





The story of ZIWI begins in 2002 in our homeland of New Zealand.

ZIWI was born with the goal of combining the nutrition of a raw diet with the convenience of ready-to-serve dry food.

Our recipes are expertly crafted to be optimized for the biological needs of both dogs and cats.

Our purpose is simple:
To combine our pure origins, peak ingredients, and peak processes to enhance the lives of pets and their parents.



All our meat and organs are ethically sourced from the green pastures of New Zealand and farmed under **New Zealand Freedom Principles**, without artificial hormones.



Our seafood is **wild caught** in the pristine oceans surrounding NZ, the South Pacific and Sub-Antarctic waters.

The sources of ZIWI's goodness



Free-range, year round

New Zealand's temperate climate means that animals have plenty of fields and rolling green hills to roam on, 365 days a year.



Grass-fed, grass-finished

Animals are raised on beautiful pastures of grass, clover, and native grasses (and with no feedlots in sight).



Free-range local chicken

Our chickens are free-range, so they can roam, run, leap, bask, and spread their wings.



Wild-caught seafood

As an island nation, we are surrounded by clean, pristine waters, making it the perfect place to sustainably farm New Zealand green mussels and catch fish.

Kaitiaki



The Māori principle of being guardians of the land, sea, and its creatures.

It's our way of life

Our farmers raise their animals in their natural habitats with trees, rocks, and fresh water. That means our animals have plenty of room to roam, relax or spread their wings.

ROB, TRUSTED GUARDIAN AND SUPPLIER OF FREE-RANGE EGGS,
FRENZ EGGS, PUKEKOHE, NEW ZEALAND

Pure
Origins

5 Freedom Principles

- 1 Freedom from hunger & thirst
- 2 Freedom from discomfort
- 3 Freedom from pain, injury, or disease
- 4 Freedom to express natural behavior
- 5 Freedom from fear & distress



AIR-DRIED



Pure Origins

Ethically-sourced raw New Zealand beef, lamb, chicken, and wild-caught seafood.



Peak Ingredients

Our recipes contain unmatched, authentic inclusions and variety of highly digestible meat, organs, fish, green mussels, and bone.



Peak Process

We invented our own gentle air-drying innovation, Z-TWINTeCH®. It's our way of gently protecting the nutritional benefits of our raw ingredients, making it easy to serve.



**Peak
Ingredients**

96%

**MEAT, ORGANS &
NZ GREEN MUSSELS**

Peak Ingredients



High-meat,
protein rich

- ✓ Up to 96% meat, organs, bone
- ✓ Authentic ratios mirror whole-prey diet
- ✓ No added carbohydrates
- ✓ No grains, potatoes, or tapioca starch
- ✓ 95% digestible for sustained energy and less backyard clean up
- ✓ Promotes a healthy weight and helps prevent obesity & diabetes
- ✓ Up to 46% superfoods, consisting of NZ Mussels, Tripe, Organic Kelp

Health-driven Ingredients

Meat Organs & Bone

- Natural inclusions of glucosamine & chondroitin, providing healthy joints & improved mobility
- Calcium & phosphorus for strong bones & teeth
- Omega 3 fatty acids for skin, coat, heart & joint health

New Zealand Green Lipped Mussels

- Anti-inflammatory joint support
- Omega 3 & 6 fatty acids for healthy skin & coat

Tripe

- Extreme palatability
- Healthy digestion & gut health

Organic Kelp

- Natural iodine & minerals for healthy metabolism

**Peak
Ingredients**



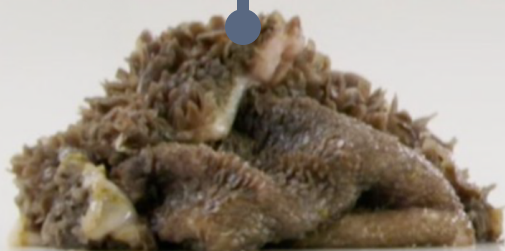
The ultimate nutritional boost

Up to 46% Z-BOOST™ Superfood Blend in ZIWI Peak® Air-dried



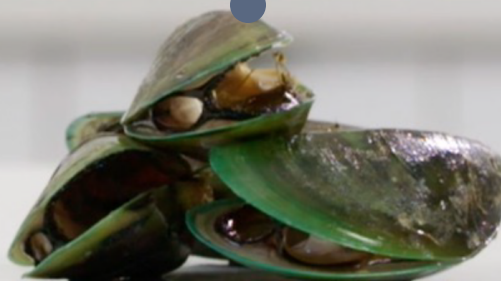
Cold-Washed Green Tripe for Palatability & Digestion

- Highly palatable natural source of probiotics and fatty acids.
- Helps with sensitive stomachs and supports healthy digestion
- Perfect for picky pets!



