



RAWIVAL

RAW TO THE CORE



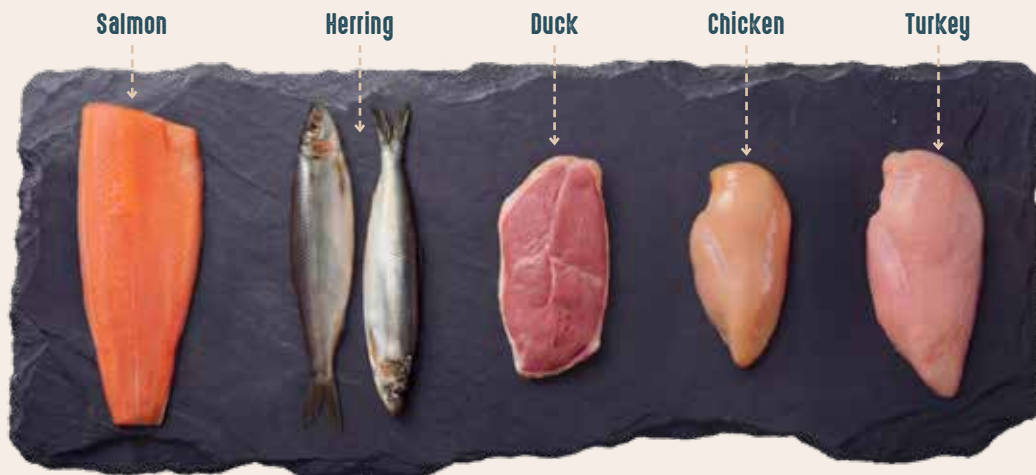
PRODUCT BOOK

RAWIVAL is an ultra-premium complete pet food with a high percentage of raw meat. The rawness and freshness of the ingredients are the main characteristics of all the recipes of this line.

RAWIVAL is rooted in the philosophy that nature knows best. Our recipes reflect the ancestral diet of dogs and cats – rich in raw animal proteins and free from unnecessary fillers.

Premium Raw Proteins

We carefully select boneless raw ingredients such as chicken, turkey, duck and freshly frozen salmon or herring – ensuring high bioavailability of nutrients in every bite.



Dual-Flavour Delight

Each RAWIVAL recipe features a tempting combination of two premium raw protein sources to deliver a variety of tastes and amino acids, keeping pets excited at mealtime and supporting overall health.

Clean, Natural Ingredients

No artificial preservatives, colors, or fillers - just whole, raw ingredients that are minimally processed to maintain their full nutritional value.

Optimal Health & Vitality

Our recipes with raw ingredients are packed with essential nutrients, promoting better digestion, shinier coats, healthier skin, lean muscle mass and overall vitality.

Crafted for Palatability

We don't just nourish – we delight. Each recipe is designed to entice even the pickiest eaters with rich aroma, natural texture and bold taste.



WITH SALMON OIL
Natural source of essential
omega-3 fatty acids.

Superfoods in RAWIVAL Recipes

Our use of superfoods is grounded in the belief that pets thrive when their food not only fuels them, but supports their long-term wellness from the inside out.

Natural Remedies, Not Synthetic Supplements

We harness the medicinal and nutritional properties of real, recognizable superfoods – never relying on lab-made compounds.



Targeted Benefits with Purpose

Every superfood we use has a clear function - from anti-inflammatory effects (turmeric, cherry), to gut support (aloe vera, asparagus), to immunity and skin health (marigold, rosemary).

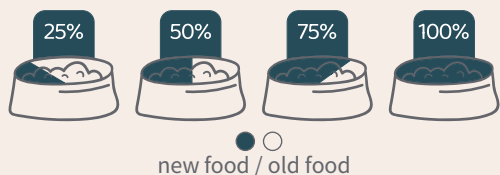
Synergy of Whole Foods

Superfoods deliver their best results when combined in synergy with raw high-quality protein sources.

Transitioning to Rawival

Rawival is a powerful, meat-rich nutrition made with a high content of raw meat ingredients before processing, combined with naturally high levels of protein and fat. Such a rich formula deserves a careful introduction, so we recommend transitioning gradually to give your pet time to adapt and enjoy every benefit comfortably.

Day 1–2: 75% old food / 25% Rawival
Day 3–4: 50% old food / 50% Rawival
Day 5–6: 25% old food / 75% Rawival
Day 7+: 100% Rawival



Keep Mealtime Exciting

Once on Rawival, you can rotate within the Rawival range of recipes and flavours, giving your dog or cat a broad variety of proteins and tastes in every bowl.

