LAMB

400 g & 800 g

Composition: 66% chicken (consisting of chicken meat, chicken heart, chicken gizzard, chicken liver, chicken meat broth), 28% lamb (consisting of lamb meat, lamb lungs, lamb hearts, lamb meat broth), 3% sweet potatoes, 2% cottage cheese, 1% minerals

MAC'S MONOPROTEIN CANS

Our monoprotein wet food not just convinces with its design and its high meat content, but also offers a large selection of products that contain only **one source of animal protein**. Partly combined with **functional vegetable ingredients** such as peas or sweet potatoes, it is especially suitable for dogs suffering from allergies and intolerances.



RABBIT, BEEF & VEGETABLES
200 g, 400 g & 800 g

Composition: 54% beef (consisting of beef meat, beef lung, beef liver, beef heart, beef meat broth), 21% poultry (consisting of poultry gizzard, poultry liver, poultry heart, poultry meat broth), 14% rabbit meat, 5% carrots, 5% potato, 1% minerals



LAMB & DUCK
200 g, 400 g & 800 g

Composition: 78.8% lamb (consisting of lamb meat, lamb lungs, lamb liver, lamb hearts, lamb meat broth), 15% duck (consisting of duck heart, duck gizzard), 5% carrots, 1% minerals, 0.1% green-lipped mussle, 0.1% gingko



SALMON, BEEF & SPINACH
400 g & 800 g

Composition: 59.9% beef (consisting of beef meat, beef lung, beef heart, beef liver, beef meat broth), 37% salmon (consisting of salmon, salmon broth), 2% spinach, 1% minerals, 0.1% green-lipped mussle



Puppy

CHICKEN & CALF
200 g, 400 g & 800 g

Composition: 68.2% chicken (consisting of chicken meat, chicken gizzard, chicken heart, chicken liver, chicken neck, chicken meat broth), 30.5% calf (consisting of calf lung, calf heart, calf meat broth), 1% minerals, 0.2% safflower oil, 0.1% eggshell powder



Puppy

BEEF & GOAT
200 g, 400 g & 800 g

Composition: 73.7% beef (consisting of beef meat, beef lung, beef heart, beef liver, beef meat broth), 17% goat (consisting of goat meat), 4% carrots, 4% peas, 1% minerals, 0.2% linseed oil (cold-pressed) , 0.1% eggshell powder



Analysis per kg

	LAMB & POULTRY HEARTS	BEEF JOWEL & CARROTS	CALF & DUCK	BEEF & PUMPKIN	GAME & LAMB	REINDEER, BEEF & VEGETABLES	CHICKEN & CRANBERRY	TURKEY & BLUEBERRY	CHICKEN & LAMB	RABBIT, BEEF & VEGETABLES
Crude Protein	10.8 %	11.4 %	10.7 %	10.9 %	10.7 %	11.5 %	11.0 %	11.2 %	10.7 %	10.2 %
Crude Fat	7.4 %	7.6 %	6.5 %	7.8 %	7.2 %	6.5 %	5.4 %	5.6 %	6.1 %	5.6 %
Crude Ash	2.5 %	2.1 %	2.2 %	2.3 %	2.7 %	2.0 %	2.3 %	2.4 %	2.4 %	2.5 %
Crude Fibre	0.3 %	0.4 %	0.4 %	0.4 %	0.4 %	0.4 %	0.4 %	0.3 %	0.4 %	0.4 %
Moisture	78.0 %	78.0 %	79.0 %	78.0 %	78.0 %	79.0 %	80.0 %	80.0 %	80.0 %	80.0 %

	LAMB & DUCK	SALMON, BEEF & SPINACH	*Puppy* CHICKEN & CALF	*Puppy* BEEF & GOAT	*Mono* FRESH TURKEY	*Mono* FRESH DUCK	*Mono* FRESH HORSE	*Mono* FRESH RED DEER	*Mono* FRESH LAMB	*Mono* FRESH RABBIT
Crude Protein	11.0 %	10.8 %	11.1 %	10.2 %	11.1 %	10.9 %	12.0 %	11.1 %	10.5 %	10.5 %
Crude Fat	7.2 %	7.5 %	5.7 %	5.6 %	5.6 %	6.2 %	3.1 %	8.3 %	8.1 %	5.2 %
Crude Ash	2.5 %	2.3 %	2.3 %	2.5 %	2.5 %	2.4 %	2.0 %	2.4 %	2.5 %	3.0 %
Crude Fibre	0.3 %	0.3 %	0.4 %	0.4 %	0.4 %	0.4 %	0.3 %	0.3 %	0.4 %	0.4 %
Moisture	78.0 %	78.0 %	80.0 %	80.0 %	78.0 %	80.0 %	78.0 %	75.0 %	75.0 %	80.0 %