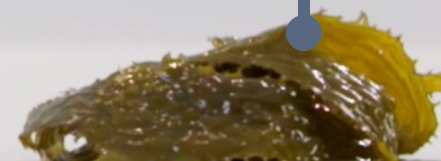
New Zealand Green-Lipped Mussels Supports Skin & Joint Health

- Natural in glucosamine, boosts repair of damaged cartilage which alleviates the symptoms of joint damage
- Chondroitin promotes healthy cartilage and joints
- Omega fatty acids help with cell formation, immune function and heart and kidney health



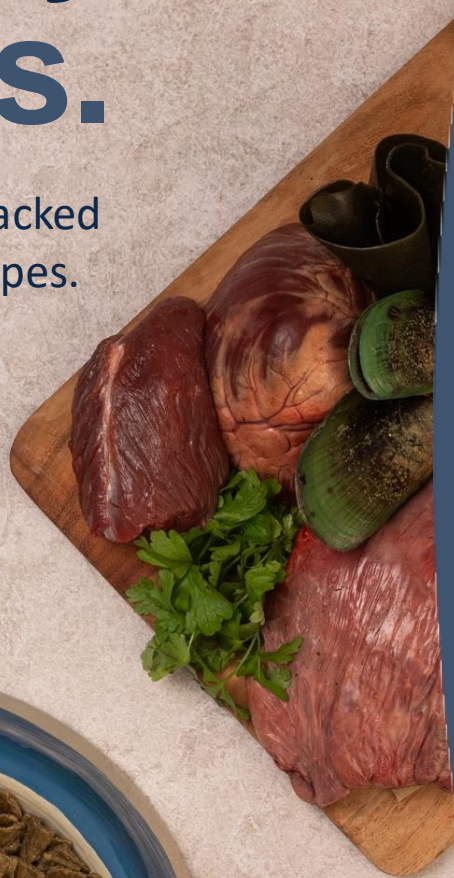
Organic Kelp Supports a Healthy Metabolism

- 60 bioavailable vitamins, minerals, and trace elements
- 21 amino acids
- Contains natural iodine



Get more, by feeding less.

3:1 3lbs of raw ingredients are packed into 1lb of ZIWI Air-dried recipes.



Up to **first 10 ingredients** are meat, organs, and bone

NO glycerins, grains, fillers, or artificial binders

Single protein options

Up to **46% superfood inclusions**

Authentic ratios of organs for optimized nutrition

Ground bone for **natural calcium, phosphorus & magnesium**

NEW increased animal inclusions like spleen & cartilage

Guaranteed **glucosamine, chondroitin, & taurine levels**



Steam & Dried



Pure Origins

Ethically-sourced raw New Zealand beef, lamb, chicken, and wild-caught seafood.



Peak Ingredients

Nutrient-dense raw meat and organs with added functional ingredients to support digestive and skin and coat health.



Peak Process

Gently processed via our innovative two-step Z-Microsteam™ technology to lock in the nutrition and a light, palatable texture.

Crafted from premium animal ingredients

100% raw meat and organ inclusions, with NO dried or dehydrated meats or rendered meals.



85% MEAT
FOR DOGS



87-90% MEAT
FOR CATS

The best balanced-base in premium pet with added lentils, and peas for a natural source of protein and fiber.

Peak Ingredients

Why does this matter?

Using minimally processed raw meat locks in **maximum nutritional benefits.**

Raw meat and seafood contain **higher amino acids.**

Raw meats are **more digestible.**

Peak Ingredients



The cat recipes are designed to support skin and coat health, a key concern for cat parents.

Wild-caught whole Mackerel, Southern Blue Whiting, Hoki, and Sardines are rich sources of Omega-3 fatty acids to support overall skin health and a shiny coat.



The dog recipes are designed to support digestive health, a key concern for dog parents.

Fruits and vegetables are a natural source of nutrients and fiber to support digestion. Chicory Root is a source of inulin, a natural prebiotic that can help support the growth of good bacteria in the gut.



