



gently baked according to the **Slow Baking** method



Complete Food for Dogs



VeroCarne

Gently slow baked complete food – for vitality & joy of life



- appetizing-rustic
- freshly baked natural aroma
- handcrafted in Germany

available in the varieties:

Adult

*** Chicken**

Adult

*** Beef**

Adult

*** Venison**

Junior

*** Chicken**

+ Salmon

Senior

*** Turkey**

+ Chicken Liver

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Complete Food
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Slow Baking – You need time to achieve premium quality

It does not take long to notice that HB VeroCarne is a premium complete food that is not extruded like the majority of dry foods – but gently slow-baked in the oven.

- **more time for our oven-baked tradition:**

We spend a lot of time during each manufacturing step to gently prepare the food.

- **more time for dough preparation:**

We allow the dough to rest after it is mixed and kneaded so the whole-food ingredients and nutrients can break down, preparing them for the next production stage and providing structural integrity to the kibbles to make them more digestible.

- **more time for our Slow Baking Process:**

We follow three stages of baking, namely development at a low temperature, thorough baking, and drying, to retain nutrients. Lower temperatures ensure that this manufacturing process can do without high pressure and heat – as is the case with extrusion – making it an overall gentler method; the food does not need to be heavily processed, mixed and pushed through a machine when it is baked.

By doing this, we are able to better preserve the valuable nutritional value and the natural vitamin content of the whole foods we use, resulting in high-energy-dense food. In brief, that means the amount per serving can be reduced, making the food perfectly suited for dogs with specific nutritional requirements.



1kg of dog food
contains 670-750g
of fresh meat



VerCarne Adult

• Chicken • Beef • Venison

Adult

Junior

Senior

Junior

- for puppies after 3 months and adolescent dogs

Adult Chicken • Beef • Venison

- for adult dogs up to the age of

Senior

- for dogs older than 8 years of age



1 kg

3 kg

5 kg

VerCarne – Packed with fresh muscle meat

We only process freshly minced meat, with guaranteed no meat meal or animal by-products. VerCarne contains at least 670–750g of fresh meat per kg, depending on the variety. A preparation of the meat to a pumpable mass (slurry) in order to make it „pliant“ for mechanical processing is not necessary in our process management. The structure and natural properties of the meat and the other raw materials are thus largely preserved.

Other carefully selected, high-quality whole foods (including brewer's yeast, flax meal, coconut flour, vegetables, fruits, honey, and fennel) are natural supplements to complement our gourmet recipes.

VerCarne – Quality you can smell

Dogs love our slow-baked complete and balanced HB VerCarne because the controlled browning of the meat and the other wholesome ingredients in a slow and gentle baking process at moderate temperatures “caramelises” the food, creating the smell of freshly baked goods and a natural and delicious taste. It renders the subsequent spraying with a coating of artificial flavours absolutely unnecessary.

VerCarne – Quality you can see

The naturally artisanal food chunks and the clearly visible whole foods inside are proof that our thoughtful recipes make this quality product extraordinary and visually appealing. The appearance of this high-premium food therefore is pleasantly different from most dry food varieties.

VerCarne – Our commitment to quality requires more effort

Our specialised production process is not geared towards high output; it is therefore ideal for an artisanal dry food like VerCarne. Though we only produce small batches, our elaborate process noticeably ensures that the nutritional integrity stays intact.

VerCarne – The complete wellness food for your dog – for its entire life

HB VerCarne was specially created for all your dog's life stages. Recipes are adapted to fit their needs throughout their life and comes in the varieties Junior (for puppies and adolescents), Adult (for full-grown dogs of all breeds) and Senior (for dogs older than 8).

- Slow Baking: optimal digestion of nutrients
- best digestibility of the feed
- spontaneous acceptance because of the freshly baked natural aroma
- herefore without flavorings, colorings and additives
- contains no grains
- artisanal look with visible whole-food ingredients
- high-energy-dense food – smaller serving size needed
- handcrafted in our family business



Complete Food
for Dogs

Adult

* Chicken



* 1kg of dog food
contains 750g
of fresh chicken meat

Ingredients: Fresh chicken meat (50%), potato flakes (21%), lupin flour, dried carrots (4%), ground flaxseed (2.5%), whole egg powder (2%), chickpea flour (2%), dicalcium phosphate, fresh chicken liver (1%), coconut flour (1%), dried pear (1%), fine vegetable stock, thyme, dried tomato (0.6%), fresh blueberry (0.5%), dried rosehip peel (0.5%), dried Jerusalem artichoke (0.5%), turmeric (0.5%), honey (0.5%), yeast (0.5%), pomegranate seed flour (0.3%), eggshell powder.

