



Discover the new generation of

CAVALOR SPORT FEEDS



> MARKET INSIGHTS



Ambitious amateur riders



Top athletes

A DIVERSE CONSUMER...

The sports segment is very diverse: from ambitious amateur riders to top athletes. These riders obviously have different needs, which means a specialized range is required to meet these needs.

In addition, we see that this category is becoming increasingly performance-driven. Whether it concerns an amateur or a top athlete, riders want to know what they are doing and no longer rely solely on their gut feeling.



THERE IS A CLEAR SHIFT VISIBLE:



Gut feeling



Knowing what you are doing



★★★★★

"You learn to trust your instincts and know your horse inside out. But at some point, that is no longer enough, and the support of a nutritional expert like Cavalor makes the difference. That is what turns participating into performing."

Kristy Snepvangers
– International showjumping & eventing rider

35%
of the market in
volume

30%
higher in value
than the all-round
segment

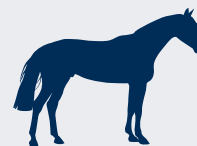
... IN A VALUE-DRIVEN MARKET

In addition, we see that consumers in this segment:

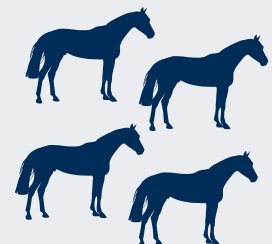
1. Purchase more supplements and care products
2. Own more horses on average

OPPORTUNITY > Higher spending per customer!

HIGHER SPENDING PER CONSUMER:



1-2 horses



> 2 horses



All-round segment



Sports segment

DISCOVER THE NEW GENERATION OF CAVALOR SPORT FEEDS

All Cavalor sport feeds were thoroughly reviewed and fully optimized. In doing so, we made significant improvements to the recipes and even added an additional reference to meet the needs of all riders. Let's take a look at the 4 key features:



1 CAVALOR LEVELS

The range remains easy to navigate using the trusted Cavalor levels. The Cavalor levels are developed based on the following criteria:

- The intensity of training and activities
- Rideability (the feeling the horse gives the rider)

Goal: guide the customer to the right feed, tailored to their needs.

Does a rider expect more from their horse and/or experience the following?

"My horse is too slow. Struggles to maintain training duration." **Level up!** ↑

Does a rider expect less from their horse and/or experience the following?

"My horse could be a bit calmer. My horse is often too hot, too fresh at the start of training." **Level down!** ↓

Level 1 Leisure to light work or sensitive horses

Level 2 Trained regularly and actively

Level 3 Trained very regularly and intensively

Level 4 Perform at top sport level where slow-release energy helps support sustained work.

Level 5 Perform at top sport level where more quickly available energy helps support peak effort.

2 EXTRUDATES IN EVERY PREMIUM SPORT MUESLI*

Every Cavalor sport muesli now contains extrudates:

- Immediate recognition
- Unique, distinctive ingredient
- With positive health benefits supporting digestion

*Except for Action Mix and Action Pellets

THE SECRET OF EXTRUDATES



- ✓ Improved digestibility of nutrients: during the extrusion process, nutrients are essentially pre-digested
- ✓ The size of the extrudates ensures slower, more even intake
- ✓ The horse chews more
- ✓ Reduced risk of gastric and intestinal disorders

3 AN OPTIMIZED ASSORTMENT

✓ Improved recipes

We optimized the Cavalor sport feeds based on what truly works: key scientific insights, strengthened by years of practical experience in the sport horse world. In this way, for each product we combined the right amount of energy from the right source with a precise balance of vitamins, minerals, and functional support for the horse's health. The result is a renewed range that is thoughtfully structured and delivers strong performance where it matters.

✓ A new reference

In addition, we are expanding the assortment with a new reference, allowing us to respond even better to all needs within the sport segment.



4 BACKED BY OPTRIMAL X

Optimal X is the guarantee that the feed is optimally tailored to the needs of that specific type of sport horse, across the 3 pillars: strong and healthy gut, tailored vitamins and minerals, smart starch.

