



Taste life in New Zealand®



COMPLETE & BALANCED
SMALL BATCH DOG FOOD



OUR PASSION OUR PURPOSE

ZIWI® is a family-owned business,
born from a love for dogs and cats.
Our passion has set our purpose:

TO BRING JOY AND PEACE OF MIND
TO PETS AND THEIR GUARDIANS

Combining the nutrition found in raw diets with the safe convenience of dry foods, our ready-serve recipes lock in nature's goodness by gentle air drying.

We believe good food starts with great ingredients, which includes ethical sourcing. Rooted in New Zealand culture, our farmers and fisherman believe wholeheartedly in their role as kaitiaki; or being guardians of the land and sea. Ethical and sustainable isn't just a standard—it's our way of life.

Perfect for carnivores, our PeakPrey™ recipes are pure and simple. Rich in meat and organs, and free from unnecessary carbohydrates.

Proudly made by passionate Kiwis, nothing delights us more than crafting recipes that bring a bit of joy and peace of mind to pets and their guardians.

PEAKPREY™ RECIPES

UNMATCHED INCLUSIONS AND
VARIETY IN AUTHENTIC RATIOS

Big or small, all dogs are carnivores.
ZIWI® Peak's recipes are crafted
with this in mind.



Our recipes feature high inclusions of
meat, organs, bone, and seafood in PeakPrey™
ratios—with added superfoods for an
extra nutritional boost.



ZIWI® Peak air-dried recipes
feature 96% meat, seafood,
organs, and bone, and up to
97% in our wet recipes—all in
PeakPrey™ ratios.



Made without processed
rendered meats or meals. We
use 100% raw or fresh meat,
poultry, and seafood.



New Zealand green mussels
are a natural source of
chondroitin, glucosamine, and
omega-3. Nature's superfood,
supporting joint health and
enhancing skin and coat.



Nutrient-rich and a highly
palatable superfood, cold-
washed green tripe is a natural
source of minerals, enzymes,
and probiotics.



Low carbohydrate recipes, free
from high glycemic ingredients
like grain, potato, and tapioca
starch.



No artificial preservatives or
binders including, glycerin,
carrageenan, agar agar or
gums.

**What's not in our recipes is just as important as
what is. Every ZIWI® Peak recipe is free from high
glycemic ingredients and artificial preservatives.**