ADULT FORMULAS

Complete food for

adult cats

FINEST FROM THE SKY	Duck & Turkey	●
NORTH SEA`S FINEST	Salmon & Herring	●
GIFTS OF LAND & SEA	Chicken, Salmon & Herring	●

SPECIAL CARE FORMULAS

Complete food for

sterilised adult cats

FINEST FROM THE SKY	Duck & Turkey	●
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KITTEN FORMULAS

Complete food for

kittens

gestating or
breastfeeding
queens

GIFTS OF LAND & SEA	Chicken, Salmon & Herring	●	●
FINEST FROM THE SKY	Duck & Turkey	●	●

Feline Formulas

At Kraftia, we believe cats thrive when nourished as nature intended. That belief inspired our RAWIVAL line for cats - formulated to support their instinctive carnivorous diet.

Grain-Free, Guilt-Free Nutrition

RAWIVAL's grain-free cat recipes deliver high-protein, low-glycemic nutrition that supports your cat's natural carnivorous instincts - without common grains like wheat, corn or rice.

Raw Animal Protein First

Each recipe starts with premium raw, boneless ingredients such as turkey, duck or lamb - offering essential amino acids and natural flavor cats crave.

Balanced with Smart Plant Power

Nutrient-dense quinoa adds complete plant-based protein, fiber and minerals, while pea starch provides a gentle, easily digestible source of energy - without spiking blood sugar levels.

Dual-Protein Flavor Blends

Cats love variety. That's why we blend two raw animal ingredients sources in every recipe to support muscle development and satisfy the pickiest palates.

No Artificial Nasties

Free from fillers, artificial additives or unnecessary carbs. Just raw animal ingredients, smart plant ingredients and clean nutrition.

Formulated for Feline Vitality

Supports healthy skin and coat, lean body mass, strong digestion and natural energy with a well-rounded blend of proteins and low-glycemic carbohydrates.

Raw + Functional

Thoughtfully enhanced with functional ingredients like quinoa and pea starch to provide gentle energy and digestive support, while staying true to the raw nutrition philosophy.



Finest from the sky

Duck & Turkey



1ST
Ingredient
RAW DUCK

Raw Animal Ingredients Ratio:



56%
Duck

+



44%
Turkey

80%

MADE WITH 80% QUALITY
ANIMAL INGREDIENTS

20%

COMPLEMENTED WITH 20%
VEGETABLES & BOTANICALS

0%

ARTIFICIAL PRESERVATIVES,
FLAVOURS OR COLOURS

ADULT CATS
all breeds

Features



STRONG MUSCLES



HEALTHY JOINTS



HEALTHY SKIN
AND A SHINY COAT



HEALTHY DIGESTION



HIGH
ENERGY LEVELS

Highly digestible duck and turkey support lean muscle maintenance and daily energy in adult cats. Omega-3 from salmon oil, prebiotics and botanicals promote healthy digestion, skin and coat. Taurine, antioxidants and nutrients support immunity, heart health and vitality.

Composition

Raw deboned duck (20%), raw deboned turkey (16%), pea starch, dehydrated duck protein (11%), dehydrated turkey protein (11%), chicken fat, fish oil (from salmon), quinoa seed extracted, hydrolyzed fish proteins (cod, haddock), hydrolyzed poultry proteins (chicken, turkey), digest-chicken giblets (liver, heart, kidney), dried whole eggs, linseed, dried beet pulp, alfalfa meal, pea fibre, chicory inulin (0.4%), yeast extract (source of manno-oligosaccharides) (0.3%), fructo-oligosaccharides (0.3%), Ascophyllum Nodosum, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, dried cherry, dried pumpkin, dried blueberry, dried cranberry, dried apple, dried asparagus, aloe vera, dried rosemary, dried turmeric, dried marigold, psyllium husks and seeds, Yucca Schidigera.

Analytical constituents

Crude protein	38.5%	Phosphorus	0.90%
Crude fat	19.2%	Omega-6 fatty acids	3.6%
Crude fibre	1.9%	Omega-3 fatty acids	0.90%
Crude ash	7.3%	DHA	0.50%
Calcium	1.2%	EPA	0.35%

Available in size: 0.4 kg, 1.7 kg, 5 kg.



North sea's finest

Salmon & Herring



1ST
Ingredient
RAW SALMON

Raw Animal Ingredients Ratio:



56%
Salmon

+



44%
Herring

80%

MADE WITH 80% QUALITY
ANIMAL INGREDIENTS

20%

COMPLEMENTED WITH 20%
VEGETABLES & BOTANICALS

0%

ARTIFICIAL PRESERVATIVES,
FLAVOURS OR COLOURS

Features



STRONG MUSCLES



HEALTHY JOINTS



HEALTHY SKIN
AND A SHINY COAT



HEALTHY DIGESTION



HIGH
ENERGY LEVELS

ADULT CATS
all breeds

Crafted with high-quality fish, loved by cats for its rich taste, providing highly digestible protein to support lean muscle. Rich in omega-3 fatty acids from salmon and herring, supporting cognitive function, vision and healthy skin and coat. A balanced blend of prebiotics, fruits and herbs promotes digestive health, strong immunity and vitality.