A promise we make for all Cavalor sport feeds.



The highest quality at a glance:

- ✓ A quickly recognizable concept
- ✓ Based on scientific research and experience
- ✓ Assurance of the correct nutritional value



DISCOVER NUTRITIONAL SUPPORT FOR PERFORMANCE BASED ON 3 PILLARS:

STRONG & HEALTHY GUT

Microbiome (biotics) and gut support, especially relevant under high intensity trainings and stress.



STRONG & HEALTHY GUT

TAILORED VITAMINS & MINERALS

SMART STARCH

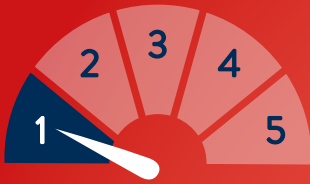
SMART STARCH

Highly digestible sources, focus on safe starch for effective fuel without compromising on digestion and health.

TAILORED VITAMINS & MINERALS

Covering a broad base of nutrients, in the correct ratios and smart use of chelates when workload demands it.

PIANISSIMO



With the new Cavalor Pianissimo, the go-to product for nervous sport horses has been thoroughly reworked. The starting point is the real needs and sensitivities of this type of sport horse. Based on nutritional requirements and scientific insights, a feed has been developed that supports these horses where they benefit most, with extra attention to stomach and gut health and other sensitivities.



INNER BALANCE

- Magnesium
- Moderate sugar & starch level
- Fibers



SENSITIVE STOMACH AND GUT

- Soft timothee fiber
- Pre-pro-postbiotics (gut support)
- Highly digestible ingredients



NO OATS



EXTRUDATES FOR BETTER DIGESTION

- More chewing
- Highly digestible starch

FEEDING ADVICE

Since Cavalor Pianissimo has been significantly changed, this also affects the feeding rate. For the new formula, we recommend 400 to 650 g per 100 kg body weight, compared to 350 to 650 g previously. The weight per scoop has also changed, as the product is more airy and fiber-rich. It is therefore important to clearly inform customers about this, so they continue to feed the correct amount.

 400 – 650 grams / 100kg BW

 600 kg = 2,4 – 3,9 kg

 1 scoop ≈ 785 grams

STRUCOMIX PERFORMANCE



Strucomix Performance is a new addition to the Cavalor assortment. Like Strucomix Sport, this muesli is fiber-rich, but it provides more energy. This level 3 feed has been developed for horses that are trained very regularly and intensively

FROM WHOM?

- ✓ For riders looking for a fibre-rich sport feed that supports gut health and provides the right energy sources
- ✓ For Performix customers who want to combine long fibers with sufficient energy
- ✓ For Strucomix Sport customers who need more energy



➤ Energy from fiber, fat & smart starch



➤ Optimal gut health



➤ Sport essential multi-vitamins



➤ Extrudates for better digestion

FEEDING ADVICE

 450-750 grams / 100kg BW

 600 kg = 2,7 – 4,5 kg

 1 scoop ≈ 695 grams

DASHBOARD

EWPa

Sugar and
starch

Crude protein

Crude fat

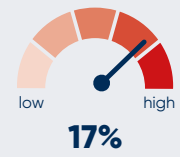
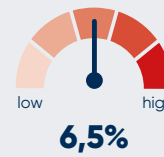
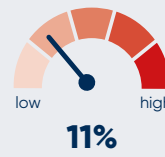
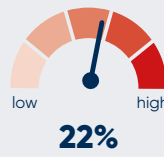
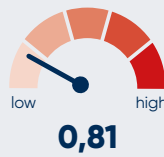
Crude fiber