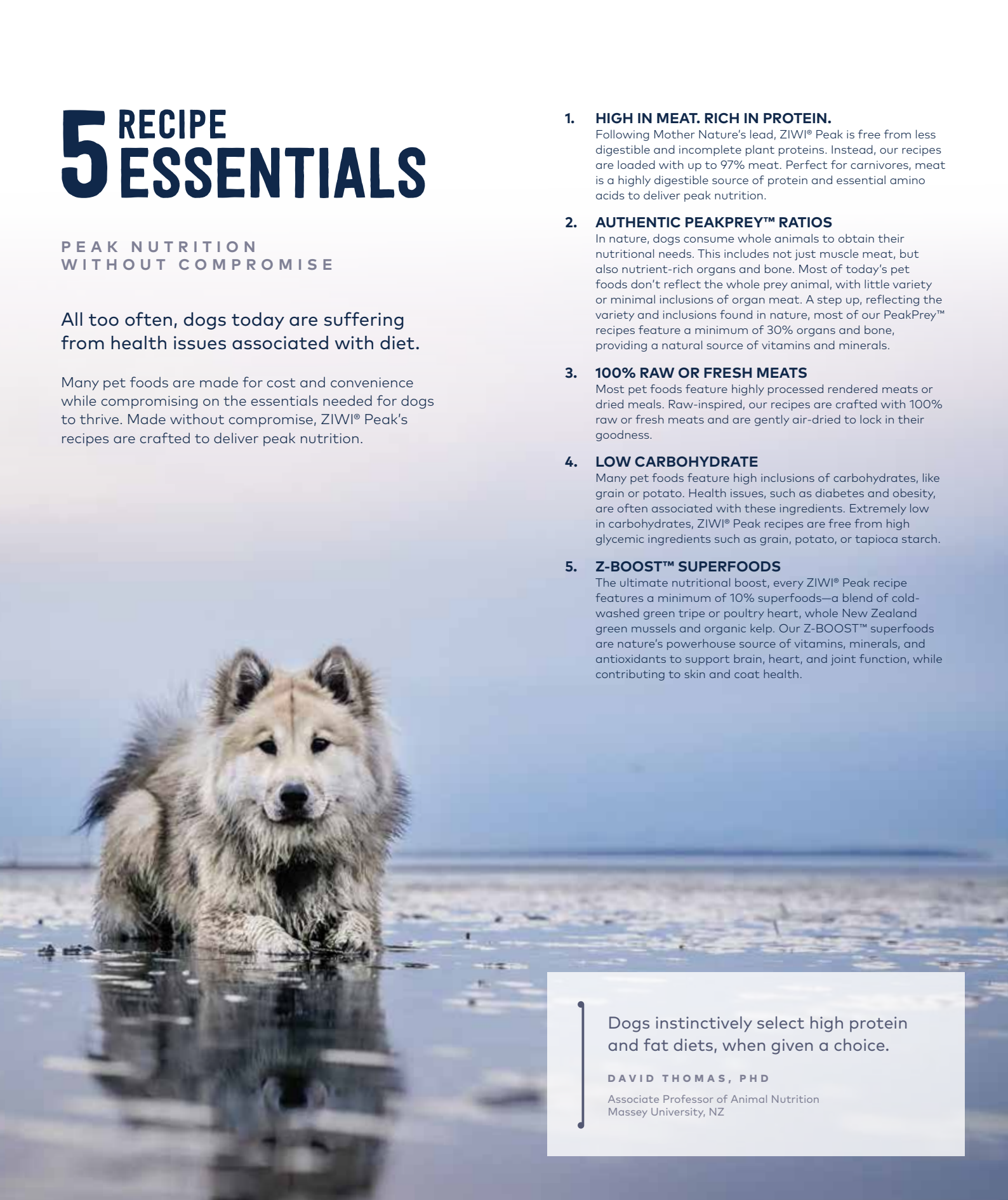
5 RECIPE ESSENTIALS

PEAK NUTRITION
WITHOUT COMPROMISE

All too often, dogs today are suffering from health issues associated with diet.

Many pet foods are made for cost and convenience while compromising on the essentials needed for dogs to thrive. Made without compromise, ZIWI® Peak's recipes are crafted to deliver peak nutrition.

- 1. HIGH IN MEAT. RICH IN PROTEIN.**
Following Mother Nature's lead, ZIWI® Peak is free from less digestible and incomplete plant proteins. Instead, our recipes are loaded with up to 97% meat. Perfect for carnivores, meat is a highly digestible source of protein and essential amino acids to deliver peak nutrition.
- 2. AUTHENTIC PEAKPREY™ RATIOS**
In nature, dogs consume whole animals to obtain their nutritional needs. This includes not just muscle meat, but also nutrient-rich organs and bone. Most of today's pet foods don't reflect the whole prey animal, with little variety or minimal inclusions of organ meat. A step up, reflecting the variety and inclusions found in nature, most of our PeakPrey™ recipes feature a minimum of 30% organs and bone, providing a natural source of vitamins and minerals.
- 3. 100% RAW OR FRESH MEATS**
Most pet foods feature highly processed rendered meats or dried meals. Raw-inspired, our recipes are crafted with 100% raw or fresh meats and are gently air-dried to lock in their goodness.
- 4. LOW CARBOHYDRATE**
Many pet foods feature high inclusions of carbohydrates, like grain or potato. Health issues, such as diabetes and obesity, are often associated with these ingredients. Extremely low in carbohydrates, ZIWI® Peak recipes are free from high glycemic ingredients such as grain, potato, or tapioca starch.
- 5. Z-BOOST™ SUPERFOODS**
The ultimate nutritional boost, every ZIWI® Peak recipe features a minimum of 10% superfoods—a blend of cold-washed green tripe or poultry heart, whole New Zealand green mussels and organic kelp. Our Z-BOOST™ superfoods are nature's powerhouse source of vitamins, minerals, and antioxidants to support brain, heart, and joint function, while contributing to skin and coat health.



