



HERRMANN GMBH
Organic Pet Food

Organic feed for every requirement.
From the organic professional since 2006.

PRIVATE LABEL



**Wet food
Snacks
Soups**

PREMIUM

Organic quality



Qualified organic recipes for every need

**Being the professionals for organic quality
we make your brand a success.**

Do you want to launch premium products on the market? We are professionals for wet food and snacks in premium organic quality and have already led many brands to success since 2006.

We are happy to support you throughout the entire development process of your own brand. You can rely on our expertise in nutritional physiology and our experience in production, as well as wide range of assortments.

Together we develop products to meet your requirements.

Recipes for every need

Our extensive range includes recipes for all age groups of pets.

Our recipes contain carefully selected ingredients that guarantee the highest quality and flavour.

- Puppy and kitten
- Adult
- Sensitive
- Light / Vegan
- Creative
- Snacks
- Soups

Well packaged - always

When developing your own food brand, you have various packaging options at your disposal.

We offer tins and pouches in various sizes and shapes. We work closely with you to ensure the best packaging solutions for your feed brand.



Our passion for organic. Since 2006.

Let us introduce ourselves.

Herrmann GmbH is a family-run, certified organic company with the highest standards of quality and ethics. We are one of the first manufacturers of organic and species-appropriate feed for dogs and cats with ingredients of organic quality.

What started out with a lot of inner conviction in a garage is still today a family-run, medium-sized company with a sustainable production facility. Our dedicated team produces high-quality food to provide dogs and cats with a natural and species-appropriate diet.

Sustainable production

Ecology and sustainability belong together

We see our factory as the place where ecology and sustainability are actually lived. That's why we work according to the latest environmental and energy standards at our sites in Assling and, since 2020, also in Glonn (near Munich).

Certified organic quality

Our products are manufactured with the utmost care and to the highest organic standards.

We are proud to be certified by **ABCERT** and their extensive annual inspections are important signs of quality assurance for us.



Recipe development

Whether complete feed or supplementary feed as basic menus:

Our experienced team will support you in designing the recipe. Whether organic or conventional, dog or cat, complete food or supplementary food, from puppy to sensitive - we offer a wide selection of animal protein sources and many other ingredients to complete a menu. We are open to all wishes and ideas and will be happy to advise you.

**We are looking forward
to getting to know you and your ideas.**

Eril Herrmann

DOG

Wet feed



Premium quality equal to your own cooking.

**We offer exquisite recipes
with natural, splendid ingredients.**

High-quality ingredients are selected to meet the needs of our four-legged friends.

These ingredients are then mixed, filled into tins or pouches and gently heated in modern autoclaves. This production process enables us to achieve a shelf life of up to 36 months.

We also avoid unnecessary additives such as flavourings, attractants, colourings or preservatives.

Careful production by cold filling

We produce in the so-called cold filling process:

The minced meat is filled into cans and pouches at approx. 4°C to prevent bacterial growth during the filling process. The products are then sealed and gently heated in steam.

Only this type of production process, makes it possible to preserve the food for a very long time, without using preservatives. In addition, important nutrients are retained. Designs and recipes serve as examples and illustration.



Organic chicken

with millet

Composition
Chicken* (meat, carcass, heart, neck, liver)
Broth*
Millet*
Courgette*
Jerusalem artichoke*
Linseed oil*
*organic.
Gluten-free**
Lactose free**



Organic chicken

with fennel and buckwheat

Composition
Chicken* (meat, carcass, heart, neck, liver)
Broth*
Courgette*
Fennel*
Buckwheat*
Coconut flakes*
Brewer's yeast
Evening primrose oil*
Cod liver oil
Knot wrack* (Ascophyllum nodosum)
*organic.
Grain-free**
Gluten-free**
Lactose free**



Organic chicken

with rice

Composition
Chicken* (meat, carcass, heart, neck, liver)
Broth*
Rice*
Carrot*
Linseed oil*
*organic.
Gluten-free**
Lactose free**



Organic beef

with sweet potato

Composition
Beef* (muscle meat, heart, lung, liver)
Broth*
Courgette*
Pumpkin*
Sweet potato*
Fennel*
Linseed oil*
*organic.
Grain-free**
Gluten-free**
Lactose free**



Organic beef with buckwheat

Composition
Beef* (muscle meat, heart, lung, liver)
Broth*
Apple*
Buckwheat*
Pear*
Linseed oil*
*organic, from organic 50 %.
Grain-free**
Gluten-free**
Lactose free**