MONO FRESH TURKEY
400 g & 800 g

Composition: 93.7% turkey (consisting of turkey meat, turkey hearts, turkey stomach, turkey liver, turkey necks, turkey broth), 5% sweet potatoes, 1% minerals, 0.2% linseed oil, 0.1% seaweed meal



MONO FRESH DUCK
400 g & 800 g

Composition: 93.9% duck (consisting of duck meat, duck heart, duck liver, duck lung, duck meat broth), 3% potatoes, 2% peas, 1% minerals, rosemary



MONO FRESH HORSE
200 g, 400 g & 800 g

Composition: 99% horse (consisting of horse meat, horse hearts, horse meat broth), 1% minerals



MONO FRESH RED DEER
400 g & 800 g

Composition: 99% red deer (consisting of red deer meat, deer meat, deer heart, deer liver, red deer heart, red deer lung, red deer broth), 1% minerals



MONO FRESH LAMB
400 g & 800 g

Composition: 93.7% lamb (consisting of lamb heart, lamb meat, lamb liver, lamb lung, lamb rumen, lamb meat broth), 5% sweet potatoes, 1% minerals, 0.2% safflower oil, 0.1% seaweed flour



MONO FRESH RABBIT
400 g & 800 g

Composition: 93.9% rabbit (consisting of rabbit meat, rabbit lung, rabbit liver, rabbit heart, rabbit meat broth), 3% potatoes, 2% peas, 1% minerals, rosemary

MAC'S TRAYS

Our *MAC's* dog trays guarantee your four-legged friend a true taste experience offering a colourful mix. Including different types of meat, they come with an especially **high meat content of at least 90%**. They further convince with high-quality raw materials abstaining from chemical additives which ensures an optimal digestibility. Due to their small portions, the **150g** trays are a perfect meal for smaller dogs, can be fed as a reward inbetween or can serve as a To-Go meal.

Multipack

6 x 150 g

Content:
Chicken & Salmon • Pure chicken with chicken hearts • Veal, heart and liver • Veal & Duck • Rabbit, Game & Duck • Pheasant & Turkey





CHICKEN & SALMON

150 g

Composition: 85.1% chicken (consisting of chicken meat, chicken hearts, chicken stomachs, chicken livers, chicken necks, chicken fat, chicken meat broth), 13.9% salmon (consisting of salmon and salmon broth), 1% minerals



VEAL, HEART & LIVER

150 g

Composition: 99% beef (consist of veal meat, veal lungs, veal hearts, beef meat, beef lungs, beef rumen, 10% beef hearts, 8% beef liver, beef meat broth) 1% minerals



BEEF, POULTRY & ZUCCHINI

150 g

Composition: 48.9% beef (consisting of beef meat, beef hearts, beef livers, beef lungs, beef tripe, beef meat broth), 46.1% poultry (consisting of poultry meat, poultry hearts, poultry stomachs, poultry livers, poultry necks, poultry meat broth), 4% zucchini, 1% minerals



RABBIT, GAME & DUCK

150 g

Composition: 46.9% beef (consisting of beef meat, beef hearts, beef livers, beef lungs, beef tripe, beef meat broth), 14.7% rabbit (consisting of rabbit meat, rabbit meat broth), 14.7% game (consisting of game meat, game hearts, game livers, game lungs, game tripe, game meat broth), 14.7% duck (consisting of duck meat, duck hearts, duck stomachs, duck necks, duck meat broth), 4% carrots, 4% potatoes, 1% minerals



