

NEW: *Our Care Line – to keep your dog happy and energetic every day.*



**MADE IN IRELAND –
IRISH PURE.**



Puppy **Junior** **Adult** **Senior**



**100% IRELAND, 100% FAMILY,
100% HAPPY DOGS**

2016: Dog food brand 'Irish Pure' is founded in Germany. The brand's founder, Stefan Hansen, is passionate about dogs and had the vision of manufacturing high-quality, natural dog food that would primarily benefit dogs with sensitive digestion.

Thanks to Ireland's outstanding agricultural quality, Irish Pure uses only natural ingredients produced there, such as meat from grass-fed cows, chickens, vegetables and the superfood kelp.

2018: Establishment of an in-house distribution team; Irish Pure quickly acquires a committed fan base that appreciates the quality of the food and recommends the brand.

2020: The senior dry food is introduced, followed by the wet food in 2021 so as to offer Irish Pure quality to dogs who require more moisture.

2022: The pro-joint snack – the first product in the Health Care line – is introduced.

2023: Introduction of puppy dry food, as well as junior and senior wet food and the Irish Pure Care line. With its snacks, Care line, bones, and wet and dry food, Irish Pure offers a comprehensive range of products 100% manufactured in Ireland.

Irish Pure has an international reputation and is sold in Germany, Austria, Switzerland, France and the Netherlands.

Irish Pure also supports various charities who are involved in the well-being of dogs.

The first Irish Pure food was developed for him. In loving memory of Chewie, †14.08.2021

From the pastures to the bowl

Meat forms the basis of a dog's food pyramid – a high meat component made from premium dog food has therefore become indispensable. This is how we at Irish Pure see things – but for us, not all meat is alike! Here, quality starts in the pastures. Ireland's mild climate makes it possible for our herds to graze on the vast pastures all year round. There are no tight stalls or tiny boxes to restrict our herds. This freedom of movement is one of the reasons why Irish meat is of such high quality.

Another reason for the high quality of our meat is the food that Irish pasture animals eat. Their diet consists of fresh pasture grass rather than conventional rearing with fattening feed. In mass livestock farming, medicines are often mixed into the fattening feed to prevent possible outbreaks of disease among the herd. Traces of these medicines can often be found in the meat of these animals and thus end up in your dog's bowl. A problem that we at Irish Pure need not concern ourselves with thanks to our free-range production.

Once butchered, the meat is processed within 48 hours. We thereby ensure that it does not spend too long in a cold chain and can be freshly processed. Quick processing means that more blood remains in the meat, thereby providing the dog with additional essential nutrients.

The right diet makes the difference

Irish Pure not only stands out from the competition thanks to the high quality of the meat and an optimal food composition; we also support dogs with the kelp contained in the food. This type of brown algae grows on the rugged, stony Irish coast and is even considered a superfood in many parts of the world!

The kelp in Irish Pure dog food is an extremely healthy dietary supplement that not only supports the dog's synovial fluid and cartilage, but also improves coat structure and promotes healthy coat growth. For a species-appropriate and active life for your dog, balanced nutritional and vitamin levels are indispensable in the food. In Irish Pure, all essential nutrients and vitamins are provided in sufficient quantities so as to ensure that the dog has enough energy and is optimally fed.

In addition, the protein content in the pro range has been adapted to ensure a positive impact on the dog's muscle growth. Adequately supplying a dog with proteins not only promotes the development of muscle mass, but also contributes to balanced energy levels.

Puppy



For puppies from four weeks of age

Irish free-range chicken with vegetables & kelp

Composition:

Dried chicken 31.0%, fresh chicken 26.0%, sweet potato 12.0%, potato flour 10.0%, chicken fat 6.0%, dried kelp 3.0%, salmon oil 2.0%, pea flour 2.0%, linseed 2.0%, alfalfa 1.0%, hydrolysed protein 1.0%, monocalcium phosphate, sodium chloride, glucosamine hydrochloride, chondroitin sulphate, yeast extract, chicory extract, oregano, carrot powder, spinach powder, broccoli powder, rosehip extract, cranberry extract, blueberry extract, marigold extract, curcuma, ginger extract

Nutrient analysis:

Crude protein 31.0%, fat 16.0%, crude fibre 2.2%, crude ash 8.5%, calcium 1.5%, phosphorus 0.9%

Junior



For young dogs from six months of age

Irish free-range chicken with vegetables & kelp

Composition:

