

How Meow<sup>®</sup>  
PREMIUM

**Love of Nutrition**

The image features a woman with blonde hair, smiling and wearing a dark apron over a light-colored shirt. She holds a large wooden spoon. To her right, a ginger and white cat sits on a wooden surface, looking towards the camera with its mouth slightly open. In the foreground, several How Meow Premium pet food products are arranged on a wooden table. On the left, there are two large bags of dog food: one labeled 'Lamb & Rice Adult Dog Food' and another labeled 'Chicken Kitten Cat Food', both 15kg. Next to them are two smaller bags of dog food: 'Lamb & Rice Adult Dog Food' (5kg) and 'Chicken Kitten Cat Food' (2kg). To the right of these are several cans of wet food, including 'Salmon Pate', 'Chicken Pate', and 'Chicken Pate' (400g). The background is a warm, sunlit kitchen with floating heart graphics.

**HERMOS** **PETKON**



# We turned nutrition into love...

Every food bowl is a meeting moment full of love. With our lovingly prepared, nutritious and flavourful ingredients, we turn every meal into a feast for their health and happiness.

Howmeow blends the highest quality ingredients with passion, turning nutrition into a ritual of love. Because we know that their happiness is our happiness

*True love is hidden in the flavours shared together.*

Every meal prepared skilfully in the kitchen is the most delicious form of love. As Howmeow, we passionately create the most natural and nutritious recipes for our friends. Because every moment shared with them is one of the best flavours of life





# How Meow<sup>®</sup>

PREMIUM



**Shiny Coat:** Thanks to the special fatty acids and vitamins in its content, it keeps your mate's coat shiny and healthy.



**Easy Digestion:** Thanks to its balanced fibre ratio and special ingredients that support digestion, it offers a comfortable nutrition for sensitive stomachs.



**Antioxidant:** Thanks to its powerful antioxidant components, it supports the immune system and protects cellular health.



**Probiotics:** Thanks to probiotics that support healthy intestinal flora, it regulates the digestive system and provides benefits for general health.



**Oils:** High-quality fats optimally support skin and coat health while increasing energy levels





# Dry Food

Adult  
Puppy  
Kitten



OMEGA 3 -  
OMEGA 6

## FROM OUR KITCHEN TO BOWL

In all our recipes, whether wet or dry food, we blend all the vitamins, minerals, proteins and probiotics that our pet friends need with flavour. We prepare it as if we were eating it ourselves and offer it in forms suitable for their palate.

At least 40%  
animal protein







**100%**  
Animal Based  
Protein



Minerals and  
prebiotics



Vitamins  
A, D, E, C

Adult  
Puppy  
Kitten

# Wet Food



No Flavor



No Additives



No Colorants



No Preserves!





# DRY FOOD



● 15kg - 2 kg

## How Meow Kitten Food Chicken

**Ingredients:** Processed chicken protein 50%, rice, corn, wheat, chicken fat, animal fat, animal protein, animal protein, fibers, brewer's yeast, vitamins and minerals, probiotics, yucca, taurine.

**Supplements:** Vitamin A: 15,000 IU/kg, Vitamin D: 1250 IU/kg, Vitamin C: 150 mg/kg, Vitamin E: 100 mg/kg, Taurine 1250 mg/kg

**Analysis Values:** Moisture: 8%, protein: 32%, fat: 15%, ash: 8%, cellulose: 4%, calcium: 2%, phosphorus: 1%, sodium: 0.5%



● 15kg

## How Meow Sterilized Adult Cat Food Salmon

**Ingredients:** Processed animal protein 45% processed fish protein (min 5%), rice, corn, wheat, chicken fat, animal fat, animal protein, animal protein, fibers, brewer's yeast, vitamins and minerals, probiotics, yucca, taurine.