VEAL & DUCK

150 g

Composition: 57.2% veal (consisting of veal meat, veal hearts, veal lungs, veal ribs, veal broth), 41.8% duck (consisting of duck meat, duck hearts, duck stomachs, duck necks, duck meat broth), 1% minerals



PHEASANT & TURKEY

150 g

Composition: 85.1% turkey (consisting of turkey meat, turkey hearts, turkey stomachs, turkey livers, turkey necks, turkey meat broth), 13.9% pheasant (consisting of pheasant meat, pheasant meat broth), 1% minerals



Puppy

BEEF & POULTRY

150 g

Composition: 64.4% beef (consisting of beef meat, beef hearts, beef lungs, beef livers, beef rumen, beef meat broth), 34.2% poultry (consisting of poultry meat, poultry stomachs, poultry necks, poultry fat, poultry meat broth), 1% minerals, 0.2% calcium carbonate, 0.2% salmon oil



LAMB, TURKEY & PUMPKIN

150 g

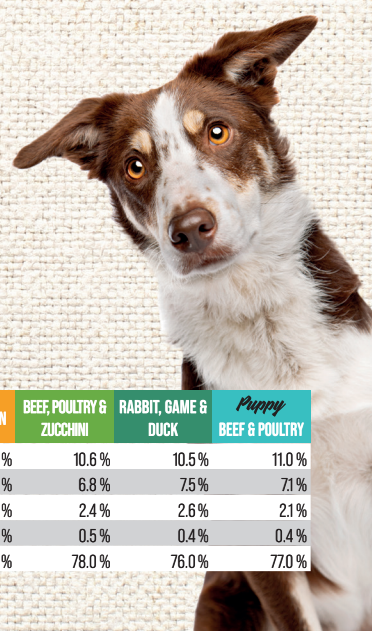
Composition: 51.8% turkey (consisting of turkey meat, turkey hearts, turkey stomachs, turkey livers, turkey necks, turkey meat broth) 43.2% lamb (lamb meat, lamb hearts, lamb livers, lamb lungs, lamb rumen, lamb meat broth), 4% pumpkin, 1% minerals



PURE CHICHEN WITH CHICKEN HEARTS

150 g

Composition: 99% chicken (consisting of chicken meat, 10% chicken hearts, chicken stomachs, chicken livers, chicken necks, chicken fat, chicken meat broth), 1% minerals



Analysis per kg

	CHICKEN & SALMON	VEAL, HEART & LIVER	VEAL & DUCK	PHEASANT & TURKEY	LAMB, TURKEY & PUMPKIN	PURE CHICKEN	BEEF, POULTRY & ZUCCHINI	RABBIT, GAME & DUCK	*Puppy* BEEF & POULTRY
Crude Protein	10.4 %	11.0 %	10.6 %	10.4 %	10.4 %	10.8 %	10.6 %	10.5 %	11.0 %
Crude Fat	5.4 %	8.5 %	7.8 %	5.0 %	5.2 %	5.1 %	6.8 %	7.5 %	7.1 %
Crude Ash	2.8 %	2.2 %	2.6 %	2.8 %	2.8 %	2.5 %	2.4 %	2.6 %	2.1 %
Crude Fibre	0.4 %	0.3 %	0.4 %	0.4 %	0.4 %	0.4 %	0.5 %	0.4 %	0.4 %
Moisture	80.0 %	75.0 %	76.0 %	80.0 %	79.0 %	80.0 %	78.0 %	76.0 %	77.0 %

MAC'S SMOOTHIES

NEW

Our new **MAC's Paw Power Smoothies** are wholesome **supplementary feeds** that come with useful functions: They adress important needs such as healthy skin and coat, joint care or the regulation of the intestinal flora – a healthy snack for a happy pet life.



BEEF *Joint Care*

200g

Composition: 66% meat juice, 25% beef meat, 2% chicken liver, 2% blueberries, 2% sweet potatoes, 0.55% linseed oil (pressed), 0.5% minerals, 0.5% rose hips, 0.3% MSM (methylsulfonylmethane), 0.2% nettle, 0.2% chamomile, 0.2% eggshell powder, 0.2% chondroitin, 0.15% green-lipped mussel, 0.15% maritime collagen peptide, 0.05% Betaglucan

Strenghtens joints and bones with the aid of calcium, chondroitin and glucosamin; promotes mobility and eases inflammation of the joints.