Dogs instinctively select high protein and fat diets, when given a choice.

DAVID THOMAS, PHD

Associate Professor of Animal Nutrition
Massey University, NZ

ETHICAL & SUSTAINABLE

INGREDIENTS FROM NEW ZEALAND

The secret to every great recipe is the ingredients.

Our red meats and local poultry are ethically raised under New Zealand's Freedom Principles, while our seafood comes from the world's top-ranked fisheries.



FREE-RANGE, GRASS-FED

New Zealand's mild climate means that our red meats are raised year-round on lush pastures of grass, clover, and native grasses. Never finished in feedlots.



CAGE-FREE, LOCAL POULTRY

In most parts of the world, poultry is raised in tight spaces. Our poultry has plenty of room to root around and spread their wings.



WILD-CAUGHT, SUSTAINABLE SEAFOOD

New Zealand is remote, which means our wild-caught and sustainable seafood comes from clean, pristine waters.



NO GROWTH HORMONES. ANTIBIOTIC FREE.

Our farmers have a passion for doing things naturally. Our ingredients are raised without growth hormones and are antibiotic free.

Our suppliers believe wholeheartedly in their role as kaitiaki or guardians of the land, sea, and its creatures.

That's why our farmers raise their animals in their natural habitats with trees, rocks, and fresh water—simply allowing Mother Nature to take the lead.

The same is true for our fisherman. As guardians of the sea, most of New Zealand's waters are simply untouched. This leaves our waters plentiful not only for today, but for future generations.

Ethical and sustainable isn't just a standard—it's our way of life.



ROB, GUARDIAN AND TRUSTED SUPPLIER OF FREE-RANGE EGGS. FRENZ EGGS, PUKEKOHE, NEW ZEALAND.

GENTLY AIR-DRIED

READY-SERVE RAW ALTERNATIVE

Unlike conventional dry foods that are mass-produced and cooked at high temperatures, our foods are handcrafted and gently air-dried in our kitchens.

A modern take on centuries-old meat preserving techniques, our Z-TWINTeCH™ air drying technology locks in the goodness of our raw ingredients, without artificial preservatives.

Crafted to combine the best of raw and fresh diets with the safe convenience of dry foods.

Ready-serve peak nutrition without compromise—simply scoop and serve.



AIR-DRIED
SCOOP
& SERVE

Commonly found in other air-dried foods, glycerins are an unwanted preservative. Our foods are prepared naturally, without added preservatives.



**SAFE
FOODS**

Slow and gentle air-drying to remove pathogens, without irradiation. Raw nutrition with the safe convenience of dry foods.



**READY
SERVE**
COMPLETE MEAL
OR TOPPER

Versatile and easy to feed. A complete meal or a nutritious topper to enhance your dog's meal.

NUTRIENT DENSE 3:1

LESS IS MORE

Packed full of nutrition, 3 portions of raw meat and organs go into making 1 portion of air-dried. A little goes a long way! You'll be surprised how little you need to feed each day, compared to other foods.

SELECT THE PERFECT RECIPE FOR YOUR DOG



ZIWI® PEAK ORIGINALS

Crafted to match your dog's biological needs, these simple air-dried and wet recipes feature 1–2 protein sources. Peak nutrition for all breeds and life stages, especially selective or food-sensitive dogs.