**Supplements:** Vitamin A: 15,000 IU/kg, Vitamin D: 1000 IU/kg, Vitamin C: 120 mg/kg, Vitamin E: 100 mg/kg,

**Analysis Values:** Moisture: 8%, protein: 32%, fat: 12%, ash: 8%, cellulose: 4.5% calcium: 2%, phosphorus: 1% sodium: 0.5%,



● 15kg - 3 kg

## How Meow Puppy Dog Food Lamb Rice

**Ingredients:** Processed animal protein 40% (min 5% processed lamb protein), rice, corn, wheat, chicken fat, animal fat, animal protein, fibers, brewer's yeast, vitamins and minerals, probiotics, yucca.

**Supplements:** Vitamin A: 15,000 IU/kg, Vitamin D: 1250 IU/kg, Vitamin C: 120 mg/kg, Vitamin E: 100 mg/kg

**Analysis Values:** Moisture: 10%, protein: 26 fat: 13%, ash: 9%, cellulose: 6%, calcium: 2% phosphorus: 1%, sodium: 0.5%



● 15kg - 3 kg

## How Meow Adult Dog Food Lamb & Rice

**Ingredients:** Processed animal protein 35% (min 5% processed lamb protein), rice, corn, wheat, chicken fat, animal fat, animal protein, fibers, brewer's yeast, vitamins and minerals, probiotics, yucca.

**Supplements:** Vitamin A: 15,000 IU/kg, Vitamin D: 1000 IU/kg, Vitamin C: 120 mg/kg, Vitamin E: 100 mg/kg

**Analysis Values:** Moisture: 10%, protein: 23%, fat: 11%, ash: 9%, cellulose: 6%, calcium: 2%, phosphorus: 1%, sodium: 0.5%,



● 15kg - 2 kg

## How Meow Adult Cat Food Gourmet

**Ingredients:** Processed animal protein 45% (processed chicken protein, processed lamb protein, processed fish protein (min 5%), rice, corn, wheat, chicken fat, animal fat, animal protein, animal protein, fibers, brewer's yeast, vitamins and minerals, probiotics, yucca, taurine.

**Supplements:** Vitamin A: 15,000 IU/kg, Vitamin D: 1000 IU/kg, Vitamin C: 120 mg/kg, Vitamin E: 100 mg/kg,

**Analysis Values:** Moisture: 8%, protein: 29%, fat: 15%, ash: 8%, cellulose: 4.5% Calcium: 2%, phosphorus: 1% sodium: 0.5%



● 15kg

## How Meow Adult Cat Food Lamb

**Ingredients:** Processed lamb protein (25%), processed chicken protein (15%), rice (10%), peas (8%), chicken fat (6%), corn, corn protein, wheat, animal proteins, animal fats, brewer's yeast, liver flavor, fibers, pectin.

**Supplements:** Vitamin A: 15,000 IU/kg, Vitamin D: 1000 IU/kg, Vitamin C: 120 mg/kg, Vitamin E: 100 mg/kg, Taurine: 1250 mg/kg

**Analysis Values:** Moisture: 8%, protein: 29%, fat: 15%, ash: 8%, cellulose: 4%, calcium: 2%, phosphorus: 1%, sodium: 0.5%



HOW MEOW



BY SCANNING THE QR CODE

You can see our other product types and get detailed information.



# WET FOOD



● 400 gr

## How Meow Chunk In Jelly Kitten Food Chicken

The slices contain 80% meat and animal by-products (70% chicken meat, 15% chicken liver, 15% lung), herbal products, minerals and vitamins. Free from coloring and preservatives. (Slices are usually 40% of the product.) 100% of the protein is of animal origin.

**Analytical Constituents:** Protein 8.4%, Fat 4%, Fiber 0.45%, Moisture 80%, Ash 2.2%

**Dietary Supplements:** Taurine (3a370) 1.000 mg/kg, Vitamin D3 (3a671) 130 IU/kg, Vitamin E (3a700) 40 mg/kg, Iron (sulphate) (3b103) 21 mg/kg, Copper (sulphate) (3b405) 2.7 mg/kg, Manganese (oxide) (3b502) 2.7 mg/kg, Zinc (sulphate) (3b605) 20 mg/kg, Iodine (3b202) 0.5 mg/kg.



