

animonda

vom  
Feinsten



**Because every day is a new delight**  
For little gourmets who expect the very best

# 85 g tray – Entry into the premium world of Vom Feinsten

With the new 85 g tray, we are expanding our Vom Feinsten product range to include an on-trend portion size with three different textures – paté, sauce and jelly. It perfectly complements the current 100 g product range, providing discerning cats with more variety and ensuring additional purchasing incentives thanks to its freshness and convenient portion size.

**Small portion – maximum freshness.**  
**No leftovers – no dried-out food.**

- ❑ Fewer leftovers → more freshness → **better acceptance**
- ❑ **Boosts impulse buying** with an extra purchase incentive
- ❑ **New variety of textures** (paté, in sauce, in jelly)
- ❑ Reaches **additional customer groups** within the brand
- ❑ More choice → **higher likelihood of purchase**



## NEW from July: 85 g single-serve trays



Tender chunks coated in **fine jelly** – for delicious variety in the food bowl. The selected meaty ingredients, combined with the exquisite jelly texture, guarantee a unique culinary delight.






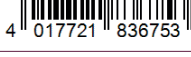
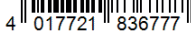
Tender chunks in a mouth-watering **aromatic sauce** – for cats who love succulent delicacies. The carefully selected meaty ingredients combine with the fine sauce to create a particularly tasty culinary experience.

Covers  
all life stages



**The finest smooth, creamy paté** with carefully selected meaty ingredients for even the most discerning cats. The harmoniously balanced recipe ensures a delicious flavour and a delightfully silky texture – for pure enjoyment at every mealtime.



Product	Item No.	EAN/piece	Pieces per Unit
Vom Feinsten Adult with Chicken + Turkey in Sauce 85 g	83670	 4 017721 836708	32
Vom Feinsten Adult with Chicken + Liver in Sauce 85 g	83671	 4 017721 836715	32
Vom Feinsten Adult with Chicken + Liver in Jelly 85 g	83672	 4 017721 836722	32
Vom Feinsten Adult with Chicken + Salmon in Jelly 85 g	83673	 4 017721 836739	32
Vom Feinsten Adult with Chicken + Heart (Paté) 85 g	83674	 4 017721 836746	32
Vom Feinsten Adult with Chicken + Turkey (Paté) 85 g	83675	 4 017721 836753	32
Vom Feinsten Kitten with Chicken + Veal in Sauce 85 g	83676	 4 017721 836760	32
Vom Feinsten Senior with Poultry + Duck in Sauce 85 g	83677	 4 017721 836777	32

Product	Item No.	Composition	Analytical Constituent
Vom Feinsten Adult with Chicken + Turkey in sauce 85 g	83670	Meat and animal derivatives 38 % (chicken 14 %, turkey 5 %, amongst others), derivatives of vegetable origin, minerals, cereals, oils and fats	Protein 9.5 %, fat content 5 %, crude fibre 0.2 %, crude ash 2 %, moisture 81 %
Vom Feinsten Adult with Chicken + Liver in sauce 85 g	83671	Meat and animal derivatives 38 % (chicken 14 %, liver 5 %, amongst others), derivatives of vegetable origin, minerals, cereals, oils and fats	
Vom Feinsten Adult with Chicken + Liver in jelly 85 g	83672	Meat and animal derivatives 33 % (chicken 14 %, liver 5 %, amongst others), fish and fish derivatives, vegetables, minerals, oils and fats	
Vom Feinsten Adult with Chicken + Salmon in jelly 85 g	83673	Meat and animal derivatives 33 % (chicken 14 %, amongst others), fish and fish derivatives (salmon 4 %), vegetables, minerals, oils and fats	Protein 9.5 %, fat content 5.5 %, crude fibre 0.5 %, crude ash 2 %, moisture 80 %
Vom Feinsten Adult with Chicken + Heart (Paté) 85 g	83674	Meat and animal derivatives 65 % (chicken 14 %, hearts 4 %, amongst others), minerals, oils and fats	
Vom Feinsten Adult with Chicken + Turkey (Paté) 85 g	83675	Meat and animal derivatives 65 % (chicken 14 %, turkey 4 %, liver 4 %, amongst others), minerals, oils and fats	Protein 8.5 %, fat content 7 %, crude fibre 0.3 %, crude ash 2 %, moisture 81 %
Vom Feinsten Kitten with Chicken + Veal in sauce 85 g	83676	Meat and animal derivatives 38 % (chicken 14 %, veal 5 %, amongst others), oils and fats, cereals, minerals, derivatives of vegetable origin	
Vom Feinsten Senior with Poultry + Duck in sauce 85 g	83677	Meat and animal derivatives 38 % (poultry 14 %, duck 5 %, amongst others), minerals, cereals, derivatives of vegetable origin, oils and fats	Protein 10 %, fat content 4 %, crude fibre 0.3 %, crude ash 2 %, moisture 81 %

Technical Data	
Shipping units per layer:	32
Shipping units per pallet:	120
Gross weight shipping unit:	3.057 kg
Unit size in cm (length x height x width):	38.5 x 9.1 x 19.8

Country of origin: Netherlands	Customs tariff number: 23091011 / 23091090
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## Attractive price: RRP € 0.69

- The **smaller size** opens up a **competitive segment** in the premium market.
- More sales** per metre of shelf space.
- The 85 g pack appeals to a new, highly **price-conscious customer group** and is a perfect addition to the 100 g product range.
- Vom Feinsten remains firmly positioned in the **premium segment** but is expanding its presence in an increasingly competitive market.
- Increased purchase frequency and loyalty:** The smaller format encourages trial and repeat purchases, thus strengthening brand attachment.
- The new packaging is designed to **stand out on the shelf**, **clearly differentiate** the product from the competition in terms of quality, and showcase the brand values.



# Mix- und multi pack

Item No.	Product	Composition
83682	Vom Feinsten Adult mix pack variety in sauce 12 x 85 g	6 x 83670 with Chicken + Turkey in sauce 6 x 83671 with Chicken + Liver in sauce
83683	Vom Feinsten Adult mix pack variety in jelly 12 x 85 g	6 x 83672 with Chicken + Liver in jelly 6 x 83673 with Chicken + Salmon in jelly
83684	Vom Feinsten Kitten multi pack 12 x 85 g	12 x 83676 Kitten with Chicken + Veal in sauce
83685	Vom Feinsten Senior multi pack 12 x 85 g	12 x 83677 Senior with Poultry + Duck in sauce



Technical Data	
Shipping units per layer:	32
Shipping units per pallet:	288
Gross weight shipping unit:	1.158 kg
Unit size in cm (length x height x width):	9.5 x 9.3 x 29.5
Country of origin: Netherlands/Germany	Customs tariff number: 23091011 / 23091090