



2025

Forward thinking food

Semi-moist cat treats



GC Consulting

Semi-moist treats



In today's evolving pet food market, semi-moist treats are gaining significant traction due to their unique texture, high palatability, and convenience. Positioned between dry kibble and wet food, these treats offer a soft, chewy consistency that is especially appealing to dogs and cats, making them ideal for training, rewarding, or administering supplements. Their higher moisture content not only enhances flavor and acceptance but also supports better digestibility compared to traditional dry snacks.

Beyond palatability, our semi-moist treats serve as an excellent carrier for functional ingredients, enabling the **inclusion of a wide range of health-promoting additives** without compromising product stability or consumer appeal. These formulations can target **specific benefits such as immunity, skin and coat health** — or simply deliver an irresistibly palatable reward.

The demand for functional pet snacks has surged in recent years, driven by pet owners' growing focus on health, wellness, and preventative care.

Market data shows strong and steady growth for treats making claims such as "hip & joint support," "dental care," "immune boosting," and "weight control."

We meet this demand head-on. Our range of semi-moist functional **snacks combines indulgence with science — offering targeted benefits for immune support, skin & coat, urinary support, and overall vitality.** Each recipe is thoughtfully designed to deliver measurable health support while maintaining the texture, aroma, and taste pets love. As pet parents continue to prioritize quality, transparency, and functionality, our semi-moist treats offer support for both happiness and health.



Immunity

Skin & coat

Urinary support

Overall vitality

Why semi-moist snacks

Semi-moist snacks strike the **perfect balance between taste, texture and functionality**. With a moisture content typically between 18–24%, they deliver a soft, juicy bite that dogs love — without the stickiness or short shelf life of fresh products.

Unlike baked or extruded treats, semi-moist technology protects heat-sensitive nutrients and maintains higher palatability. This makes them an ideal carrier for functional concepts like skin & coat care, urinary, weight balance or immune balance formulas.

Our snacks offer functional health benefits

Each of our semi-moist snacks is more than just a treat — it's a **daily boost of well-being**. Designed to support your cat's unique needs, they combine premium animal proteins with carefully selected functional ingredients such as **omega-3s, spirulina, turmeric, biotin, and chicory**. Whether it's for skin & coat care, immune support, urinary comfort, weight management, or simply joyful indulgence, our treats deliver targeted nutrition with irresistible taste.

OUR TREATS
DELIVER TARGETED
NUTRITION WITH
IRRISISTIBLE TASTE.



1 Immunity boost :

Stronger natural defences

Kittens are born with **developing immune systems**, making them more vulnerable to infections and environmental stress. During these early months, **balanced nutrition and targeted support are essential** to help build strong natural defences. Senior cats, on the other hand, experience a natural decline in immune function as they age. Their bodies respond more slowly to challenges, making them more prone to illness, inflammation, and fatigue.

That's why **functional nutrition – enriched with antioxidants, omega-3 fatty acids, vitamins, and natural immune-boosting ingredients** – can help strengthen resilience, maintain vitality, and support overall wellbeing in these sensitive life stages. Immune health plays a vital role in keeping cats active, resilient, and full of life.

Our **Immunity Boost snacks** are enriched with **spirulina, turmeric, and omega-3 fatty acids**, combined with essential vitamins and minerals that strengthen the body's natural defences. **Spirulina provides potent antioxidants** that support immune balance, while turmeric delivers natural anti-inflammatory protection. Together with **omega-3s**, these nutrients form a complete system that helps maintain vitality and resilience throughout all life stages.





A GLOSSY COAT
AND HEALTHY SKIN
ARE SIGNS OF GOOD
NUTRITION.

2

Skin & coat

Radiant on the outside,
healthy from within

A cat's skin and coat are not just for beauty – they are important for health. **The skin protects against the outside world, while the coat provides comfort and temperature.**

Cats shed regularly, and their skin is exposed to stress from grooming, indoor air, or allergens. **Omega-3 fatty acids** (EPA and DHA) help **keep the skin calm and reduce itching or irritation** while Balanced protein continues to be important for **strong hair growth**. If cats don't get enough of these nutrients, their coat may lose shine, shed excessively, or become greasy. As cats age, their skin becomes thinner and less elastic, and the coat often looks duller. Seniors may also groom less because of dental or joint problems.

Omega-3s help **reduce low-grade inflammation** common in older cats while nutrients like chondroitin help **keep tissues flexible**, which also benefits the skin. Good nutrition in seniors can help them keep a softer coat, healthier skin, and a more youthful appearance. High quality protein, essential fatty acids, and the right vitamins and minerals are key to keeping skin strong and coats glossy.