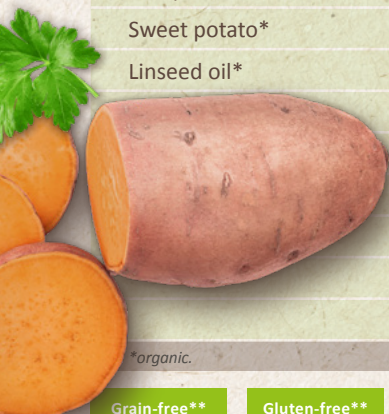
Roe deer with sweet potato

Composition
Roe deer (muscle meat, heart lung, liver)
Sweet potato*
Broth
Fruits* (berry mix)
Linseed oil*
*organic, from organic 50 %.
Grain-free**
Gluten-free**
Lactose free**



Organic duck with sweet potato

Composition
Duck* (meat, carcass, heart, neck, liver)
Broth*
Pumpkin*
Sweet potato*
Linseed oil*
*organic.
Grain-free**
Gluten-free**
Lactose free**



Deer with potato and quince

Composition
Deer/Roe deer (muscle meat, heart lung, liver)
Broth
Potato*
Courgette*
Quince*
Linseed press cake*
Brewer's yeast
Sunflower oil*
Cod liver oil*
Eggshell powder*
Knot wrack* (Ascophyllum nodosum)
*organic.
Grain-free**
Gluten-free**
Lactose free**



Recipe building blocks

All raw materials are carefully selected!

Proteinquelle	Ergänzungen	Nährstoffe
Organic beef	Organic carrots	Calcium
Organic chicken	Organic potatoes	Chrome
Organic duck	Organic sweet potatoes	Iron
Organic goose	Organic apples	Copper
Organic turkey	Organic rice	Manganese
Deer	Organic fennel	Sodium
Fish	Organic courgette	Selenium
Deer / Roe deer	Organic cranberries	
Rabbit	Organic blueberries	
Sheep	Organic quinces	
Goat	Organic rosemary	
Horse	Organic buckwheat	
and more	and more	and more



Our recipes are
available in the fol-
lowing containers:

Pouch: 80 g - 150 g
Tin: 200 g, 400 g und 800 g



CAT

Wet feed

Delicacies for velvet paws

With a high meat content and taurine.

Unlike dogs, cats are pure carnivores, so a high meat content in their food is important. However, the recipe should also contain valuable oils and a small amount of fibre to secure a good cat's life.

A lack of taurine can lead to serious damage, which is why we always add taurine.

Recipe components

All raw materials are carefully selected!

Protein source	Supplements	Nutrients
Organic beef	Organic carrots	Calcium
Organic chicken	Organic potatoes	Chrome
Organic duck	Organic sweet potatoes	Iron
Organic goose	Organic apples	Copper
Organic turkey	Organic rice	Manganese
Game	Organic fennel	Sodium
Fish	Organic courgette	Selenium
Deer / Roe deer	Organic cranberries	
Rabbit	Organic blueberry	
Sheep	Organic catnip	
Goat	Organic rosemary	
Horse	Organic buckwheat	
and more	and more	and more

Organic chicken

with carrot and kamut

Composition
Chicken* (meat, carcass, heart, neck, liver)
Brewer's yeast
Coconut flakes*
Carrot*
Sunflower oil*
Kamut*
Cod liver oil
Minerals
Knot wrack* (Ascophyllum nodosum)
*organic.

Lactose free**



Organic duck

with potato and banana chips

Composition
Duck* (meat, carcass, heart, neck, liver)
Brewer's yeast
Potato*
Sunflower oil*
Banana chips*
Coconut flakes*
Cod liver oil
Minerals
Knot wrack* (Ascophyllum nodosum)
*organic.

Grain-free**

Gluten-free**

Lactose free**



Organic beef

with pumpkin and quinoa

Composition
Beef* (muscle meat, heart, lung, liver)
Brewer's yeast
Pumpkin*
Coconut flakes*
Quinoa*
Sunflower oil*
Marine algae
Minerals
Knot wrack* (Ascophyllum nodosum)
*organic.

Grain-free**

Gluten-free**

Lactose free**



Horse

with carrot and coconut flakes

Composition
Horse (muscle meat)
Brewer's yeast
Carrot*
Coconut flakes*
Sunflower oil*
Marine algae
Cod liver oil
Minerals
Knot wrack* (Ascophyllum nodosum)
*organic.