Dried chicken 32.0%, fresh chicken 26.0%, sweet potato 10.0%, chicken fat 9.5%, potato flour 9.0%, pea flour 4.0%, dried kelp 3.0%, linseed 2.0%, alfalfa 1.0%, animal protein (hydrolysed) 1.0%, spinach powder, broccoli powder, chicory extract, rosehip extract, cranberry extract, blueberry extract, marigold extract, oregano, carrot powder, curcuma, ginger extract, calcium carbonate, monocalcium phosphate, sodium chloride, yeast extract, glucosamine hydrochloride, chondroitin sulphate

Nutrient analysis:

Crude protein 32.0%, fat 21.0%, crude fibre 2.0%, crude ash 8.0%, calcium 1.8%, phosphorus 1.0%

Irish free-range chicken with vegetables & kelp

Composition:

Chicken 60.0% (contains 10.0% liver), broth 25.90%, potato starch 3.4%, minerals 1.0%, dried carrot 0.47% (equivalent to 4.0% undried carrot), dried pea 0.47% (equivalent to 1.5% undried pea), dried potato 0.47% (equivalent to 2.0% undried potato), dried kelp 0.34% (equivalent to 1.5% undried kelp), linseed oil 0.13%, salmon oil 0.07%, glucosamine HCl 0.005%, chondroitin 0.002%

Nutrient analysis:

Crude protein 9.0%, fat 7.0%, crude fibre 0.5%, crude ash 3.0%, moisture 76.0%, calcium 0.43%, phosphorus 0.36%



Adult



Irish free-range chicken with vegetables & kelp

Composition:

Dried chicken 30.5%, fresh chicken 26.0%, sweet potato 9.5%, potato flour 8.5%, pea flour 8.5%, chicken fat 7.5%, dried kelp 3.0%, linseed 2.0%, alfalfa 1.0%, animal protein (hydrolysed) 1.0%, spinach powder, broccoli powder, chicory extract, rosehip extract, cranberry extract, blueberry extract, marigold extract, oregano, carrot powder, curcuma, ginger extract, monocalcium phosphate, sodium chloride, yeast extract, glucosamine hydrochloride, chondroitin sulphate

Nutrient analysis:

Crude protein 31.0%, fat 17.5%, crude fibre 2.2%, crude ash 8.0%, calcium 1.6%, phosphorus 0.97%

Irish free-range chicken with vegetables & kelp

Composition:

Chicken 60.0% (contains 10.0% liver), broth 25.90%, potato starch 3.4%, minerals 1.0%, dried carrot 0.47% (equivalent to 4.0% undried carrot), dried pea 0.47% (equivalent to 1.5% undried pea), dried potato 0.47% (equivalent to 2.0% undried potato), dried kelp 0.45% (equivalent to 2.0% undried kelp), sunflower oil 0.13%, salmon oil 0.07%

Nutrient analysis:

Crude protein 9.0%, fat 7.0%, crude fibre 0.5%, crude ash 3.0%, moisture 76.0%, calcium 0.43%, phosphorus 0.36%



Jennifer Seiler, distribution

Adult · hypoallergenic



Irish Atlantic salmon with vegetables & kelp

Composition:

Dried salmon 31.0%, fresh salmon 26.0%, sweet potato 11.0%, potato flour 9.5%, pea flour 8.0%, salmon oil 7.0%, dried kelp 3.0%, linseed 2.0%, alfalfa 1.0%, animal protein (hydrolysed) 1.0%, spinach powder, broccolipowder, chicory extract, rosehip extract, cranberry extract, blueberry extract, marigold extract, oregano, carrot powder, curcuma, ginger extract, sodium chloride, yeast extract, glucosamine hydrochloride, chondroitin sulphate

Nutrient analysis:

Crude protein 31.0%, fat 20.0%, crude fibre 1.9%, crude ash 10.3%, calcium 1.7%, phosphorus 1.1%

Adult



Irish pasture beef & free-range chicken with vegetables & kelp

Composition:

Dried beef 30.0%, fresh chicken 26.0%, sweet potato 11.0%, potato flour 9.0%, chicken fat 8.0%, pea flour 7.5%, dried kelp 3.0%, linseed 2.0%, alfalfa 1.0%, animal protein (hydrolysed) 1.0%, spinach powder, broccolipowder, chicory extract, rosehip extract, cranberry extract, blueberry extract, marigold extract, ginger extract, curcuma, oregano, carrot powder, sodium chloride, yeast extract, glucosamine hydrochloride, chondroitin sulphate