A glossy coat and healthy skin are signs of good nutrition. Our Skin & Coat formula combines omega-3 fatty acids, chondroitin sulphate, and vitamin B7 (biotin) to **nourish the skin and restore coat softness and shine.**

Biotin supports regeneration at the cellular level, while chondroitin and omega-3s help **maintain skin elasticity and reduce dryness or irritation**. This functional snack keeps your cat looking and feeling its best, from whiskers to tail.

3

Hairball control

Smooth digestion and comfort

Cats are natural groomers and can spend several hours a day licking their fur. Their tongue is covered with tiny, hook-like structures that act like a comb, catching loose hairs. While most of these swallowed hairs pass safely through the digestive system, some can **collect in the stomach and form hairballs**.

For many cats, this is a normal process, but when too much hair builds up, it **can cause discomfort**. Signs include coughing, gagging, constipation, or even vomiting up compact balls of fur. Long-haired breeds, older cats that groom more, or cats that shed heavily are especially prone to hairballs.

Coughing

Hairballs are a common issue, especially for long-haired cats. Our **Hairball Control snacks** help ease the natural passage of ingested hair while maintaining healthy skin and coat.

Gagging

Constipation

Enriched with omega-3 fatty acids, vitamins, minerals, and carrot powder, this formula supports digestive regularity and reduces shedding. The result is a happier, more comfortable cat — and fewer unpleasant surprises.

Vomiting

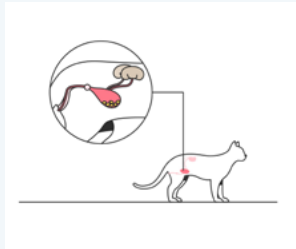
THE RESULT IS A
HAPPIER CAT
AND FEWER
UNPLEASANT
SURPRISES



4

Urinary support : Stronger natural defences

Urinary tract issues are among the most common health problems in cats, **particularly male cats and indoor cats**. Their anatomy and lifestyle make them more prone to discomfort in this area, and even small imbalances can quickly lead to visible problems.



One of the most frequent conditions is **Feline Lower Urinary Tract Disease (FLUTD)**, which includes **inflammation, crystal formation, and sometimes urinary blockages**. These problems are not only painful but can become life-threatening if left untreated. Signs include frequent urination, straining in the **litter box**, or **blood in the urine** — all of which are alarming for pet parents.

Formulated to promote urinary tract comfort, our **Urinary Support snacks** combine **omega-3 fatty acids with chicory derivatives** rich in inulin. Omega-3s help reduce inflammation and support the mucosal lining of the bladder, while inulin acts as a prebiotic to maintain a balanced gut and urinary microbiota. Together, these nutrients encourage optimal urinary health and reduce the risk of recurring discomfort.

5

Weight support : Balanced metabolism, natural energy

Obesity is one of the most common health problems in domestic cats today. Studies suggest that 30–40% of pet cats are overweight, and many owners don't even realize their cat is carrying extra weight. Because cats are naturally small animals, **even a little excess weight can have a big impact on their health**. Extra weight puts **stress on joints, makes movement harder**, and reduces a cat's willingness to play or exercise — which can create **a vicious circle** of less activity and more weight gain. Obesity also increases the risk of serious conditions such as **diabetes, heart disease, urinary problems and liver disease**. Senior cats are especially vulnerable, as their metabolism slows down with age.

Maintaining a healthy weight is **essential for long-term wellness**. Our Weight Support snacks feature omega-3 fatty acids, spirulina, and a tailored vitamin-mineral complex to help manage metabolism and satiety.

Spirulina supports fat metabolism and energy efficiency, while omega-3s promote healthy lipid balance. These light; tasty treats are perfect for weight-conscious cats — keeping them fit without compromise.



THEIR NUTRITIONAL
NEEDS ARE VERY
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THOSE OF MATURE
CATS

6 Kitten starter

A healthy start for growing explorers

The first year of a kitten's life is marked by rapid growth and development. In just a few months, kittens transform from tiny newborns into young adults, and their nutritional needs are very different from those of mature cats. Kittens **grow up to 15 times faster than adult cats**, and during this period **their bones, muscles, organs, and immune system are still developing**. This means they require higher levels of protein and energy to fuel growth and support their fast-changing bodies.