Grain-free**

Gluten-free**

Lactose free**

Salmon and chicken

with carrot

Composition
Lachs, Chicken* (meat, carcass, heart, neck, liver)
Brewer's yeast
Carrot*
Coconut flakes*
Sunflower oil*
Cod liver oil
Minerals
Knot wrack* (Ascophyllum nodosum)
*organic.

Grain-free**

Gluten-free**

Lactose free**



Kitten meal

Organic goose with pumpkin

Composition
GOOSE* (meat, carcass, heart, neck, liver)
Goose fat*
Brewer's yeast
Pumpkin*
Coconut flakes*
Linseed press cake*
Sunflower oil*
Catnip*
Cod liver oil
Minerals
Knot wrack* (Ascophyllum nodosum)
*organic.

Grain-free**

Gluten-free**

Lactose free**



Our recipes are
available in the fol-
lowing containers:

Pouch: 80 g - 150 g
Tin: 200 g und 400 g



PUPPY

Dog



Special recipes for growing up

When first exploring the world, they have special requirements.

Of course, we want dogs to develop to their utmost. In the first few months of their lives, puppies need more nutrients in a high-quality food with selected, sensible ingredients.

For a good start into a dog's life, we recommend starting with only a few protein sources, for example with varieties of organic poultry and organic beef.

- **Organic goose** with pumpkin and potatoes
- **Organic beef** with apple and oatmeal
- The recipes serve as examples. Of course, we can customise your products according to your ideas and wishes.

Organic goose with pumpkin and potatoes

Composition
GOOSE* (meat, carcass, heart, neck, liver)
Broth*
Potato*
Pumpkin*
Brewer's yeast
Fruits* (berry mix)
Sunflower oil*
Cod liver oil
Coconut flakes*
Knot wrack* (Ascophyllum nodosum)
*organic.
Grain-free**
Gluten-free**
Lactose free**



Organic beef with apple and oat flakes

Composition
Beef* (muscle meat, heart, lung, liver)
Broth*
Oat flakes*
Apple*
Carrot*
Brewer's yeast
Evening primrose oil*
Eggshell powder*
Coconut flakes*
Cod liver oil
Knot wrack* (Ascophyllum nodosum)
*organic.
Grain-free**
Gluten-free**
Lactose free**



Our recipes are
available in the fol-
lowing containers:

Pouch: 80 g - 150 g
Tin: 200 g, 400 g und 800 g

SENSITIVE VEGGIE LIGHT

DOG



Menus for every need

Specially balanced recipes

SENSIBLE: When the stomach is out of balance, it is good to get easily digestible ingredients. Our recipe with organic chicken, organic carrot and organic rice is a classic for going easy on the stomach. Goat with beetroot and millet is ideal for sensitive skin, while Horse and game are suitable for allergy sufferers.

VEGGIE: A speciality is our veggie recipe based on sweet lupines. This contains high-quality vegetable protein, is high in fibre and also low in purines. The veggie menu is also suitable for animals with health problems.

LIGHT: Organic turkey is designed for dogs with weight problems. Topinambur provides a high content of inulin for the intestines and also has an appetite-suppressing effect.

Particularly well tolerated

- As with all other varieties, we only use one animal protein source.
- We do also offer completely grain-free varieties
- Fruit and vegetables are always organic
- Suitable for nutritionally sensitive and older dogs.
- Designs and recipes serve as examples and illustrations.

LIGHT
Wet feed

Organic turkey with courgette and apple

Composition
Turkey* (meat, carcass, heat, neck, liver)
Broth*
Apple*
Courgette*
Carrot*
Jerusalem artichoke*
Brewer's yeast
Evening primrose oil*
Cod liver oil
Psyllium husks*
Knot wrack* (Ascophyllum nodosum)
*organic.

Grain-free**

Gluten-free**

Lactose free**



Organic veggie with white sweet lupine, spelt and vegetables Supplementary feed

Composition
Broth*
Lupine*
Spelt flakes*
Carrot*
Green beans*
Sunflower oil*
Parsley*
Marine algae
*organic.

