

FIRST JUICE FOR DOGS IN THE WORLD



www.kingschoice.com



ONLY THE BEST FOR YOUR DOG!

King's Choice is a brand that introduces innovation to the world of pet food supplements. With our groundbreaking product - drink for dogs, we've taken a significant step towards improving and enhancing the health of our four-legged companions.

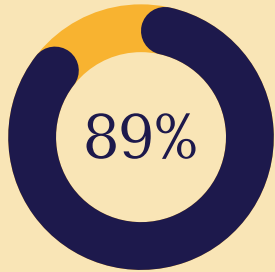
What sets King's Choice dog drink apart from other dietary supplements is its delicious and refreshing formula.

It comes in various flavors such as **pineapple**, **raspberry**, and **blueberry**. This irresistible blend combines premium quality, carefully selected ingredients, and exceptional taste to satisfy even the most discerning pets.



IS THERE A DEMAND?

Here's what the statistics say!



Pet owners **want to bring** their furry friends **to cafes and restaurants**, and other guests don't mind.



Animal lovers in Serbia spend **200 million euros** annually.



In Serbia, there are **1.5 million dogs** with microchips. This number is estimated to be significantly higher, as more people adopted dogs during the pandemic.



Did you know that one of the most searched phrases on the internet is: **"pet friendly restaurants near me"?**



More people are choosing to **travel with their pets** to nature, including hiking, camping, and other outdoor activities.



Pet owners are increasingly seeking **sustainable products** for their pets, including environmentally friendly food, toys, and equipment.



Research shows that pet owners are more communicative and enjoy socializing and chatting with each other. **The presence of dogs** in a space contributes to a **good atmosphere** and positive vibes.



Millennials are opting for **pets over babies**, and **dog-friendly restaurants** are becoming an absolute trend in the hospitality industry.



HOW WAS THE JUICE FOR DOGS CREATED?

Four years ago, we set out to create an innovative, high-quality drink for dogs, filling a global market gap we identified through research. With expert guidance, **we launched production on July 4th 2023**. Our product debuted at the Zumark trade fair in Bologna, Italy, in May.

Our focus is on improving our current products and developing new, high-quality options for pets.

Produced in collaboration with the Department of Nutrition and Botany at FVM Belgrade.





PRODUCTION, CONTROL, INNOVATION!

King's Choice Dog juice is produced in our newly opened facility in Petrovac na Mlavi.

Our production strictly adheres to HACCP and ISO 22000 standards, ensuring quality at every step.

Equipped with modern machinery, our production sector enables high-capacity, uninterrupted production. Additionally, our on-site laboratory, built to the latest standards, monitors the production process and fosters continuous innovation and idea development.



A UNIQUE DIETARY SUPPLEMENT FOR YOUR DOG

King's Choice Dog drink seamlessly integrates into every dog's diet, offering essential nutrients often missing from their daily meals. **Our drink contains everything needed to maintain your pet's health.**

Our product undergoes **rigorous food safety testing in an accredited laboratory, including microbiological, sensory, physicochemical, and residue analysis for pesticides and heavy metals.** These tests confirm its safety for consumption.

Additionally, our product is suitable for puppies from the start of their transition to solid food.





INSTRUCTIONS FOR USE:

Served according to preference to all dog breeds and age categories. It can also be served with a meal or water.

Shake before use.

Juice, when frozen into small cubes, can be a great treat for dogs. You can also add the frozen juice cubes to their water.

STORAGE:

Store in a cool place, at a temperature not higher than 25°C, away from direct sunlight and freezing temperatures, and protected against pests. Best use within 24 hours of opening and store the remainder in a cool and dark place.