CHICKEN *Skin & Coat*

200g

Composition: 64% meat juice, 27% chicken meat, 2% chicken liver, 2% parsnips, 2% apricots, 1% banana, 0.5% minerals, 0.4% salmon oil (refined), 0.22% rose hips, 0.2% parsley, 0.2% rosemary, 0.2% eggshell powder, 0.13% brewer's yeast, 0.13% seaweed flour, 0.02% beta glucan

Salmon oil and seaweed meal can support healthy skin and shiny coat and further improve the resistance of hair.



TURKEY *Digestion Plus*

200g

Composition: 66% meat juice, 27% turkey meat, 2% chicken liver, 2% sweet potatoes, 2% peas, 0.5% minerals, 0.4% carrots, 0.4% hemp oil (cold-pressed), 0.35% pea protein, 0.33% Inulin, 0.2% dandelion, 0.2% cress, 0.2% eggshell powder, 0.2% apple, 0.13% seaweed flour, 0.06% fructo oligosaccharides (FOS), 0.02% beta glucan, 0.01% mannan oligosaccharides (MOS)

Peas, dandelion and hemp oil have a digestive effect, tend to work appetising and stabilize the intestinal flora.



What our Drinks & Smoothies are useful for:

- supplement dry or wet food
- support hydration
- convenient while travelling
- simplify administering medication
- for baking
- can be served as a topping, ice cubes, dog ice cream, in a bowl or on a lickmat

MAC'S DRINKS

NEW

Our newest innovations promise tasty refreshments: The **MAC's Paw Power Drinks** consist of nutritious fresh meat, vitalizing liquid and healthy vegetables. As an effective **food supplement**, they ensure high acceptance and are a real delicacy for your pet!



BEEF

200g

Composition: 79.6% meat juice, 15% beef meat, 5% sweet potatoes, 0.25% inulin, 0.1% minerals, 0.05% dandelion



CHICKEN

200g

Composition: 79.6% meat juice, 15% chicken meat, 5% carrot, 0.25% inulin, 0.1% minerals, 0.05% parsley



VEGETABLES

200g

Composition: 84.6% vegetable broth, 5% sweet potatoes, 5% pumpkin, 5% carrot, 0.25% inulin, 0.1% minerals, 0.05% nettle leaves

Analysis per kg

	DRINK BEEF	DRINK CHICKEN	DRINK VEGETABLES
Crude Protein	5.3 %	5.3 %	0.5 %
Crude Fat	0.5 %	0.5 %	0.1 %
Crude Ash	0.6 %	0.4 %	0.4 %
Crude Fibre	0.3 %	0.3 %	0.4 %
Moisture	90.8 %	91.1 %	93.3 %

	SMOOTHIE BEEF	SMOOTHIE CHICKEN	SMOOTHIE TURKEY
Crude Protein	9.0 %	9.8 %	10.4 %
Crude Fat	1.7 %	2.2 %	1.5 %
Crude Ash	1.5 %	1.1 %	1.3 %
Crude Fibre	0.3 %	0.3 %	0.3 %
Moisture	85.0 %	83.0 %	83.0 %



Our soft Snack Variation

The perfect snack for inbetween that serves as an ideal reward for your darling! While our delicious **Meat Bits** are refined with **lots of fresh meat, fruits and vegetables**, our **Mono Snacks** are the perfect alternative for dogs suffering from allergies or intolerances: They only contain one source of animal protein.

MEAT BITS



MONO SNACKS



SOFT BITES

...WITH A HANDY VIEWING WINDOW

MAC's

SUPER FOOD

GRAINFREE

HIGH MEAT CONTENT

HERBS + VITAMINS

OMEGA 3 + 6

- WITHOUT GRAIN
- WITHOUT ADDED SUGAR
- WITHOUT CHEMICAL PRESERVATIVES
- WITHOUT SYNTHETIC COLOURING
- WITHOUT FLAVORINGS
- WITHOUT ANIMAL TESTING
- WITHOUT ANIMAL & BONE MEAL
- WITH ADDED MINERALS AND VITAMINS

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