Pumpkin

- vitamin A
- vitamin B1
- vitamin B6
- copper
- folate
- fiber
- manganese
- potassium
- magnesium



Spinach

- vitamin A
- vitamin C
- vitamin B9
- vitamin E
- fiber
- folic acid
- iron
- calcium
- potassium
- magnesium



Kale

- vitamin A
- vitamin K
- vitamin C
- fiber
- potassium
- calcium



Green Beans

- vitamin A
- vitamin C
- vitamin K
- folate
- thiamine
- Niacin
- fiber
- calcium
- iron



Beet Greens

- vitamin B6
- vitamin B12
- vitamin C
- vitamin D
- calcium
- iron
- fiber
- magnesium





Apples

- vitamin C
- antioxidants
- vitamin A
- fiber
- polyphenols



Pears

- vitamin C
- fiber
- vitamin K
- potassium
- copper



Blueberries

- vitamin C
- vitamin K
- manganese
- Potassium
- fiber



Kiwis

- vitamin B6
- fiber
- vitamin C
- iron
- magnesium
- calcium



Persimmons

- vitamin A
- vitamin C
- potassium
- phosphorus
- Calcium
- fiber
- iron





Sardines

Major benefit is super high Omega 3s which benefits:

- skin and coat
- joint support (anti-inflammatory)
- cell formation
- heart function
- kidney function
- healthy aging
- cognition
- immune function



Hoki

Due to a high Omega-3 content, Hoki consumption brings many health benefits including:

- a healthy glossy coat
- joint support
- cardiac care
- cognitive function



Mackerel

Excellent source of:

- protein, calcium, selenium, niacin
- Omega 3s
- vitamin B12, helps with the absorption of iron and supports your brain and spinal cord health
- vitamin D, aids in balancing minerals such as calcium and phosphorus
- amino acids



Southern Blue Whiting

Rich in omega- 3 fatty acids and in B12 which helps:

- improve heart health
- reduce inflammation
- immune system support
- calcium
- potassium
- vitamin B





- ✓ Micro-steaming produces a unique aerated texture that is light, crisp and softer than kibble.
- ✓ Continuous and gentle air-drying locks in the nutrition of our premium ingredients and removes pathogenic bacteria.



How are they different?

Air-Dried vs Steam & Dried



Air-Dried: Peak Level

96% meat organs & bones

10% + Superfood Inclusions (Green Tripe, Green-Lipped Mussels and Organic Kelp)

3:1 nutrient dense (3lbs of raw meat creates 1lb of finished product)

Gently air-dried in small batches

5% Carbohydrates

Steam & Dried: Entry Level

Minimum 85% meat, organ and bone inclusion

Added fruits, vegetables, and whole seafood for healthy skin and coat (cats) and to support digestion (dogs)

Light texture for optimized palatability

Delicately micro-steamed and continuously air-dried for consistent product at a lower price point.

12% Carbohydrates

It's time to elevate the way we feed.

	Average Kibble	Steam & Dried
100% raw meat inclusions		✓
Functional ingredients		✓
Supports digestive health and skin & coat health		✓
Alternative-to-raw		✓
High meat		✓
Versatility as full feed, base, mixer		✓
Optimized texture		✓
Gently processed		✓
No prep, convenient to feed	✓	✓

Did you know?

Steam & Dried recipes are less than **12% carbs**, compared to average kibble which have 35-75%+

Steam & Dried for Cats

Why should pet parents choose Steam & Dried?



Enticing Picky Eaters

Perfect for finicky eaters with a uniquely aerated texture that is light, crisp and optimized for cats.



Support Skin & Coat Health

A nutritious meal for cats suffering from dander, dry skin, excessive licking, itching, hairballs and skin redness.



The Best Within the Budget

Up to 90% premium animal ingredients and an affordable first step into alternative-to-raw nutrition. A high-quality, high-meat option for a meal or mixer that is better than kibble.

Steam & Dried for Dogs

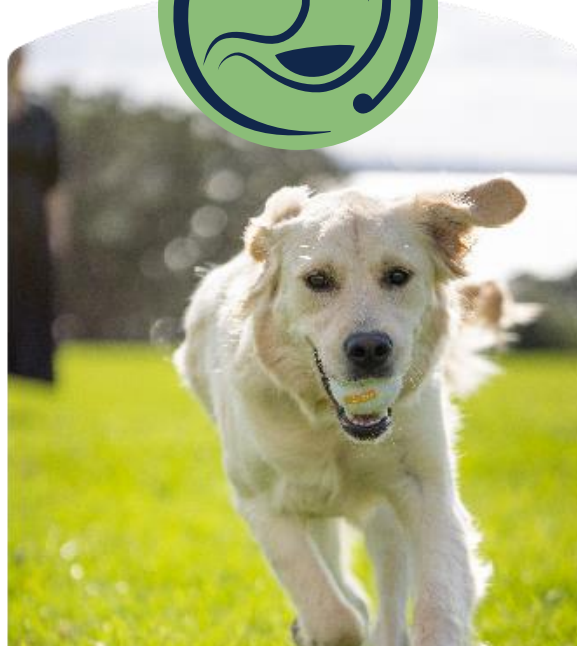
Why should pet parents choose Steam & Dried?