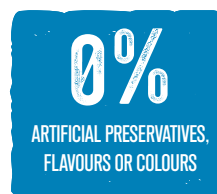
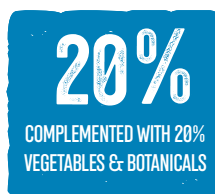
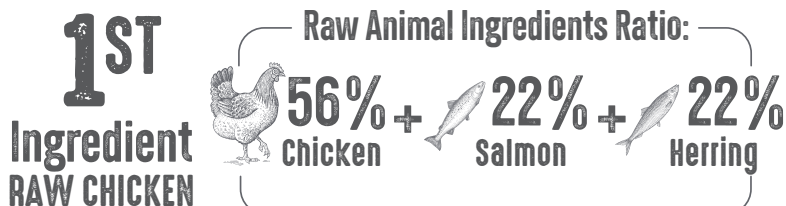
Composition

Salmon (20%), herring (16%), pea starch, dehydrated salmon protein (11%), dehydrated herring protein (11%), fish oil (from salmon), hydrolyzed fish proteins (cod, haddock), chicken fat, quinoa seed extracted, linseed, dried beet pulp, alfalfa meal, pea fibre, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.3%), fructo-oligosaccharides (0.3%), Ascophyllum Nodosum, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, dried asparagus, dried apple, dried blueberry, dried cranberry, dried cherry, dried pumpkin, aloe vera, dried rosemary, dried turmeric, dried marigold, psyllium husks and seeds, Yucca Schidigera.

Analytical constituents

Crude protein	37.1%	Phosphorus	1%
Crude fat	19.2%	Omega-6 fatty acids	2.5%
Crude fibre	1.9%	Omega-3 fatty acids	1.7%
Crude ash	7.4%	DHA	0.90%
Calcium	1.2%	EPA	0.60%

Available in size: 0.4 kg, 1.7 kg, 5 kg.



Features



Poultry and fish proteins support lean muscles and steady energy in adult cats. Omega-3 from salmon and herring promotes healthy skin, coat and overall vitality. Prebiotics, vitamins and minerals maintain digestion, immunity and urinary tract health.

Composition

Raw deboned chicken (20%), pea starch, dehydrated chicken protein (11%), dehydrated herring protein (10%), herring (8%), salmon (8%), chicken fat, fish oil (from salmon), quinoa seed extracted, hydrolyzed fish proteins (cod, haddock), hydrolyzed poultry proteins (chicken, turkey), digest-chicken giblets (liver, heart, kidney), dried whole eggs, linseed, dried beet pulp, alfalfa meal, pea fibre, chicory inulin (0.4%), yeast extract (source of manno-oligosaccharides) (0.3%), fructo-oligosaccharides (0.3%), Ascophyllum Nodosum, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, dried blueberry, dried cranberry, dried cherry, dried apple, dried asparagus, dried pumpkin, aloe vera, dried rosemary, dried turmeric, dried marigold, psyllium husks and seeds, Yucca Schidigera.

Analytical constituents			
Crude protein	38.5%	Phosphorus	0.90%
Crude fat	19.2%	Omega-6 fatty acids	3.1%
Crude fibre	1.9%	Omega-3 fatty acids	0.90%
Crude ash	7.3%	DHA	0.50%
Calcium	1.2%	EPA	0.35%

Available in size: 0.4 kg, 1.7 kg, 5 kg.



Finest from the sky

Duck & Turkey



1ST
Ingredient
RAW DUCK

Raw Animal Ingredients Ratio:



55%
Duck



45%
Turkey

80%

MADE WITH 80% QUALITY
ANIMAL INGREDIENTS

20%

COMPLEMENTED WITH 20%
VEGETABLES & BOTANICALS

0%

ARTIFICIAL PRESERVATIVES,
FLAVOURS OR COLOURS

ADULT STERILISED CATS
all breeds

Features



STRONG MUSCLES



HEALTHY JOINTS



HEALTHY SKIN
AND A SHINY COAT



HEALTHY DIGESTION



HIGH
ENERGY LEVELS

A high-protein, low-fat formula with digestible duck and turkey to maintain ideal weight and support lean muscle mass. Includes L-carnitine, plant fibers and prebiotics to promote healthy metabolism, satiety and digestive balance. Omega fatty acids, vitamins and botanicals support skin, coat, urinary health and overall well-being.