Lactose free**



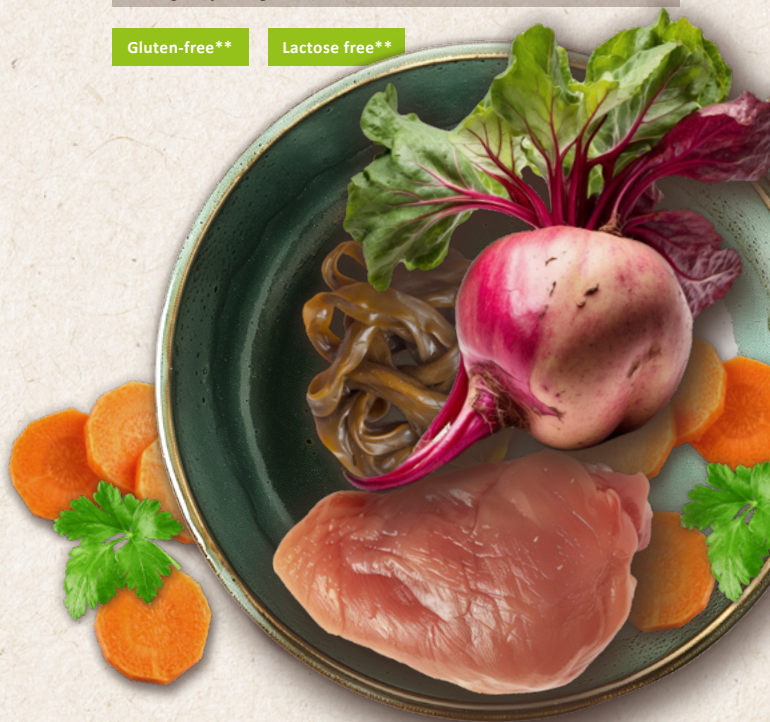
SENSITIVE
Wet feed

Goat with beetroot and millet

Composition
Goat (muscle meat, lung, heart, liver)
Broth
Beetroot*
Millet*
Pumpkin*
Apple*
Brewer's yeast
Evening primrose oil*
Marine algae
Cod liver oil
Black cumin*
Knot wrack* (Ascophyllum nodosum)
*organic, from organic 48,0 %.

Gluten-free**

Lactose free**



** Traces not excluded

Horse

with sweet potato and courgette

Composition
Horse (muscle meat)
Courgette*
Broth*
Sweet potato*
Brewer's yeast
Psyllium husks*
Sunflower oil*
Linseed oil*
Eggshell powder*
Cod liver oil
Knot wrack* (Ascophyllum nodosum)
<i>*from controlled organic source, of which total share 48,7 %.</i>

Grain-free**

Gluten-free**

Lactose free**

Rabbit

with rice flakes

Composition
Rabbit (muscle meat, heart, lungs, liver)
Broth*
Rice flakes*
Carrot*
Apple*
Tapioca flour*
Hemp oil*
Brewer's yeast
Marine algae
Cod liver oil
Knot wrack* (Ascophyllum nodosum)
<i>*from controlled organic source, of which total share 48,0 %.</i>

Gluten-free**

Lactose free**

Organic beef

with carrot - low purine

Composition
Rind* (Muskelfleisch)
Broth*
Sweet potato*
Carrot*
Courgette*
Apple*
Linseed oil*
Rosehip* (dried)
Minerals
Nettle* (dried)
Psyllium husks*
Eggshell powder*
Knot wrack* (Ascophyllum nodosum)
Sea salt
<i>*organic.</i>

Grain-free**

Gluten-free**

Lactose free**



Our recipes are available in the following containers:

Pouch: 80 g - 150 g
Tin: 200 g, 400 g und 800 g

PURE

Dog & Cat



Customised menus made individually

With all the food components offered separately, your customers have the option of customising menus for dogs and cats, themselves. This has particular advantages for allergy sufferers or allergic or nutritionally sensitive animals, as each ingredient can be selected precisely.

For particularly active or sick animals, the proportion of meat per meal can be customised to suit individual requirements, and the PUR cans are also a good alternative for BARFers. Designs and recipes serve as examples and illustrations.



PURE
Wet feed

Organic chicken

Pure meat, complementary feed

Composition

Chicken* (meat, carcass, heart, neck),
cooked in own juice

*organic.

Grain-free**

Gluten-free**

Lactose free**



Organic beef

Pure meat, complementary feed

Composition

Beef* (muscle meat, heart, lung),
cooked in own juice

*organic.

Grain-free**

Gluten-free**

Lactose free**



Rabbit

Pure meat, complementary feed

Composition

Rabbit (muscle meat, heart lung, bones),
cooked in own juice

*organic.