● 85 gr

## How Meow Chunk In Jelly Kitten Food Chicken

The slices contain 80% meat and animal by-products (70% chicken meat, 15% chicken liver, 15% lung), herbal products, minerals and vitamins. Free from coloring and preservatives. (Slices are usually 45% of the product.) 100% of the protein is of animal origin.

**Analytical Components:** Protein 8.4%, Fat 4%, Fiber 0.45%, Moisture 80%, Ash 2.2%

**Dietary Supplements:** Taurine (3a370) 1000 mg/kg, Vitamin D3 (3a671) 130 IU/kg, Vitamin E (3a700) 40 mg/kg, Iron (sulphate) (3b103) 21 mg/kg, Copper (sulphate) (3b405) 2.7 mg/kg, Manganese (oxide) (3b502) 2.7 mg/kg, Zinc (sulphate) (3b605) 20 mg/kg, Iodine (3b202) 0.5 mg/kg.



● 400 gr

## How Meow Chunk In Jelly Puppy Dog Food Lamb

The slices contain 80% meat and animal by-products (50% chicken meat, 25% lamb meat, 10% spleen, 15% lung), herbal products, minerals and vitamins. Free from coloring and preservatives (slices are usually 40% of the product). 100% of the protein is of animal origin.

**Analytical Constituents:** Protein 7.4%, Fat 3.5%, Fiber 0.4%, Moisture 80%, Ash 2.1

**Dietary Supplements:** Vitamin D3 (3a671) 180 IU/kg, Vitamin E (3a700i) 25 mg/kg, Iron (sulphate) (3b103) 22 mg/kg, Copper (sulphate) (3b405) 3.3 mg/kg, Manganese (oxide) (3b502) 1.5 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.35 mg/kg.



● 400 gr

## How Meow Pate Kitten Food Chicken

Meat and animal by-products 50% (70% chicken meat, 15% chicken liver, 15% lung), 1% tapioca, 1% minerals and vitamins. Does not contain coloring, preservatives. 100% of the protein source is obtained from animal products.

**Analytical Compounds:** Protein 7.35%, Fat 5%, Fiber 0.6%, Moisture 78%, Ash 2.1%

**Dietary Supplements:** Taurine (3a370) 1.000 mg/kg, Vitamin D3 (3a671) 130 IU/kg, Vitamin E (3a700) 40 mg/kg, Iron (sulphate) (3b103) 21 mg/kg, Copper (sulphate) (3b405) 2.7 mg/kg, Manganese (oxide) (3b502) 2.7 mg/kg, Zinc (sulphate) (3b605) 20 mg/kg, Iodine (3b202) 0.5 mg/kg.



● 400 gr

## How Meow Pate Puppy Dog Food Beef

Meat and animal by-products 50% (50% chicken meat, 25% beef, 10% spleen, 15% lung), 1% tapioca, 1% minerals and vitamins. Does not contain coloring, preservatives. 100% of the protein source is derived from animal products.

**Analytical Constituents:** Protein 7.35%, Fat 5%, Fiber 0.6%, Moisture 78%, Ash 2.1%

**Dietary Supplements:** Vitamin D3 (3a671) 180 IU/kg, Vitamin E (3a700i) 25 mg/kg, Iron (sulphate) (3b103) 22 mg/kg, Copper (sulphate) (3b405) 3.3 mg/kg, Manganese (oxide) (3b502) 1.5 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.35 mg/kg.



● 400 gr

## How Meow Chunk In Jelly Adult Cat Food Fish

The slices contain 80% meat and animal by-products (60% chicken meat, 40% whiting), vegetable products, minerals and vitamins. Free from coloring and preservatives. (Slices are usually 45% of the product.) 100% of the protein is of animal origin.