ZIWI® PEAK PROVENANCE

Inspired by New Zealand's rich culture and diverse landscape, these air-dried and wet recipes feature 5 meats and fish from a single region in New Zealand. A delicious topper or complete meal, offering the ultimate nutrition for your dog.



CHEWS, TREATS & REWARDS

A wide variety of chews, treats, and rewards, featuring up to 100% meat, organs, and bone. Choose from free-range and grass-fed New Zealand lamb, beef, or venison—all gently air-dried to lock in nature's goodness.

ZIWI® PEAK AIR-DRIED RECIPES ORIGINALS

ALL BREEDS & LIFE STAGES



NEW ZEALAND LAMB RECIPE

INGREDIENTS: Lamb, Lamb Heart, Lamb Tripe, Lamb Liver, Lamb Kidney, Lamb Lung, New Zealand Green Mussel, Lamb Bone, Lecithin, Inulin from Chicory, Dried Kelp, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Copper Amino Acid Complex, Iron Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	35%
Crude Fat (min)	33%
Crude Fibre (max)	2%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.22%
Chondroitin Sulfate (min)*	1300mg/kg

*Not recognised as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

CALORIE CONTENT:

5600 kcal ME/kg
318 kcal ME/level scoop

AVAILABLE IN:

4kg / 8.8lb
2.5kg / 5.5lb
1kg / 2.2lb
454g / 1lb



NEW ZEALAND BEEF RECIPE

INGREDIENTS: Beef, Beef Heart, Beef Kidney, Beef Tripe, Beef Liver, Beef Lung, New Zealand Green Mussel, Beef Bone, Lecithin, Inulin from Chicory, Dried Kelp, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Copper Amino Acid Complex, Iron Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	38%
Crude Fat (min)	30%
Crude Fibre (max)	2%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.096%
Chondroitin Sulfate (min)*	1300mg/kg

*Not recognised as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

CALORIE CONTENT:

5500 kcal ME/kg
311 kcal ME/level scoop

AVAILABLE IN:

4kg / 8.8lb
2.5kg / 5.5lb
1kg / 2.2lb
454g / 1lb



NEW ZEALAND MACKEREL & LAMB RECIPE

INGREDIENTS: Mackerel, Lamb, Lamb Heart, Lamb Tripe, Lamb Liver, Lamb Lung, New Zealand Green Mussel, Lamb Kidney, Lamb Bone, Lecithin, Inulin from Chicory, Dried Kelp, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Copper Amino Acid Complex, Iron Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	43%
Crude Fat (min)	25%
Crude Fibre (max)	2%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.31%
Chondroitin Sulfate (min)*	1300mg/kg

*Not recognised as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

CALORIE CONTENT:

4800 kcal ME/kg
273 kcal ME/level scoop

AVAILABLE IN:

4kg / 8.8lb
2.5kg / 5.5lb
1kg / 2.2lb
454g / 1lb

Crafted to match your dog's biological needs, these simple and gently air-dried recipes feature 1–2 protein sources. With 96% meat, organs, seafood, bone, and loaded with superfoods, every recipe is free from carbohydrates, like potato or legumes. Perfect for all breeds and life stages, especially selective or food sensitive dogs.



NEW ZEALAND FREE-RANGE CHICKEN RECIPE

INGREDIENTS: Chicken, Chicken Liver, Chicken Heart, New Zealand Green Mussel, Chicken Bone, Lecithin, Inulin from Chicory, Dried Kelp, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Copper Amino Acid Complex, Iron Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	38%
Crude Fat (min)	30%
Crude Fibre (max)	2%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.2%
Chondroitin Sulfate (min)*	1300mg/kg

*Not recognised as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

CALORIE CONTENT:

5500 kcal ME/kg
311 kcal ME/level scoop

AVAILABLE IN:

