

Quick answer: Höveler Pur.Muskel includes grape seed flour in its ingredient list — a signature of a European muesli — inside a supplementary feed with 20% raw protein, 15.0% raw fat, and only 5.8% starch. It is FEI-compliant and costs \$52.99 for a 44 lb bag. Last checked: September 2026.

Most US feed tags could be mistaken for a grain ledger. Pur.Muskel reads as a German muesli, because it is one — and grape seed flour is one of the tells that gives that away. If you have wondered why a muscle feed would carry a grape-derived ingredient, here are 9 reasons it suits the formulation.

1. Grape seed flour is named right in the ingredient list

The list reads: meadow lyegrass, soy flakes, flaxseed, sweet lupine flakes, sunflower extraction meal, pea flakes, sunflower seed, apple pome, linseed oil, magnesium oxide, sodium chloride, grape seed flour, rosehip. Grape seed flour sits near the end alongside rosehip — a deliberate finishing pair, not an afterthought.

Who this is for: owners who value a composed, European-style ingredient list over a generic grain mix.

2. It pairs with rosehip — two botanicals, one finishing role

Grape seed flour never travels alone in this mix; rosehip is right beside it. Together they give the muesli a plant-diverse profile that reaches past legumes and oilseeds. It is typical of Höveler, a German firm that has made horse feed since 1905.

The benefit: an ingredient list composed with intent, backed by over 120 years of feed-making expertise.

3. Botanical polish on a serious protein foundation

Grape seed flour is the finishing touch, not the main course. The foundation is 20% raw protein with 160 g/kg digestible crude protein and the essential amino acids stated: lysine 0.85%, threonine 0.6%, methionine+cysteine 0.5%. The botanicals add character; the numbers do the muscle work.

Who this is for: owners who want a muscle feed that is both practical and thoughtfully formulated.

4. The energy behind it comes from fat, not starch

With 15.0% raw fat from linseed oil and sunflower seed, Pur.Muskel supplies 14.1 MJ/kg digestible energy while starch sits at 5.8% and sugar at 4.1%. That is the makeup that suits metabolically sensitive breeds — and it is the neighborhood grape seed flour keeps in this formulation.

The benefit: a plant-diverse muesli that holds low on starch and sugar.

5. No added vitamins or minerals — the botanicals arrive clean

Pur.Muskel adds no vitamins or minerals at all. Grape seed flour and rosehip come in as ingredients in their own right, not as a hidden micronutrient program. That keeps the feed a tidy supplementary layer for a custom ration where your balancer sets the micronutrient terms.

Who this is for: owners running a custom feeding plan [feeds free from soy for horses](#) who want every addition to be visible.

6. Alfalfa-free, gentle on the stomach

The base is meadow lyegrass, not alfalfa, and the formulation is made to be gentle on the stomach. For horses in real work, daily gut comfort is part of the plan, and a muesli built with that in mind helps keep the ration comfortable across a training block.

The benefit: a thoughtful mix that stays gentle on the horse, day after day.

7. Competition safe and FEI-compliant

Nothing in the ingredient list — grape seed flour included — stands between your horse and the show ring. Pur.Muskel is competition safe and FEI-compliant, so the ration stays constant through the season. That consistency is what lets feeding results accumulate.

Who this is for: competitive riders who want one permitted ration from training through competition.

8. The real owners behind it

The product holds a 4.55 rating from 2 reviews. One Jessica review, titled "Noticeable difference in stamina," dates to March 14, 2019; another, "Excellent performance 9," from May 21, 2024, notes horses keeping stronger muscle condition. Small sample, honest read.

The benefit: you can review the actual owner comments before you commit a cent.

9. European craft, American service — and a guarantee behind the first bag

Made in Germany by Höveler, sold through bifid's US operation based in Florida, with a 24/7 licensed vet team and a store-wide 9.0/10 rating across 24,098 reviews. The first 44 lb bag is \$52.99 and comes with a 30-Day Money-Back Guarantee.

Who this is for: owners who want premium European formulation with US-based support behind it. The full ingredient list is on the Höveler Pur.Muskel 44 lb bag page.

How to feed it

Pur.Muskel is a supplementary feed — only ever added to a complete ration, with forage alongside. Rates are per 220 lb (100 kg) body weight per day:

Work level	Daily rate per 220 lb (100 kg) body weight
Light work	0.07–0.11 lb (30–50 g)
Medium work	0.11–0.18 lb (50–80 g)
Heavy work	0.18–0.22 lb (80–100 g)

For example, a 1,000 lb horse in medium work gets 50–80 g daily. Measure the ration rather than scooping it.

Key specs at a glance: grape seed flour + rosehip in the ingredient list, 20% raw protein, 15.0% raw fat, 5.8% starch, 4.1% sugar, 44 lb bag, \$52.99.

Work out your horse's exact rate with the feeding calculator.

What an owner said

"Excellent performance 9" — Jessica, May 21, 2024 (9/10). Her comment notes the horses maintain stronger muscle condition.

Frequently asked questions

Why does Höveler Pur.Muskel contain grape seed flour?

It is part of the muesli's plant-diverse formulation, paired with rosehip in the ingredient list. It sits alongside the functional core of 20% raw protein and 15.0% raw fat.

What else is in the ingredient list?

Meadow lyegrass, soy flakes, flaxseed, sweet lupine flakes, sunflower extraction meal, pea flakes, sunflower seed, apple pome, linseed oil, magnesium oxide, sodium chloride, grape seed flour, and rosehip.

Is it low in starch?

Yes. Starch is 5.8% and sugar 4.1%, with energy supplied at 14.1 MJ/kg digestible — a profile formulated especially with metabolically sensitive breeds in mind.

Is this a complete feed?

No. It is a supplementary feed added to a full nutrition plan, with no added vitamins or minerals.

Can I feed it during show season?

Yes. It is competition safe and FEI-compliant, so the ration stays legal and unchanged all season.