Nutrient analysis:

Crude protein 25.0%, fat 19.0%, crude fibre 1.9%, crude ash 10.9%, calcium 2.7%, phosphorus 1.3%

Irish Atlantic salmon & free-range chicken with vegetables & kelp

Composition:

Salmon 31.5%, chicken 28.5%, broth 25.90%, potato starch 3.4%, minerals 1.0%, dried carrot 0.47% (equivalent to 4.0% undried carrot), dried pea 0.47% (equivalent to 1.5% undried pea), dried potato 0.47% (equivalent to 2.0% undried potato), dried kelp 0.45% (equivalent to 2.0% undried kelp), sunflower oil 0.13%, salmon oil 0.07%

Nutrient analysis:

Crude protein 9.0%, fat 8.0%, crude fibre 0.5%, crude ash 2.5%, moisture 76.0%, calcium 0.33%, phosphorus 0.28%



Irish pasture beef & free-range chicken with vegetables & kelp

Composition:

Beef 30.0% (contains 11.0% liver and 4.0% tripe), chicken 30.0%, broth 25.85%, potato starch 2.6%, minerals 1.0%, dried bovine plasma 0.85%, dried carrot 0.47% (equivalent to 4.0% undried carrot), dried pea 0.47% (equivalent to 1.5% undried pea), dried potato 0.47% (equivalent to 2.0% undried potato), dried kelp 0.45% (equivalent to 2.0% undried kelp), sunflower oil 0.13%, salmon oil 0.07%

Nutrient analysis:

Crude protein 10.0%, fat 5.0%, crude fibre 0.5%, crude ash 3.0%, moisture 80.0%, calcium 0.45%, phosphorus 0.35%



Adult



Irish pasture lamb & free-range chicken with vegetables & kelp

Composition:

Dried lamb 31.0%, fresh chicken 26.0%, sweet potato 10.0%, potato flour 9.5%, pea flour 8.0%, chicken fat 7.0%, dried kelp 3.0%, linseed 2.0%, alfalfa 1.0%, animal protein (hydrolysed) 1.0%, spinach powder, broccoli powder, chicory extract, rosehip extract, cranberry extract, blueberry extract, marigold extract, oregano, carrot powder, curcuma, ginger extract, sodium chloride, yeast extract, glucosamine hydrochloride, chondroitin sulphate

Nutrient analysis:

Crude protein 27.0%, fat 16.0%, crude fibre 2.1%, crude ash 10.8%, calcium 2.0%, phosphorus 1.0%



Hendrick Melle, partner

Senior



Irish free-range chicken with vegetables & kelp

Composition:

Fresh chicken 25.0%, dried chicken 21.0%, sweet potato 14.0%, potato flour 14.0%, pea flour 6.5%, chicken fat 6.0%, dried kelp 3.0%, linseed 2.0%, alfalfa 1.0%, animal protein (hydrolysed) 1.0%, spinach powder, broccoli powder, chicory extract, rosehip extract, cranberry extract, blueberry extract, marigold extract, oregano, carrot powder, curcuma, ginger extract, monocalcium phosphate, sodium chloride, yeast extract, glucosamine hydrochloride, chondroitin sulphate

Nutrient analysis:

Crude protein 25.0%, fat 14.0%, crude fibre 2.3%, crude ash 7.3%, calcium 1.6%, phosphorus 0.9%

Irish free-range chicken with vegetables & kelp

Composition:

Chicken 51.0% (contains 7.5% liver), broth 35.70%, potato starch 2.5%, minerals 1.1%, dried carrot 0.47% (equivalent to 4.0% undried carrot), dried pea 0.47% (equivalent to 1.5% undried pea), dried potato 0.47% (equivalent to 2.0% undried potato), dried kelp 0.45% (equivalent to 2.0% undried kelp), linseed oil 0.10%, salmon oil 0.05%, glucosamine HCl 0.005%, chondroitin 0.002%

Nutrient analysis:

Crude protein 6.5%, fat 5.2%, crude fibre 0.5%, crude ash 3.0%, moisture 83.5%, calcium 0.34%, phosphorus 0.27%



As good as raw feeding

Those who are heavily involved in feeding dogs will be familiar with the concept of raw feeding. With this type of feeding, the dog is provided with fresh, raw food put together by the dog owner. The important thing here is to weigh out the ingredients to ensure that the dog is able to absorb all the required nutrients each time. Unfortunately, some breeds of dog are unable to tolerate raw food because, over time and with domestication, dogs' stomachs have become accustomed to cooked food. These days, anyone raw feeding their dog must be well versed in the subject of nutrition in order to provide their dog with all the essential ingredients.