PIANISSIMO

Fiber-rich feed for
nervous horses

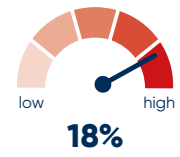
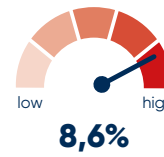
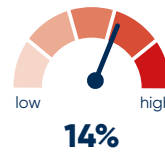
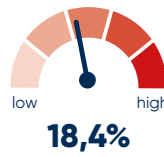
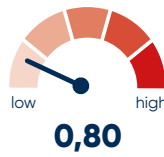
Level 1



STRUCOMIX SPORT

Fiber-rich feed for
active horses

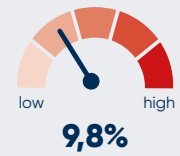
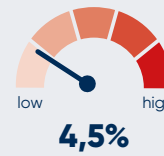
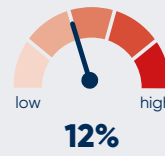
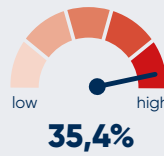
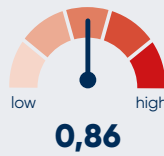
Level 2



PERFOMIX

Feed for sport
horses

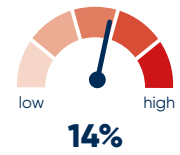
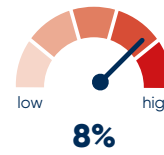
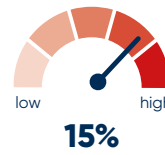
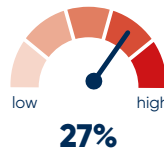
Level 3



STRUCOMIX PERFORMANCE

Fiber-rich feed
for sport horses

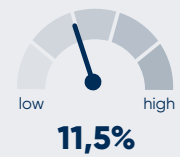
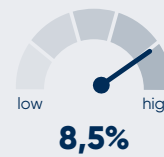
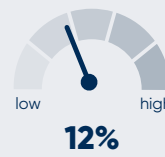
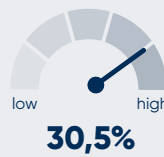
Level 3



ENDURIX

Feed for
performance horses

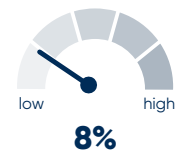
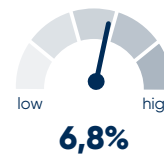
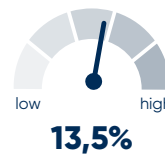
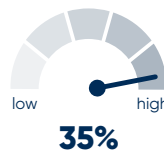
Level 4



SUPERFORCE

Feed for
performance horses

Level 5



Feeding advice	Extrudates	Puffed cereals	Timothy fiber	Alfalfa fiber	Prebiotics	Pro-and postbiotics	B-vitamins	Chelated minerals	
 400 – 650 grams	☒	☒	☒	☐	☒	☒	☐	☐	
 350 – 550 grams	☒	☒	☒	☒	☒	☒	☒	☐	
 450 – 750 grams	☒	☒	☐	☐	☐	☒	☒	☐	
 450 – 750 grams	☒	☒	☒	☒	☒	☒	☒	☐	
 600 – 800 grams	☐	☐	☐	☐	☐	☐	☐	☐	
 500 – 800 grams	☐	☐	☐	☐	☐	☐	☐	☐	

MORE INFORMATION?

Scan the QR code and discover detailed information about the new generation of sport feeds. You can also find the differences between the old and new products there.





ADVANTAGES

For riders & horse owners ▼



One complete sport offer: With the addition of **Strucomix Performance**, the range now covers all needs. No more compromising on fit.



A simple system to find your way: The Cavalor Levels guide you to the right feed, supporting you in making the right choice without taking it out of your hands.



Reassurance through OPRIMAL X: OPRIMAL X is the guarantee that the feed is optimally aligned to the needs of that specific type of sport horse, across the 3 pillars (strong and healthy gut, tailored vitamins and minerals, smart starch).

For retailers ▼



One-Stop solution: One complete, future-ready sport range that covers a broader set of needs and the full diversity of sport horse requirements.



Value growth in a key category: Increasing penetration in this high-value segment (+30% vs all-round) connects directly to significantly higher basket value and greater spend potential per customer.



