

# ZIWI Steam & Dried: Revolutionizing Pet Nutrition

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ZIWI Peak's latest innovation, the "Steam & Dried" range, marks a ground-breaking moment in the pet food industry. This new product line embodies ZIWI's unwavering commitment to enhancing pet health through PeakPrey nutrition. By creating a unique combination of gentle air-drying and micro-steaming technology, ZIWI has set a new benchmark in pet food manufacturing.

## **Revolutionizing Pet Nutrition:**

ZIWI Peak has long been at the forefront of pet nutrition innovation, pioneering the world's first gentle air-drying pet food technology. This method has been instrumental in preserving the nutritional integrity of raw ingredients, ensuring that pets receive the biologically appropriate diet they need in a shelf stable, convenient form. Building on this legacy, ZIWI has introduced a new state-of-the-art technology that combines gentle air-drying with delicate micro-steaming.

ZIWI Peak's "Steam & Dried" range is not just another addition to the pet food market; it is a testament to the brand's innovative spirit and love for pets. Recognizing the need for a more affordable yet nutritionally complete option, ZIWI has leveraged their world-first gentle air-drying technology, further enhancing it with an advanced micro-steaming process.

By bridging the gap between premium kibble and fresh food diets, the "Steam & Dried" range offers an entry point for pet parents aspiring to elevate the quality of their pet's food -without breaking the bank.

## **The Science Behind Gentle Steaming:**

The nutritional advantages of gently steaming food, compared to high-heat and high-pressure processing, are well-documented. Gentle steaming preserves essential nutrients, such as proteins, enzymes, vitamins, and minerals, which are often degraded under high temperatures. Diets retaining more of their natural nutritional content can enhance digestive health, immune function, and vitality among our pets. Moreover, the fatty acid composition of meat, including mono- and polyunsaturated fats, can be better maintained through gentle steaming, reducing the risk of forming unhealthy trans fats that can occur during high-heat cooking methods.

## **The Process: How Does it Work?**

The Z-MicroSteam™ technology is a cornerstone of the "Steam & Dried" range. This innovative process involves a two-step procedure, where raw ingredients are first delicately steamed and then air-dried in stages to remove moisture while locking in nutrition and flavour. This gentle processing not only preserves the integrity of the ingredients but also ensures the final product is palatable and digestible for pets.

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## The Process

### **Blend:**

Raw meats and organs, and either local fruits and vegetables or whole seafood are blended to create a complete and balanced meal.

### **Micro-steam:**

Raw ingredients are formed into strips.

The strips are quickly and delicately steamed to create a light texture.

The strips are then cut into delicious bite-sized morsels.

### **Air-dry:**

The morsels are gently air-dried in two stages.

Phase I: air-dry to remove surface moisture and maintain the light texture.

Phase II: air-dry to lock in the nutrition and irresistible taste.

### **Package:**

The morsels are packed on the site in a safe, shelf-stable, convenient, ready-to-serve format.

ZIWI's innovative two-step Z-MicroSteam™ technology ensures the ultimate nourishment and palatability.

### **Ethical Sourcing and Pure Ingredients:**

At the core of ZIWI Peak's philosophy is a commitment to ethically sourced, pure ingredients, such as free-range, grass-fed, grass-finished meat, wild-caught sustainable seafood, and cage-free local poultry.

The farms, farmers, and fisheries that ZIWI work with are committed to raising and caring for their animals in a sustainable, ethical way. They follow the principle of kaitiakitanga – a New Zealand Māori concept of guardianship of the land and sea. It's about protecting the animals, the environment, and providing for future generations.

ZIWI's unwavering dedication to ethical sourcing is evident in every aspect of the "Steam & Dried" range. Grown in New Zealand's lush pastures and the surrounding wild oceans, all ingredients meet the highest standards of animal welfare and environmental sustainability. The NZ Welfare Freedom Principles guide the farmers that ZIWI source from, ensuring that the livestock are raised in humane conditions that allow them to live stress-free, healthy lives.

*As always, pet parents can be assured that ZIWI contains:*

- No rendered meat or meat meals/fish meals
- No antibiotics or growth promotants
- No grains, potatoes, rice, cereals, or glycerines
- No artificial gelling agents in canned products
- No BPA or carrageenan
- No BHA, BHT, TSP or any preservatives
- No GMO ingredients

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## Nutrient-Dense Recipes for Optimal Health:

ZIWI Peak's "Steam & Dried" products are crafted from premium ingredients, including raw meat, organs, and seafood, along with added functional ingredients to support digestive health in dogs, and skin and coat health in cats. This meticulous selection of ingredients ensures that each recipe offers a complete and balanced meal, designed to optimise the health of pets.

**Dogs:** The "Steam & Dried" range for dogs boasts a selection of recipes rich in premium animal ingredients, including raw meat, organs, fish oil, and egg white. There are three recipes in various pack sizes, each made with 85% premium animal ingredients and completely free from dried or dehydrated meats and rendered meals. This commitment to quality ensures a delicious, complete, and balanced meal that supports a dog's digestive health.

### Recipes:

ZIWI Peak Steam & Dried Beef and Pumpkin, ZIWI Peak Steam & Dried Chicken with Orchard Fruits, ZIWI Peak Steam & Dried Lamb with Green Vegetables



### Cats:

Cats are equally catered for, with three recipes comprising 87-90% premium animal ingredients, a combination of raw meat, fish, organs, fish oil and egg white. Each recipe contains whole fish and organs, providing a complete and balanced meal rich in omega-3 fatty acids to support skin and coat health.

### Recipes:

ZIWI Peak Steam & Dried Beef and Southern Blue Whiting, ZIWI Peak Steam & Dried Chicken with Whole Mackerel, ZIWI Peak Steam & Dried Wild South Pacific Fish

## Start your ZIWI Journey:

The launch of ZIWI Peak's "Steam & Dried" range is set to redefine pet nutrition standards. By combining the latest in food processing technology with the highest quality ingredients, ZIWI is offering pet owners a superior alternative that does not compromise on quality or affordability. This innovative range stands as a testament to ZIWI's dedication to pet nutrition, ethical sourcing, and technological advancement - promising a brighter, healthier future for pets worldwide.