Feeding with Irish Pure provides a good supplement to raw feeding or a possible alternative to it. This is primarily thanks to the high quality of the ingredients used and a lack of lower-quality fillers like grains or artificial flavours and preservatives. In addition, the composition of our food – 65% meat, 35% vegetable and 0% grains – means all the dog's dietary requirements are catered for. Irish Pure is recommended by raw feeders:

'MY DOG IMMEDIATELY LAUNCHED HIMSELF INTO THE BOWL WHEN I SERVED HIM A PORTION OF IRISH PURE. I HAVE NEVER KNOWN HIM DO THAT IN THE ENTIRE TIME I'VE BEEN RAW FEEDING! IRISH PURE IS A FANTASTIC ALTERNATIVE, WHICH IS WHY I NOW ALSO STOCK IT IN MY SHOP!'

Hartmut Doddeck, B. A. R. F. Tierfutterkrippe Berlin

Recommended by breeders

For dog owners, it is essential to ensure the healthy and species-appropriate feeding of their four-legged friend. For puppies in particular, the right diet plays a crucial role in healthy growth and optimal development.

Irish Pure dog food is manufactured exclusively from high-quality meat, vegetables and herbs and contains no fillers like grains or artificial flavours or preservatives. The meat is processed within 48 hours once butchered. This ensures that valuable nutrients are retained and that the dog receives an optimal nutritional supply.

Many breeders swear by Irish Pure dog food. A good diet contributes to a healthy coat, strong immune system, better digestion and a longer life. Because breeders are well informed about feeding dogs in a species-appropriate, healthy way thanks to their experience and expertise, dog owners can benefit from their recommendations. Irish Pure offers the right food from puppy to senior – as well as snacks and care products – to make sure that nothing in the dog's diet stands in the way of a long, fulfilled life!



'I HAVE BEEN FEEDING IRISH PURE FOR A LONG TIME NOW AND I'M THRILLED. MY DOGS LOVE THE FOOD AND THEIR NEEDS ARE COMPLETELY MET.'

Monika Lussberger, breeder of Australian Shepherds at Red Poppy

Our kelp snacks



Beef bites with kelp

Composition:

Beef 90.0%, vegetable glycerine, salt, dried kelp 1.01% (equivalent to 4.0% undried kelp), sunflower oil

Nutrient analysis:

Crude protein 38.0%, crude oils and fats 13.0%, crude ash 7.0%, moisture 22.0%, crude fibre 2.0%

Salmon Strips with Kelp

Composition:

Fish and fish derivatives 90.0% (of which 60.0% salmon), vegetable by-products, dried kelp 1.01% (equivalent to 4.0% undried kelp), turmeric 0.8%, oils and fats, minerals, glucosamine 0.024%, chondroitin 0.012%

Nutrient analysis:

Crude protein 36.0%, fat 27.0%, crude ash 9.0%, moisture 20.0%, crude fibre 2.0%



Chicken strips with kelp

Composition:

Chicken 90.0%, vegetable glycerine, salt, dried kelp 1.01% (equivalent to 4.0% undried kelp)

Nutrient analysis:

Crude protein 42.0%, crude oils and fats 17.0%, crude ash 8.0%, moisture 20.0%, crude fibre 2.0%



Dental snack with kelp

Composition:

Potato flour 46.9%, potato starch 22.0%, vegetable glycerine 18.0%, calcium carbonate 3.5%, dried kelp 3.0%, kale powder 2%, apple powder 1.5%, coconut powder 1.5%, sodium tripolyphosphate 1.1%, potassium sorbate, potassium chloride

Nutrient analysis:

Crude protein 4.3%, fat 2.69%, crude ash 5.2%, moisture 11.0%, crude fibre 1.3%



Veggie snack with kelp

Composition:

Potato flour 45.8%, potato starch 21.0%, vegetable glycerine 18.0%, calcium carbonate 3.5%, dried kelp 3.0%, dried carrot pieces 3.0%, pumpkin seed flour 1.0%, coconut oil 1.0%, sodium tripolyphosphate 1.0%, curcuma, potassium sorbate, potassium chloride

Nutrient analysis:

Crude protein 4.3%, fat 2.69%, crude ash 5.2%, moisture 11.0%, crude fibre 1.3%

Our newcomers:



GIVE YOUR DOG THE HEALTH SUPPORT IT DESERVES!