4kg / 8.8lb
2.5kg / 5.5lb
1kg / 2.2lb
454g / 1lb



NEW ZEALAND VENISON RECIPE

INGREDIENTS: Venison, Venison Tripe, Venison Heart, Venison Lung, Venison Liver, Venison Kidney, New Zealand Green Mussel, Venison Bone, Lecithin, Inulin from Chicory, Dried Kelp, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Copper Amino Acid Complex, Iron Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	45%
Crude Fat (min)	23%
Crude Fibre (max)	2%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.12%
Chondroitin Sulfate (min)*	1300mg/kg

*Not recognised as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

CALORIE CONTENT:

4700 kcal ME/kg
267 kcal ME/level scoop

AVAILABLE IN:

2.5kg / 5.5lb
1kg / 2.2lb
454g / 1lb



NEW ZEALAND TRIPE & LAMB RECIPE

INGREDIENTS: Lamb Tripe, Lamb, Lamb Heart, Lamb Liver, Lamb Lung, Lamb Kidney, New Zealand Green Mussel, Lamb Bone, Lecithin, Inulin from Chicory, Dried Kelp, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Copper Amino Acid Complex, Iron Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	36%
Crude Fat (min)	32%
Crude Fibre (max)	2%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.2%
Chondroitin Sulfate (min)*	1300mg/kg

*Not recognised as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

CALORIE CONTENT:

5200 kcal ME/kg
295 kcal ME/level scoop

AVAILABLE IN:

2.5kg / 5.5lb
1kg / 2.2lb
454g / 1lb

ZIWI® PEAK WET RECIPES ORIGINALS

ALL BREEDS & LIFE STAGES

A wide variety of delicious pâté recipes
to fuel all of your dog's adventures.

A dog's natural diet is rich in meat, so ZIWI® Peak's original wet recipes feature 91% meat, organs, bone and seafood.

Crafted for peak nutrition, every recipe is free from high glycemic ingredients such as potato or tapioca starch, and artificial binders like carrageenan and gums.



AVAILABLE IN 13.75OZ/390G
BPA-FREE CANS



JIMMY, ENJOYING ZIWI® PEAK'S
FREE-RANGE CHICKEN RECIPE

ZIWI® PEAK AIR-DRIED RECIPES PROVENANCE

ALL BREEDS & LIFE STAGES

5 MEATS & FISH

Inspired by New Zealand's rich culture and diverse landscape, these air-dried recipes feature 5 meats and fish from a single region in New Zealand.

Crafted in PeakPrey™ ratios and loaded with superfoods, every recipe is free from carbohydrates, like potato or legumes.

A naturally delicious topper or complete meal for your cherished dog.



PROVENANCE SERIES OTAGO VALLEY RECIPE

From ancient mountains to alpine valleys, this diverse region is the inspiration behind ZIWI® Peak's Otago Valley Provenance recipe.

INGREDIENTS: Beef, Venison, Lamb, Whole Southern Blue Whiting, Hoki, Beef Kidney, Lamb Tripe, Beef Heart, Venison Lung, New Zealand Green Mussel, Venison Tripe, Lamb Lung, Lamb Liver, Beef Liver, Venison Kidney, Lamb Kidney, Lecithin, Lamb Bone, Beef Bone, Venison Bone, Inulin from Chicory, Dried Kelp, Dried Apple Pomace, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Iron Amino Acid Complex, Copper Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Riboflavin, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	38%
Crude Fat (min)	32%
Crude Fibre (max)	3%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.14%

CALORIE CONTENT:

5000 kcal ME/kg

AVAILABLE IN:

140g / 5oz
900g / 2lb
1.8kg / 5lb



PROVENANCE SERIES HAURAKI PLAINS RECIPE

Named in Māori for its gentle winds, the fertile farmlands of the Hauraki Plains are the inspiration and the ingredient source for ZIWI® Peak's Hauraki Plains Provenance recipe.

