

About Eukanuba

For more than 45 years, Eukanuba has led innovation in premium nutrition, allowing millions of pets to be the very best they can be. We are uncompromising pet nutritionists that have always strived to bring out the very best in dogs.

Our mission is to make a difference in their lives. We see dogs as high performance partners who want to go further together with you. A cornerstone of our philosophy is that cats and dogs evolved from carnivores and as such, they should be fed accordingly.

Despite the ever changing trends in the industry, our philosophy on nutrition has not wavered for 40 years. Our premium nutrition – or what we prefer to call the fuel – is made with only the best, highest-quality animal proteins. That's why we use chicken or lamb – not vegetables – as the principal source of protein in our foods.