Grain-free**

Gluten-free**

Lactose free**

PURE
Wet feed

Kangaroo

Pure meat, complementary feed

Composition

Kangaroo (muscle meat, heart, lung),
cooked in own juice

*organic.

Grain-free**

Gluten-free**

Lactose free**

Game

Pure meat, complementary feed

Composition

Game (muscle meat, heart, lung),
cooked in own juice

*organic.

Grain-free**

Gluten-free**

Lactose free**



Our recipes are
available in the fol-
lowing containers:

Pouch: 80 g - 150 g
Tin: 200 g, 400 g und 800 g

SUPPLEMENTS

Wet feed



Organic fruit and vegetables for balanced menus

As balanced menus do not only consist of meat we also offer various mixtures of fruit and vegetables in 100 % organic quality.

To ensure that the important nutrients and vitamins are well absorbed, fresh vegetables should always be offered, either chopped or slightly cooked. In our Mix-Variants, fruit and vegetables are pureed, cooked and balanced. A dash of oil enables the metabolism to better absorb some vitamins. Designs and recipes serve as examples and illustrations.



Organic vegetable pot

Complementary feed

Composition
Sweet potato*
Pumpkin*
Courgette*
Broth*
Fruits* (berry mix)
*organic.

Grain-free**

Gluten-free**

Lactose free**



Organic meatless

Complementary feed

Composition
Broth*
Carrot*
Potato*
Apple*
Pear*
Banana chips*
*organic.

Grain-free**

Gluten-free**

Lactose free**



Organic smoothie

Complementary feed

Composition
Broth*
Carrot*
Apple*
Courgette*
Quince*
Linseed oil*
*organic.

Grain-free**

Gluten-free**

Lactose free**



Our recipes are
available in the fol-
lowing containers:

Pouch: 80 g - 150 g
Tin: 200 g, 400 g und 800 g

SNACKS

DOG



Snacks in all variations!

**A wide variety of protein sources.
No preservatives.**

We also offer a wide range of snacks in particularly well-tolerated recipes, many with a high meat content.

The speciality:

- Our meat snacks are dried in our own drying oven. This type of conservation by dehydration is thousands of years old and has the advantage that no artificial preservatives are necessary.
- The only natural additives that are also traditionally used for preservation are rosemary and a pinch of sea salt.
- Thanks to our wide range of protein sources, even nutritionally sensitive dogs and allergy sufferers can find the right snack.
- We also offer vegetarian varieties with organic cottage cheese, because cottage cheese is particularly high in protein.

SNACKS

Hearts & bones

Biscuit hearts with organic cottage cheese

Complementary feed

Composition

Rice flour*

Cottage cheese*

Apple fibre*

Gguar gum*

Yeast*

*organic.

Gluten-free**



SNACKS

Hearts & bones

Biscuit bones with organic chicken

Complementary feed

Composition

Whole spelt flour*

Spelt flour*

Rye flour*

Chicken meat*

Carob*

Yeast*

*organic.

Lactose free**



Our recipes are available in the following containers:

Pouch: 80 g - 100 g

SNACKS

Minis

with organic cottage cheese

Complementary feed

Composition

Oat flakes*

Cottage cheese*

Linseed press cake*

Parsley* (dried)

Sea salt

*organic.



with horse

Complementary feed

Composition

Horse (muscle meat)

Millet flour*

Coconut flakes*

Linseed press cake*

Rosemary*

Sea salt

*from controlled organic source, of which total share 15,9 %.

Gluten-free**

Lactose free**

with Organic chicken

Complementary feed

Composition

Chicken* (meat, carcass, heart, neck, liver)

Millet flour*

Coconut flour*

Linseed press cake*

Rosemary*

Sea salt

*organic.



Gluten-free**

Lactose free**



Our recipes are available in the following containers:

Pouch: 80 g - 100 g

** Traces not excluded

SNACKS

Bars

with organic goose

and spelled flakes – Complementary feed

Composition
GOOSE* (meat, carcass, heart, neck, liver)
Spelt flakes*
Apple*
Coconut flakes*
Herbal blend* (consisting of knot wrack, pineapple, coconut, malt yeast, chlorella, moringa, nettle, rosehip, cumin, ginger, chamomile, cinnamon)
*organic.
Lactose free**



with organic beef

and quinoa – Complementary feed

Composition
Beef* (muscle meat, heart, lung, liver)
Quinoa flour*
Pumpkin*
Hemp press cake*,
Raspberries*
Parsley* (dried)
*organic.
Grain-free**
Gluten-free**
Lactose free**



with horse

and sweet potato – Complementary feed

Composition
Horse (muscle meat)
Sweet potato*
Coconut flour*
Linseed press cake*
New Zealand mussel powder
Herbal blend* (consisting of knot wrack, pineapple, coconut, malt yeast, chlorella, moringa, nettle, rosehip, cumin, ginger, chamomile, cinnamon)
*from controlled organic source, of which total share 41,37 %.
Grain-free**
Gluten-free**
Lactose free**