Analytical constituents:

Crude protein 25.0%, Crude oils and fats 13.0%, Crude fibre 4.0%, Crude ash 5.5%, Calcium 1.5%, Phosphorus 1.0%.

Adult

* Beef



* 1kg of dog food
contains 720g
of fresh beef meat

Ingredients: Fresh beef meat (50%), potato flakes (23%), lupin flour, dried apple (2%), whole egg powder (2%), dicalcium phosphate, dried sweet potato (1%), coconut flour (1%), fresh beef liver (1%), chickpea flour (1%), ground flaxseed (1%), yeast (1%), fine vegetable stock, fresh spinach (0.5%), dried rosehip peel (0.5%), honey (0.5%), herbs de Provence, dried tomato (0.4%), turmeric (0.3%), pomegranate seed flour (0.2%), eggshell powder.

Analytical constituents:

Crude protein 27.0%, Crude oils and fats 13.0%, Crude fibre 4.0%, Crude ash 6.0%, Calcium 1.5%, Phosphorus 0.9%.

Adult

* Venison



* 1kg of dog food
contains 750g
of fresh venison meat

Ingredients: Fresh venison meat (50%), potato flakes (22%), lupin flour, dried apricot (3%), ground flaxseed (3%), whole egg powder (2%), coconut flour (1.5%), dicalcium phosphate, yeast (1%), fine vegetable stock, fresh cranberries (0.6%), fresh blueberries (0.5%), dried tomato (0.5%), aronia berry pomace (0.5%), honey (0.5%), turmeric (0.5%), black cumin (0.4%), cinnamon (0.3%), pomegranate seed flour (0.2%), eggshell powder.

Analytical constituents:

Crude protein 26.0%, Crude oils and fats 12.0%, Crude fibre 3.5%, Crude ash 7.0%, Calcium 1.6%, Phosphorus 1.5%.

Junior

* Chicken
+ Salmon



* 1kg of dog food
contains 750g
of fresh chicken meat
+ fresh salmon

Ingredients: Fresh chicken meat (45%), potato flakes (18.5%), lupin flour, fresh salmon meat (5%), whole egg powder (5%), skim milk powder (2.5%), dicalcium phosphate, yeast (2%), ground flaxseed (2%), dried apricots (1.5%), dried apple (1.5%), pumpkin seed flour (1%), fresh chicken liver (1%), herbs de Provence, fine vegetable stock, inulin (0.5%), sunflower seeds (0.5%), dried rosehip peel (0.4%), turmeric (0.3%), black cumin (0.3%), ground green-lipped mussel (0.2%), eggshell powder.

Analytical constituents:

Crude protein 31.0%, Crude oils and fats 14.0%, Crude fibre 3.0%, Crude ash 5.0%, Calcium 1.5%, Phosphorus 1.0%.

Senior

* Turkey
+ Chicken Liver



* 1kg of dog food
contains 670g
of fresh turkey meat
+ fresh chicken liver

Ingredients: Fresh turkey meat (45%), potato flakes (22%), lupin flour, dried apple (4%), skim milk powder (3%), whole egg powder (2%), fresh chicken liver (2%), yeast (2%), ground flaxseed (2%), dried apricots (2%), pumpkin seed flour, black cumin (1%), dicalcium phosphate, fine vegetable stock, dried camomile (0.5%), dried dandelion (0.4%), dried rosehip peel (0.4%), inulin (0.3%), turmeric (0.3%), dried melissa (0.3%), passion flower herb (0.3%), dried nettle (0.3%), eggshell powder, ground green-lipped mussel (0.2%).

Analytical constituents:

Crude protein 27.0%, Crude oils and fats 13.0%, Crude fibre 4.0%, Crude ash 4.5%, Calcium 1.1%, Phosphorus 0.7%.