BEST USE BY: Indicated on product

MANUFACTURER: Kings Choice DOO

ADDRESS: Srpskih vladara 3, Petrovac na Mlavi
Republic of Serbia

www.kingschoice.com

phone +381695464711

office@kingschoice.rs

VETERINARY CONTROL NUMBER: RS340055

DISTRIBUTOR:

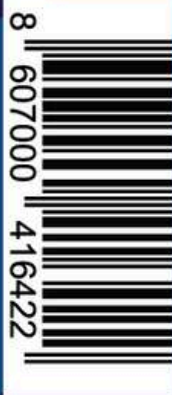
PHONE NUMBER:

LOT NUMBER: printed on the package

NET QUANTITY: 330ml



It can be added with meal



Blueberry flavouring



GMO free



No added sugar



Natural ingredients



CHICKEN
FLAVOUR



ENRICHED
WITH
COLLAGEN



MULTIVITAMIN



FOR ALL
DOG BREEDS



BE SURE
TO SHAKE

330ml

IN COOPERATION WITH THE FACULTY OF VETERINARY MEDICINE:

Vitamin D3, B6, B12, biotin ✓
Leucine, isoleucine and valine ✓
Hydrolysed bovine collagen ✓



ISO 22000
STANDARD

Drink for dogs – Health Blueberry

Complementary feed for dogs of all breeds and age categories.

King's Choice Health Series provides fast and effective hydration for your dog when they need it the most. Its tasty chicken flavor encourages them to drink more, helping them maintain optimum hydration.

INGREDIENTS:

Purified water, hydrolysed bovine collagen 0.5%, black carrot, maltodextrine, magnesium citrate.

Additives per 1l – nutritional additives:

Vitamins: vitamin B6 2.1 mg, vitamin B12 0.0038 mg, vitamin D3 300 IU, biotin 0.075 mg;
Amino acids: L-leucine 330 mg, L-isoleucine 330 mg, L-valine 330 mg;

Technological additives: preservatives; antioxidants;

Sensory additives: blueberry flavouring 50 mg, a mixture of sensory components with chicken flavouring 0.034 g. All ingredients are from EU.

**GREAT TASTING REHYDRATION FOR YOUR PET!
CONTAINS A BALANCED LEVEL OF VITAMINS TO
SUPPORT HEALTHY HYDRATION!**

GUARANTEED ANALYSIS:

100 ml of the product contains the following:

%	Moisture	98,54
%	Crude protein	0,80
%	Crude fat	0,14
%	Crude fibre	< 0,01
%	Crude ash	0,30
%	Sodium (Na)	0,028
kJ/kcal	Energy value	22,52/5,38

INSTRUCTIONS FOR USE:

Served according to preference to all dog breeds and age categories. It can also be served with a meal or water.

Shake before use.

Juice, when frozen into small cubes, can be a great treat for dogs. You can also add the frozen juice cubes to their water.

STORAGE:

Store in a cool place, at a temperature not higher than 25°C, away from direct sunlight and freezing temperatures, and protected against pests.

Best use within 24 hours of opening and store the remainder in a cool and dark place.

BEST USE BY: Indicated on product

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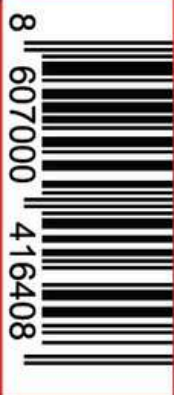
PHONE NUMBER:

LOT NUMBER: printed on the package

NET QUANTITY: 330ml



It can be added with meal



GMO free



No added sugar



Natural ingredients



PORK FLAVOUR



Raspberry

flavouring



ENRICHED WITH COLLAGEN



MULTIVITAMIN



FOR ALL DOG BREEDS



BE SURE TO SHAKE

330ml

IN COOPERATION WITH THE FACULTY OF VETERINARY MEDICINE:

Vitamin D3, B6, B12, biotin ✓
Leucine, isoleucine and valine ✓
Hydrolysed bovine collagen ✓



ISO 22000 STANDARD

Drink for dogs – Health Raspberry

Complementary feed for dogs of all breeds and age categories.