SNACKS

Bars

with organic chicken

and rice – Complementary feed

Composition
Chicken* (meat, carcass, heart, neck, liver)
Rice flakes*
Coconut flakes*
Rice flour*
Carrot*
Carrot flakes*
Linseed press cake*
Rosemary*
Lavender* (flowers)
Herbal blend* (consisting of knot wrack, pineapple, coconut, malt yeast, chlorella, moringa, nettle, rosehip, cumin, ginger, chamomile, cinnamon)
*organic.
Gluten-free**
Lactose free**



Our recipes are available in the following containers:

Pouch: 80 g - 100 g

SNACKS

Stripes

with organic chicken

Complementary feed

Composition
Chicken* (meat, carcass, heart, neck, liver)
Carrot flakes*
Coconut flour*
Psyllium husks*
Rosemary*
Sea salt
*organic.

Grain-free**

Gluten-free**

Lactose free**



SNACKS

Stripes

with horse

Complementary feed

Composition
Horse (muscle meat)
Chia flour*
Coconut flour*
Psyllium husks*
Sea salt
*from controlled organic source, of which total share 13,88 %.

Grain-free**

Gluten-free**

Lactose free**

with organic beef

Complementary feed

Composition
Beef* (muscle meat, heart, lung, liver)
Coconut flour*
Chia flour*
Psyllium husks*
*organic.

Grain-free**

Gluten-free**

Lactose free**



Our recipes are available in the following containers:

Pouch: 80 g - 100 g

** Traces not excluded

SNACKS

Sausages

from organic beef

Complementary feed

Composition
Beef* (muscle meat, heart, lung, liver)
Sea salt
*organic.

Grain-free**

Gluten-free**

Lactose free**



from organic chicken

Complementary feed

Composition
Chicken* (meat)
Sea salt
*organic.

Grain-free**

Gluten-free**

Lactose free**



from chicken & salmon

Complementary feed

Composition
Chicken* (meat, carcass, heart, neck, liver)
Salmon
Rosemary*
Sea salt
*organic.

Grain-free**

Gluten-free**

Lactose free**

from horse

Complementary feed

Composition
Horse (muscle meat)
Sea salt
*organic.

Grain-free**

Gluten-free**

Lactose free**



Our recipes are available in the following containers:

Pouch: 80 g - 100 g

SOUPS

Dog & Cat



NEW!

Soup time!

Soups for dogs and cats are becoming increasingly popular with customers. Especially for cats, it is a great method to encourage them to drink enough. Delicious beef or chicken broth is always welcome.

Every dog's medicine cabinet should contain: Moro's carrot soup, the classic remedy for gastrointestinal disorders. This soup – developed by Dr. Moro – is outstandingly effective due to the very long cooking process of several hours. We have already prepared this. Moro's carrot soup is extremely popular.

- Organic beef soup with organic vegetables
- Organic chicken soup with organic vegetables
- Moro's carrot soup
- As well as your personalised recipe

Of course, we also use high-quality organic ingredients for our soups. **All soups are available in a pouch.**



Our recipes are available in the following containers:

Pouch: 40 g - 100 g



HERRMANN GMBH

Organic Pet Food

From the initial concept to the market-ready product, we realise your private label. We support you throughout the entire development process of your private label - from the initial idea to the finalisation of the product.

Let's get started together!

We look forward to your e-mail or phone call!

Valid from 1 May 2024 until further notice. Errors and misprints excepted.

Hauptsitz / Headquarter:

Herrmann GmbH

Filzen 7

85625 Glonn

Germany

Phone: +49 (0) 8093/76796-0

Fax: +49 (0) 8093/76796-99

E-Mail: info@bio-hm.com

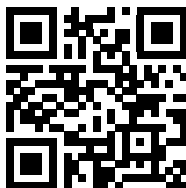
Zweigstelle Branch Office:

Herrmann GmbH

Am Ölfeld 6

85617 Aßling

Germany



English product flyer:

<https://interzoo.bio-hm.com>

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