INGREDIENTS: Chicken, Whole Kahawai, Duck, Chicken Heart, Turkey, Chicken Necks, Chicken Liver, Whole Eggs, New Zealand Green Mussel, Chicken Bone, Lecithin, Duck Bone, Inulin from Chicory, Dried Kelp, Dried Apple Pomace, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Iron Amino Acid, Copper Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Turkey Gizzard, Turkey Liver, Turkey Bone, Salt, Parsley, Preservative (Citric Acid, Mixed Tocopherols), Turkey heart, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Riboflavin, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	38%
Crude Fat (min)	32%
Crude Fibre (max)	3%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.19%

CALORIE CONTENT:

5000 kcal ME/kg

AVAILABLE IN:

140g / 5oz
900g / 2lb
1.8kg / 5lb

PROVENANCE SERIES EAST CAPE RECIPE

The first place on earth to see the sunrise, New Zealand's spectacular East Cape is the inspiration behind ZIWI® Peak's East Cape Provenance recipe.

INGREDIENTS: Mutton, Goat, Whole Kahawai, Goat Tripe, Whole White Trevally, Mutton Lung, Whole Mackerel, Mutton Tripe, New Zealand Green Mussel, Goat Liver, Mutton Liver, Lamb Bone, Lecithin, Goat Heart, Goat Lung, Goat Kidney, Inulin from Chicory, Dried Kelp, Dried Apple Pomace, Mutton Bone, Minerals (Dipotassium Phosphate, Magnesium Sulfate, Zinc Amino Acid Complex, Iron Amino Acid Complex, Copper Amino Acid Complex, Manganese Amino Acid Complex, Selenium Yeast), Salt, Parsley, Goat Bone, Preservative (Citric Acid, Mixed Tocopherols), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Riboflavin, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid).

GUARANTEED ANALYSIS:

Crude Protein (min)	38%
Crude Fat (min)	32%
Crude Fibre (max)	3%
Moisture (max)	14%
Ash (max)	12%
Taurine	0.12%

CALORIE CONTENT:

5000 kcal ME/kg

AVAILABLE IN:

140g / 5oz
900g / 2lb
1.8kg / 5lb



POPPY, ENJOYING ZIWI® PEAK'S
HAURAKI PLAINS RECIPE

ZIWI® PEAK WET RECIPES PROVENANCE

ALL BREEDS & LIFE STAGES

A dog's natural diet is rich and diverse in meat, so these moisture-rich recipes feature 5 meats and fish from a single region in New Zealand.

Crafted for peak nutrition with 97% meat, seafood, organs and nourishing broth, every recipe is free from carbohydrates, like potato, legumes or tapioca starch.

Serve these delicious pâtés as a topper or complete meal.

97%
MEAT, BROTH,
SEAFOOD AND
ORGANS



AVAILABLE IN 6 OZ/170 G
BPA-FREE CANS

BRIAN, GUARDIAN AND TRUSTED SUPPLIER OF
FREE-RANGE GOAT. TOKOMARU BAY, NEW ZEALAND.

ZIWI® PEAK CHEWS, TREATS & REWARDS

All chews, treats and rewards are prepared naturally, and never irradiated.



CHEWS & TREATS

Taking our cues from Mother Nature, our chews are 100% meat, organ, or bone. Prepared naturally without artificial flavors and gently air-dried.

Featuring free-range and grass-fed New Zealand lamb, beef or venison and nothing more—our chews are guaranteed to delight both you and your dog.

AVAILABLE IN A WIDE RANGE
OF SIZES AND RECIPES



GOOD DOG REWARDS

All dogs deserve to be spoiled. Luckily, you don't need to compromise nutrition for great taste.

ZIWI®'s Good Dog Rewards feature 96% meat, organs, and New Zealand green mussels. Crafted and gently air-dried to lock in nutrition and taste.

NEW ZEALAND LAMB, BEEF, OR VENISON
AVAILABLE IN 3OZ/85G



MISTY, WITH HER
HUMAN COMPANION, HAILEY



FOOD FOR CATS?

We make healthy and delicious foods for cats, too.

DISCOVER MORE
AT ZIWIPETS.COM



Taste life in New Zealand®



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