100%



100% Balanced Base

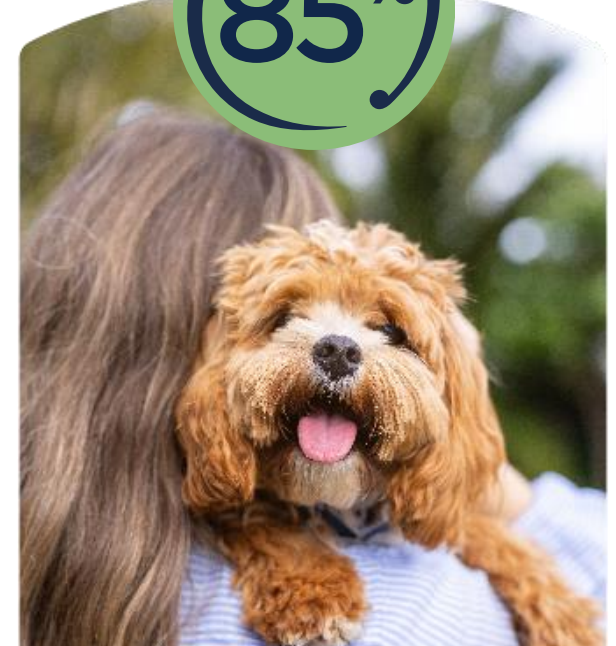
Pet owners seeking the benefits of raw feeding in a balanced and convenient format.



Supports Digestive Health

A nutritious meal for dogs suffering from constipation, upset stomach and vomiting with functional ingredients that improve stool and support good bacteria in the gut.

85%



The Best Within the Budget

85% premium animal ingredients and an affordable first step into alternative-to-raw nutrition. A high-quality, high-meat option for a meal or mixer that is better than kibble.

Frequently Asked Questions

What is the expiration on a bag & how long can it be open?

Expiration is 21 months, use within 8 weeks of opening.

Are these LID formulas?

This is not an LID line of food. Some recipes have multiple meat proteins.

Can you feed the dog food to a cat?

It is fine to use as a treat, or supplemental food, but dog food is not complete & balanced for cats.

Find answers to more FAQs here: us.ziwpets.com/pages/faq

ZIWI Peak® Canned Recipes



Made in New Zealand

High in Moisture

High in Meat: 91% for Dogs

High in Meat: 92% for Cats

Meats Sourced in Pure NZ



Includes Z-Boost® Superfoods

The ultimate nutritional boost. ZIWI recipes feature up to 46% superfoods such as mineral rich Green Tripe, NZ Green Mussels and Organic Kelp.



No Synthetic Preservatives or Binders

We don't use carrageenan, guar gum, xanthan gum or other binders. We only use chickpeas as a natural binder.



Nutrient-Dense

Less than 5% carbs. Protein-rich meat and organs are highly digestible, and serve as a rich source of natural nutrients and amino acids. This creates a nutrient-dense food that is high in calories, allowing you to feed less.



BPA Free Cans

Feed with confidence knowing our cans are safely BPA free.



Ethical & Sustainable

Farm-to-bowl. Ethically and sustainably sourced in New Zealand, made in our own local kitchen.

Reasons Pet Owners Should Choose Cans

- 1 High in meat
- 2 High moisture
- 3 Palatability for picky eaters
- 4 Health concerns
 - a Need low carb, lower protein, they may have dental issues
 - b Cats with a history of urinary tract issues need a canned or raw diet
- 5 Cats are TRUE obligate carnivores, which means they must eat meat to survive. They do not require information or diet for carbohydrates.



Cat Recipes



3 oz.



Beef

Chicken

Lamb

Mackerel

Mackerel & Lamb

Rabbit & Lamb

Venison

6.5 oz.



Beef

Chicken

Lamb

Mackerel

Mackerel & Lamb

Rabbit & Lamb

Venison

Dog Recipes

6 oz.



Beef

Chicken

Lamb

Mackerel & Lamb

Tripe & Lamb

Venison

13.75 oz



Beef

Chicken

Lamb

Mackerel & Lamb

Tripe & Lamb

Venison

Chews & Treats





Chews & Treats

New Zealand Lamb, Beef, or Venison

Delicious, guilt-free natural chews

Satisfy your dog's natural prey drive
with long-lasting bones

Single ingredient options for allergy
sufferers

Gently air-dried to naturally preserve
without additives

Promotes gnawing, encouraging
dental & gum health