At the same time, kittens **go through a coat transition**: their first soft fur is gradually replaced by a denser adult coat. For this process, **nutrients such as biotin, high-quality minerals and omega-3 fatty acids are crucial** to ensure strong, shiny, and healthy coat formation. Kitten-hood is also a sensitive phase for the immune and digestive systems. The immune system is still maturing, and the digestive system is adapting to solid foods for the first time. Balanced nutrition with vitamins, minerals, and gentle textures helps support this transition. Equally important, this stage is about learning and bonding. Kittens are naturally curious and playful. Treats can serve as positive reinforcement during training and socialization, helping to build trust and strengthen the bond between kitten and owner.

biotin

Kittens need the right nutrients to thrive in their early months. Our **Kitten Starter snacks are enriched with vitamin B7** and a full complex of vitamins and minerals that promote strong growth, smooth skin, and a soft, shiny coat.

minerals

With carefully balanced nutrients and gentle taste, these treats support healthy development and introduce kittens to good nutrition from the start.

omega-3

Tasty award



Cheese

Pure indulgence for curious cats

Cheese isn't the first ingredient people associate with cats, yet many cats are naturally drawn to its rich aroma and creamy taste. The **strong smell of fermented dairy products appeals to their sensitive noses**, and the savoury, umami notes make cheese particularly tempting. This is why cheese can be used as an effective flavour enhancer in cat treats, adding variety to the daily routine.

Perfect for bonding moments or positive reinforcement, these snacks transform everyday feeding into a small celebration of taste and trust.

Nutritionally, cheese provides **high-quality animal protein** and is a **natural source of calcium, which supports bones and teeth**. It also contains small amounts of vitamin A, B vitamins, and essential fatty acids.

Irresistibly aromatic, our Cheese snacks deliver a taste in every bite. Enriched with real cheese and high-quality animal proteins, they offer a delicious reward that cats simply can't resist.

High salmon

The taste of the sea

Cats are obligate carnivores, which means they are biologically wired to seek out animal protein as their main source of energy. Among the many protein sources available, **salmon stands out as one of the most attractive to cats**. Its strong aroma and rich, savory taste instantly capture their attention. Unlike humans, **cats have far fewer taste buds, but they are highly sensitive to amino acids and certain fatty acids**. These are abundant in salmon, which explains why cats respond so strongly to its smell and flavor.

Our High Salmon snacks are crafted with 21% salmon meal, delivering a rich source of omega-3 fatty acids and premium animal protein. The naturally enticing aroma and texture make these treats a true favourite for fish-loving cats.



Packed with flavour and nutrition, they're ideal as a daily indulgence or training reward.



This playful pairing encourages natural activity and mental stimulation, while delivering essential nutrients and irresistible flavour — the perfect mix of wellness and fun.

High Salmon + Catnip

Playful energy meets nutrition

Cats are known for being selective eaters, and many pet parents struggle to find treats that are both irresistible and beneficial. Two ingredients stand out as particularly attractive to cats: salmon and catnip. Salmon satisfies the natural craving for animal protein. Its strong aroma and rich umami flavor are instantly appealing, while its high-quality protein and omega-3 fatty acids support visible health benefits like a shiny coat, supple skin, and sustained energy. For pet parents, salmon feels like a premium, nutritious choice they can trust.

Catnip adds an element of fun and stimulation. With about 60–70% of cats responding to its active compound (nepetalactone), catnip creates moments of joy, play, and curiosity. For owners, catnip treats become more than just a snack — they are a way to bond, engage, and enrich their cat's environment. The combination of these two ingredients meets both sides of the pet parent's expectations. **The High Salmon + Catnip formula combines high-protein salmon with stimulating catnip, creating a snack that satisfies both appetite and curiosity.**

Catnip

Natural joy and sensory delight

Catnip (*Nepeta cataria*) is a herb from the mint family that **contains a natural compound called nepetalactone**. When cats smell or chew catnip, this compound binds to special receptors in their nose and stimulates sensory neurons that affect their brain. The result is often a burst of playful, energetic, or affectionate behaviour. Infused with 4.25% catnip, these treats **awaken your cat's playful instincts while providing a gentle reward**. The natural aroma stimulates activity and engagement, making it ideal for encouraging exercise. A simple, wholesome way to bring a little happiness into your cat's day.



Crazy Mix

Every bite a surprise

Not every treat has to be functional — sometimes it's about pure joy. Pet parents want to surprise their cats with something fun, safe, and irresistibly tasty. Crazy Mix is designed to bring variety and play into everyday moments. Our Crazy Mix is made with high-quality ingredients and balanced nutrition; it's the perfect everyday reward that delights the senses and keeps tails high with excitement.

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