Composition

Raw deboned duck (21%), raw deboned turkey (17%), pea starch, dehydrated duck protein (11%), dehydrated turkey protein (11%), chicken fat, quinoa seed extracted, hydrolyzed fish proteins (cod, haddock), hydrolyzed poultry proteins (chicken, turkey), digest-chicken giblets (liver, heart, kidney), dried whole eggs, fish oil (from salmon), dried beet pulp, linseed, alfalfa meal, pea fibre, monocalcium phosphate, potassium chloride, calcium carbonate, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.3%), fructo-oligosaccharides (0.3%), dried brewer's yeast, dried cherry, dried pumpkin, dried blueberry, dried cranberry, dried apple, dried asparagus, sodium chloride, Ascophyllum Nodosum, dried rosemary, dried turmeric, dried marigold, psyllium husks and seeds, Yucca Schidigera.

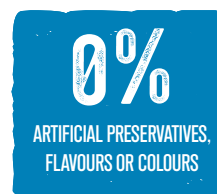
Analytical constituents

Crude protein	40.6%	Phosphorus	1%
Crude fat	11%	Omega-6 fatty acids	1.75%
Crude fibre	5.4%	Omega-3 fatty acids	0.50%
Crude ash	8.3%	DHA	0.25%
Calcium	1.2%	EPA	0.20%

Available in size: 0.4 kg, 1.7 kg, 5 kg.



1ST
Ingredient
RAW CHICKEN



KITTEN
all breeds

Features



Ideal for growing cats, combining chicken and herring proteins to support proper development and steady growth. Fortified with omega fatty acids, linseed, prebiotic fibers, vitamins and minerals to promote a healthy coat, balanced energy, digestion, immunity and bone strength for vitality.

Composition

Raw deboned chicken (20%), pea starch, dehydrated chicken protein (12%), dehydrated herring protein (11%), herring (8%), salmon (8%), chicken fat, fish oil (from salmon), quinoa seed extracted, hydrolyzed fish proteins (cod, haddock), hydrolyzed poultry proteins (chicken, turkey), digest-chicken giblets (liver, heart, kidney), dried whole eggs, linseed, dried beet pulp, alfalfa meal, pea fibre, chicory inulin (0.4%), yeast extract (source of manno-oligosaccharides) (0.3%), fructo-oligosaccharides (0.3%), Ascophyllum Nodosum, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, dried blueberry, dried cranberry, dried cherry, dried apple, dried asparagus, dried pumpkin, dried rosemary, dried turmeric, dried marigold, psyllium husks and seeds, Yucca Schidigera.

Analytical constituents			
Crude protein	39.4%	Phosphorus	0.90%
Crude fat	20%	Omega-6 fatty acids	0.90%
Crude fibre	1.9%	Omega-3 fatty acids	3.4%
Crude ash	7.3%	DHA	0.90%
Calcium	1.2%	EPA	0.55%

Available in size: 0.4 kg, 1.7 kg, 5 kg.





Finest from the sky

Duck & Turkey



1ST
Ingredient
RAW DUCK

Raw Animal Ingredients Ratio:

 **51% Duck** +  **49% Turkey**

80%

MADE WITH 80% QUALITY ANIMAL INGREDIENTS

20%

COMPLEMENTED WITH 20% VEGETABLES & BOTANICALS

0%

ARTIFICIAL PRESERVATIVES, FLAVOURS OR COLOURS

KITTEN
all breeds

Features



STRONG MUSCLES



HEALTHY JOINTS



HEALTHY SKIN AND A SHINY COAT



HEALTHY DIGESTION



COGNITIVE & VISUAL DEVELOPMENT

Devised for young cats in growth, with duck and turkey proteins supporting healthy development and energy. Enriched with DHA and EPA from salmon oil, it supports brain and vision, as well as healthy skin and coat. With prebiotics, vitamins and antioxidants, it promotes immunity, supports digestion and vitality in early life.

Composition

Raw deboned duck (20%), raw deboned turkey (19%), pea starch, dehydrated duck protein (12%), dehydrated turkey protein (11%), chicken fat, fish oil (from salmon), dehydrated chicken protein, quinoa seed extracted, hydrolyzed fish proteins (cod, haddock), hydrolyzed poultry proteins (chicken, turkey), digest-chicken giblets (liver, heart, kidney), dried whole eggs, linseed, dried beet pulp, alfalfa meal, pea fibre, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.3%), fructo-oligosaccharides (0.3%), Ascophyllum Nodosum, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, dried cherry, dried pumpkin, dried blueberry, dried cranberry, dried apple, dried asparagus, aloe vera, dried rosemary, dried turmeric, dried marigold, psyllium husks and seeds, Yucca Schidigera.

Analytical constituents

Crude protein	39.5%	Phosphorus	0.90%
Crude fat	20%	Omega-6 fatty acids	3.4%
Crude fibre	1.9%	Omega-3 fatty acids	0.90%
Crude ash	7.9%	DHA	0.55%
Calcium	1.2%	EPA	0.30%

Available in size: 0.4 kg, 1.7 kg, 5 kg.



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