



animonda

vom
Feinsten



Because every day is a new delight.
For little gourmets with high expectations.

A feast for the eyes!

Premium quality deserves to be showcased in a first-class way. The new colour scheme is clean and stylish, highlighting what matters most: the product itself. Clear colour coding and a more structured design ensure that Vom Feinsten is instantly recognisable on the shelf – **with gourmet appeal, high-quality recipes, and plenty of variety.**

More clarity. More transparency.

- New colour scheme:** clean, modern look that immediately catches the eye
- Clear product differentiation:** life stage and age in years clearly visible at a glance
- Strong premium feel:** focus on quality with an appealing food shot, reflecting the trend towards humanisation
- Modern typography:** revised, clear feeding guidelines & expanded nutritional information



New design. The same great food.



NEW



With the new **85g tray**, we are expanding the Vom Feinsten product range to include an on-trend portion size with a choice of three different textures – patés, sauce and jelly. It perfectly complements the current 100g range, providing discerning cats with more variety and stimulating additional purchases.

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

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

- Attractive price**
- Smaller size = **competitive pricing in the premium segment** and **more sales** per metre of shelf space
- The 85g pack appeals to a new, **highly price-conscious customer group** and complements the 100g product range.
- Vom Feinsten remains in the **premium segment**, strengthening its position in the competitive landscape.
- Increases purchase frequency & loyalty** by encouraging trial and repeat purchases
- Greater shelf impact, clear quality differentiation, **stronger brand perception**



Every meal is carefully **balanced with regard to its ingredients, texture and flavour, and is suitable for every phase of life and every age.** Whether wet food or snacks, Vom Feinsten stands for **variety and clearly labelled recipes** with no added sugar, no soya, and no artificial colours or flavourings.

Vom Feinsten makes every meal a **special moment of indulgence** for your furry friend, reflecting quality and care.

New names for greater clarity.



Mildes Menü becomes
Mild Menu



Milkies-/ Schlemmerkern becomes
Gourmet Core



Milkies-Sauce becomes
in Sauce



50g Pouch becomes
Fillet Royal



Raffinesse in Gelee or in Sauce becomes
in Jelly oder in Sauce



Feines mit Filets becomes
Finest with Filets