**Analytical Constituents:** Protein 7%, Fat 3.5%, Fiber 0.4%, Moisture 80%, Ash 2.1%

**Dietary Supplements:** Taurine (3a370) 700 mg/kg, Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 150 IU/kg, Vitamin E (3a700) 45 mg/kg, Choline Chloride (3a890) 300 mg/kg, Iron (sulphate) (3b103) 27 mg/kg, Copper (sulphate) (3b405) 2 mg/kg, Manganese (oxide) (3b502) 2 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.45 mg/kg



● 85 gr

## How Meow Chunk In Jelly Adult Cat Food Chicken Liver

The slices contain 80% meat and animal by-products (50% chicken meat, 30% chicken liver, 10% spleen, 10% lung), herbal products, minerals and vitamins. Free from coloring and preservatives. (Slices are usually 45% of the product.) 100% of the protein is of animal origin.

**Analytical Compounds:** Protein 8%, Fat 4%, Fiber 0.45%, Moisture 80%, Ash 2.2%

**Dietary Supplements:** Taurine (3a370) 700 mg/kg, Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 150 IU/kg, Vitamin E (3a700) 45 mg/kg, Choline Chloride (3a890) 300 mg/kg, Iron (sulphate) (3b103) 27 mg/kg, Copper (sulphate) (3b405) 2 mg/kg, Manganese (oxide) (3b502) 2 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.45 mg/kg.



● 400 gr

## How Meow Chunk In Jelly Adult Dog Food Beef

The slices contain 80% meat and animal by-products (50% chicken meat, 25% beef, 10% spleen, 15% lung) herbal products, minerals and vitamins. Free from coloring and preservatives (slices are usually 40% of the product). 100% of the protein is of animal origin.

**Analytical Constituents:** Protein 7%, Fat 3.5%, Fiber 0.4%, Moisture 80%, Ash 2.1%

**Dietary Supplements:** Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 200 IU/kg, Vitamin E (3a700) 20 mg/kg, Choline Chloride (3a890) 450 mg/kg, Iron (sulphate) (3b103) 20 mg/kg, Copper (sulphate) (3b405) 3 mg/kg, Manganese (oxide) (3b502) 2.5 mg/kg, Zinc (sulphate) (3b605) 30 mg/kg, Iodine (3b202) 0.40 mg/kg.



● 400 gr

## How Meow Chunk In Jelly Sterilized Adult Cat Food Salmon

The slices contain 80% meat and animal by-products (60% chicken meat, 25% salmon meat, 15% whiting), herbal products, minerals and vitamins. Free from coloring and preservatives (slices are usually 40% of the product).

**Analytical Constituents:** Protein 7.35%, Fat 3.2%, Fiber 0.42%, Moisture 80%, Ash 2.1%

**Dietary Supplements:** Taurine (3a370) 700 mg/kg, Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 150 IU/kg, Vitamin E (3a700) 45 mg/kg, Choline Chloride (3a890) 300 mg/kg, Iron (sulphate) (3b103) 27 mg/kg, Copper (sulphate) (3b405) 2 mg/kg, Manganese (oxide) (3b502) 2 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.45 mg/kg.



● 85 gr

## How Meow Chunk In Jelly Adult Cat Food Salmon

The slices contain 80% meat and animal by-products (60% chicken meat, 25% salmon meat, 15% whiting), herbal products, minerals and vitamins. Free from coloring and preservatives. (Slices are usually 45% of the product.) 100% of the protein is of animal origin.

**Analytical Compounds:** Protein 8%, Fat 4%, Fiber 0.45%, Moisture 80%, Ash 2.2%

**Dietary Supplements:** Taurine (3a370) 700 mg/kg, Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 150 IU/kg, Vitamin E (3a700) 45 mg/kg, Choline Chloride (3a890) 300 mg/kg, Iron (sulphate) (3b103) 27 mg/kg, Copper (sulphate) (3b405) 2 mg/kg, Manganese (oxide) (3b502) 2 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.45 mg/kg.