King's Choice Health Series provides fast and effective hydration for your dog when they need it the most. Its tasty pork flavor encourages them to drink more, helping them maintain optimum hydration.

INGREDIENTS:

Purified water, flavouring innard of pork origin 0.01%, hydrolysed bovine collagen 0.5%, black carrot, maltodextrine, magnesium citrate.

Additives per 1 l – nutritional additives:

Vitamins: vitamin B6 2.1 mg, vitamin B12 0.0038 mg, vitamin D3 300 IU;

Amino acids: biotin 0.075 mg, L-leucine 330 mg, L-isoleucine 330 mg, L-valine 330 mg;

Technological additives: preservatives;

Sensory additives: raspberry flavouring 50 mg.

All ingredients are from EU.

GREAT TASTING REHYDRATION FOR YOUR PET!

CONTAINS A BALANCED LEVEL OF VITAMINS TO SUPPORT HEALTHY HYDRATION!

GUARANTEED ANALYSIS:

100 ml of the product contains the following:

%	Moisture	98,46
%	Crude protein	0,91
%	Crude fat	0,10
%	Crude fibre	< 0,01
%	Crude ash	0,25
%	Sodium (Na)	0,015
kJ/kcal	Energy value	23,93/5,72

INSTRUCTIONS FOR USE:

Served according to preference to all dog breeds and age categories. It can also be served with a meal or water.

Shake before use.

Juice, when frozen into small cubes, can be a great treat for dogs. You can also add the frozen juice cubes to their water.

STORAGE:

Store in a cool place, at a temperature not higher than 25°C, away from direct sunlight and freezing temperatures, and protected against pests.

Best use within 24 hours of opening and store the remainder in a cool and dark place.

BEST USE BY: Indicated on product

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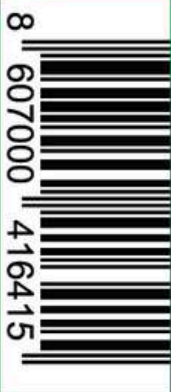
PHONE NUMBER:

LOT NUMBER: printed on the package

NET QUANTITY: 330ml




It can be added
with meal



Pineapple

flavouring



GMO free



No added
sugar



Natural
ingredients



330ml

IN COOPERATION WITH THE FACULTY OF VETERINARY MEDICINE:

Vitamin D3, B6, B12, biotin ✓
Leucine, isoleucine and valine ✓
Hydrolysed bovine collagen ✓



ISO 22000
STANDARD

Drink for dogs – Health Pineapple

Complementary feed for dogs of all breeds and age categories.

King's Choice Health Series provides fast and effective hydration for your dog when they need it the most. Its tasty beef flavor encourages them to drink more, helping them maintain optimum hydration.

INGREDIENTS:

Purified water, hydrolysed bovine collagen 0.5%, maltodextrine, magnesium citrate.

Additives per 1l – nutritional additives:

Vitamins: vitamin B2 33 mg, vitamin B6 2.1 mg, vitamin B12 0.0038 mg, vitamin D3 300 IU;
Amino acids: biotin 0.075 mg, L-leucine 330 mg, L-isoleucine 330 mg, L-valine 330 mg;

Technological additives: preservatives; antioxidants;

Sensory additives: a mixture of sensory components with beef flavouring 0.044 g, pineapple flavouring 0.05 g. All ingredients are from EU.

**GREAT TASTING REHYDRATION FOR YOUR PET!
CONTAINS A BALANCED LEVEL OF VITAMINS TO SUPPORT HEALTHY HYDRATION!**

GUARANTEED ANALYSIS:

100 ml of the product contains the following:

%	Moisture	98,60
%	Crude protein	0,82
%	Crude fat	0,09
%	Crude fibre	< 0,01
%	Crude ash	0,32
%	Sodium (Na)	0,034
kJ/kcal	Energy value	20,56/4,91

Importance of PROPER HYDRATION



Essential for Body Functions:

Just like humans, dogs rely on water to maintain essential bodily functions. Proper hydration supports digestion, circulation, nutrient absorption, and temperature regulation.