With the Care line, Irish Pure offers a helping paw when it comes to healthy digestion, joints and coat texture for your dog.

The impressive meat content of 70% ensures a high level of acceptance. The biotin and kelp in our Shiny Coat food support the texture and structure of your dog's coat. The probiotics and prebiotics in our Happy Stomach food promote healthy digestion and can help regulate upset stomachs, while the collagen in Jump Around strengthens your dog's joints.



HAPPY STOMACH – Healthy Digestion for Dogs

Composition:

Venison 70.0%, veg oil glycerin, potato, FOS, fermented whey, beta glucans, MOS, ascophyllum nodosum (kelp) 1.0%, dried banana 1.0%, potato fibre, salt, yucca extract, dried coconut 0.5%, psyllium husk, turmeric, calcium carbonate (blend carrier*)

Additives:

Technological: Antioxidant (tocopherol extracts from vegetable oils)
Nutritional: Lactobacillus Acidophilus

*Functional Blend (per kg): FOS 28.100 mg, beta glucans 14.200 mg, MOS 14.200 mg, yucca schidigera extract 7.100 mg, lactobacillus acidophilus 7.000 mg, psyllium husk 4.400 mg

Nutrient analysis:

Crude protein 23.2%, fat 25.7%, crude ash 4.7%, crude fibre 4.6%, moisture 17.6%



JUMP AROUND – Joint Care for Dogs

Composition:

Venison 70.0%, potato, veg oil glycerin, blueberry 4.0%, fermented whey, salt, ascophyllum nodosum (kelp) 1.0%, potato fibre, UC-II® undenatured type II collagen, turmeric

Additives:

Technological: Antioxidant (tocopherol extracts from vegetable oils)

UC-II® is a Lonza trademark
40 mg of UC-II® in 3 snacks

Nutrient analysis:

Crude protein 24.0%, fat 17.2%, crude ash 5.5%, crude fibre 3.2%, moisture 20.1%



SHINY COAT – Skin & Coat Care for Dogs

Composition:

Trout 70.0%, potato, veg oil glycerin, blueberry 4.0%, fermented whey, salt, calcium carbonate (blend carrier*), ascophyllum nodosum (kelp) 1.0%, potato fibre, flaxseed

Additives:

Technological: Antioxidant (tocopherol extracts from vegetable oils)
Nutritional: Vitamin E, zinc, biotin

*Functional Blend (per kg): Vitamin E 3.150 mg, zinc 530 mg, biotin 40 mg

Nutrient analysis:

Crude protein 16.7%, fat 25.4%, crude ash 11.6%, crude fibre 0.8%, moisture 17.6%

Our bones



Filled Smoke Bone with Kelp
(approx. 11 cm)



Knecap
(approx. 7 cm)



Roasted Paddle Bone
(approx. 33 cm)

Fun to chew for dogs of all sizes

Irish Pure bones are pure, premium natural products from free-range pasture animals. Perfect for the teeth and chewing muscles, they are free from colouring and additives and round off a natural diet.



Filled Hoof with Kelp
(approx. 12 cm)



Roasted Half Knuckle
(approx. 11 cm)



Large Postman's Leg
(approx. 33 cm)



Giant Beef Bone
(approx. 45 cm)

The Irish Pure promise:

100% IRELAND:

At selected family businesses in Ireland, we find the quality of ingredients that makes Irish Pure so special: fresh vegetables, juicy meat, fresh fish and the nutritional powerhouse that is kelp – fresh from the Irish Sea.

100% IRISH FRESHNESS:

Ireland's mild climate and the broad, lush meadows mean that cows, sheep and even chickens can graze on green pastureland almost 365 days a year and move about freely. The food is 100% their natural nourishment. Grains, soya and chemical ingredients can be avoided in the food naturally. The result? Healthy pasture animals and happy dogs.

100% IRISH PREMIUM:

The meat for Irish Pure is freshly processed within 48 hours and without deep-freezing. This means that a maximum of vitamins and essential trace minerals are retained and your dog can taste that freshness in the bowl.



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www.irish-pure.de