● 400 gr

## How Meow Chunk In Jelly Adult Dog Food Salmon

The slices contain 80% meat and animal by-products (60% chicken meat, 25% salmon, 15% whiting), herbal products, minerals and vitamins. Free from coloring and preservatives (slices are usually 40% of the product). 100% of the protein is of animal origin.

**Analytical Constituents:** Protein 7%, Fat 3.5%, Fiber 0.4%, Moisture 80%, Ash 2.1%

**Dietary Supplements:** Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 200 IU/kg, Vitamin E (3a700) 20 mg/kg, Choline Chloride (3a890) 450 mg/kg, Iron (sulphate) (3b103) 20 mg/kg, Copper (sulphate) (3b405) 3 mg/kg, Manganese (oxide) (3b502) 2.5 mg/kg, Zinc (sulphate) (3b605) 30 mg/kg, Iodine (3b202) 0.40 mg/kg.



● 400 gr

## How Meow Pate Sterilized Adult Cat Food Salmon

Meat and animal by-products 50% (60% chicken meat, 25% salmon meat, 15% whiting), vegetable products, minerals and vitamins. Free from coloring and preservatives. 100% of the protein source is derived from animal products.

**Analytical Compounds:** Protein 7.35%, Fat 4.5%, Fiber 0.63%, Moisture 78%, Ash 2.1%

**Dietary Supplements:** Taurine (3a370) 700 mg/kg, Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 150 IU/kg, Vitamin E (3a700) 45 mg/kg, Choline Chloride (3a890) 300 mg/kg, Iron (sulphate) (3b103) 27 mg/kg, Copper (sulphate) (3b405) 2 mg/kg, Manganese (oxide) (3b502) 2 mg/kg, Zinc (sulphate) (3b605) 25 mg/kg, Iodine (3b202) 0.45 mg/kg.



● 400 gr

## How Meow Pate Adult Dog Food Salmon

Meat and animal by-products 50% (60% chicken meat, 25% salmon meat, 15% haddock), 1% tapioca, 1% minerals and vitamins. 100% of the protein source is derived from animal products.

**Analytical Constituents:** Protein 7%, Fat 5%, Fiber 0.6%, Moisture 78%, Ash 2.1%

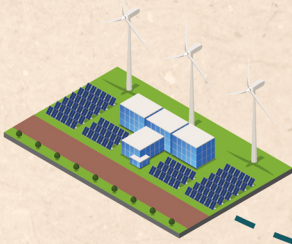
**Dietary Supplements:** Vitamin A (3a672a) 2000 IU/kg, Vitamin D3 (3a671) 200 IU/kg, Vitamin E (3a700) 20 mg/kg, Choline Chloride (3a890) 450 mg/kg, Iron (sulphate) (3b103) 20 mg/kg, Copper (sulphate) (3b405) 3 mg/kg, Manganese (oxide) (3b502) 2.5 mg/kg, Zinc (sulphate) (3b605) 30 mg/kg, Iodine (3b202) 0.40 mg/kg.



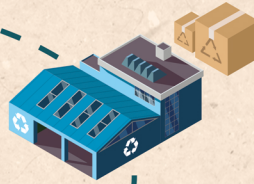


# How Meow<sup>®</sup> PREMIUM

## A better future is our responsibility



- Our factories are powered by the sun! Up to 40% of the energy we use comes directly from solar energy.



- We are starting to make our packaging recyclable as of 2025. Because taking responsibility for the future is part of who we are.



- By measuring our carbon footprint, we are taking a step forward and continuing with determination to offer healthy and natural food to our pets. The health of our planet is as valuable to us as the happiness of our animal friends!

- Our commitment to a better world knows no bounds: We are committed to achieving zero-waste production standards by 2030 in accordance with the principles of the circular economy



**HERMOS**

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