Optimal Physical Performance:

Hydrated muscles and joints function more efficiently. For active or working dogs, proper hydration can enhance endurance, reduce fatigue, and improve overall performance.

Prevents Dehydration:

Dehydration can lead to serious health issues in dogs, including kidney problems, urinary tract infections, and heatstroke. Providing adequate water intake helps prevent these conditions.

Detoxification and Waste Removal:

Water aids in flushing out toxins from the body and supports the kidneys in waste removal. This helps maintain a healthy urinary system and prevents urinary issues.



JUICE vs WATER



✓	Hydrating	✓
✓	Minerals	✓
✓	Vitamins	✗
✓	Tasty	✗
✓	Proteins	✗
✓	Amino acids	✗
✓	Collagen	✗

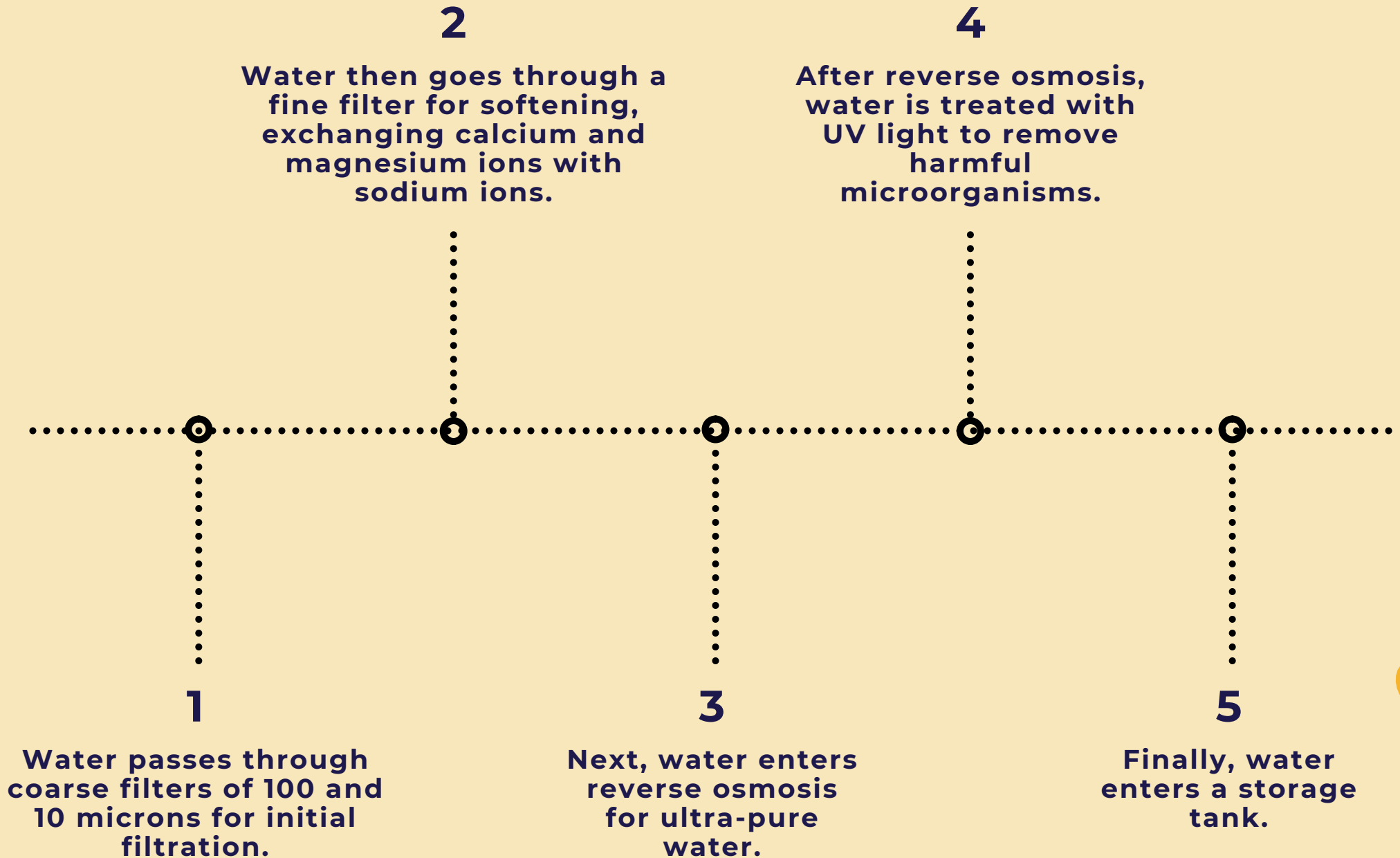


HERE COMES SUMMER!

Juice can be frozen in ice cube trays and served to your dog with water as a treat and refreshment on hot summer days!



Water filtration process



WHY IS KING'S CHOICE THE RIGHT CHOICE?



**Improved
heart
function**



**Boosted
immune
system**



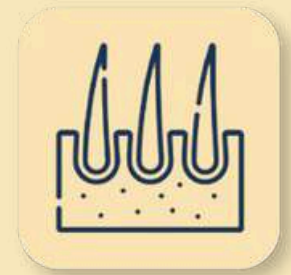
**Muscle
vitality**



**Improved
eyesight**



**Dental
wellness**

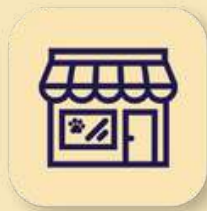


**Glossy
coat**

WHERE CAN YOU BUY THE DRINK?



**Pet friendly
Hotels**



**Retail
stores**



**Pet friendly
cafes**



**Grooming
salons**



**Veterinary
clinics**



**Pet friendly
restaurants**

CONDITION OF SALES

Pickup in Petrovac na Mlavi, Srpski Vladara 3 (near Požarevac, postal code 12300), loaded and cleared for export.

The minimum order quantity is 1 pallet.

Before entering your country, the Buyer arranges import customs and VAT with his freight forwarder.

The customs number for our product is: **2309909690**