Trade-up and loyalty: The choice architecture (Cavalor levels + OPRIMAL X) supports trade-up into premium sport feeds.

CONCLUSION

The Cavalor sport feeds seize the high-value opportunity in the sport segment. With sport feeds already representing **35% of market volume** and delivering **30% higher value** than the all-round feed segment, the value opportunity is further amplified by higher basket spend.

The renewed and extended sport range is built on the trusted **Cavalor Levels** and backed by **OPRIMAL X**, offering a performance-driven solution **tailored to today's sport horse needs**. The result is a **one-stop** feed range that strengthens credibility for riders and drives **penetration and value growth** for retailers.



SPORT
OPTIMAL
CAVALOR
PIANISSIMO
FIBER-RICH FEED FOR NERVOUS HORSES

SPORT
OPTIMAL
CAVALOR
STRUCOMIX
FIBER-RICH FEED FOR ACTIVE HORSES

SPORT
OPTIMAL
CAVALOR
STRUCOMIX
PERFORMANCE
FIBER-RICH FEED FOR SPORT HORSES

SPORT
OPTIMAL
CAVALOR
PERFOMIX
FEED FOR SPORT HORSES

SPORT
OPTIMAL
CAVALOR
ENDURIX
FEED FOR PERFORMANCE HORSES

SPORT
OPTIMAL
CAVALOR
SUPERFORCE
MIX
FEED FOR PERFORMANCE HORSES

BEFORE LAUNCH

	ART NO	BRAND	DESCRIPTION
BAG	472684	Cavalor	SPORT – Endurix 20 kg
	472930	Cavalor	SPORT – Endurix – Expert 20 kg *
	472688	Cavalor	SPORT – Perfomix 20 kg
	472369	Cavalor	SPORT – Perfomix – Expert 20 kg *
	472693	Cavalor	SPORT – Pianissimo 20 kg
	472469	Cavalor	SPORT – Pianissimo – Expert 20 kg *
	472281	Cavalor	SPORT – Strucomix Sport 20 kg
	472685	Cavalor	SPORT – Superforce 20 kg
	473065	Cavalor	SPORT – Superforce – Expert 20 kg *
	NEW		

AFTER LAUNCH

ART NO	BRAND	DESCRIPTION
472003	Cavalor	SPORT – Endurix 20 kg
472004	Cavalor	SPORT – Endurix – Expert 20 kg *
472005	Cavalor	SPORT – Perfomix 20 kg
472006	Cavalor	SPORT – Perfomix – Expert 20 kg *
472007	Cavalor	SPORT – Pianissimo 20 kg
472008	Cavalor	SPORT – Pianissimo – Expert 20 kg *
472009	Cavalor	SPORT – Strucomix Sport 20 kg
472010	Cavalor	SPORT – Superforce 20 kg
472011	Cavalor	SPORT – Superforce – Expert 20 kg *
472012	Cavalor	SPORT – Strucomix Performance 20 kg

	ART NO	BRAND	DESCRIPTION
XL BOX	472387	Cavalor	SPORT – Endurix XL-box 450 kg
	472352	Cavalor	SPORT – Perfomix XL-box 550 kg
	472516	Cavalor	SPORT – Pianissimo XL-box 500 kg
	NEW		

ART NO	BRAND	DESCRIPTION
472387	Cavalor	SPORT – Endurix XL-box 450 kg
472829	Cavalor	SPORT – Perfomix XL-box 550 kg
472828	Cavalor	SPORT – Pianissimo XL-box 550 kg
472830	Cavalor	SPORT – Strucomix Sport XL-box 500 kg

	ART NO	BRAND	DESCRIPTION
BULK	472893	Cavalor	SPORT – Perfomix Bulk
	472895	Cavalor	SPORT – Pianissimo Bulk

ART NO	BRAND	DESCRIPTION
STOP		
STOP		

* Only available in specific countries.