The customer undertakes the organization of transport. We advise you to inform yourself beforehand about all procedures for import and sale.

Juices are packed on a euro pallet size 120x80 cm pallet, the packaging is according to the scheme: Large package 4x5 bottles, a total of 20 bottles of 0.33 ml in one package, then there are 13 such packages in one row and on pallet 8. The total height of the pallet is 1,55 meters, there are 2080 bottles on each pallet. *Medium package 3x3 total 9 bottles and small package 2x3 total 6 bottles (medium and small are mostly used for online sales).

The delivery of goods abroad is carried out by truck, one truck can be loaded with 23, 24 or 33 pallets, no truck may exceed the total weight with goods of 40 tons (chassis plus fuel plus goods)

The goods and products are made according to the ISO 22000 standard and HACCP, also regulations from the European Union, Russia and America are followed.

In accordance with our declaration, the product can be stored up to a maximum of 25°C. Our recommendation for transport is that the transport vehicle, i.e. the loading area should be protected from direct heat sources and sunlight, and the ambient temperature should not exceed 30°C.

The recommended storage temperature is 20-25°C and the maximum is 30°C. Production capacity is 800 to 1000 bottles for 1 hour of work. For a monthly operation of 22 working days, the minimum quantity produced is 123,200 bottles per month. If necessary, the second and third shifts are included. Then the factory works 24/7 and can produce an average of 369,600 finished products ready and packed for transport.



CONTACT US



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+381 69 222 42 02



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www.kingschoice.com



SCAN ME!

