

WHY GRAIN FREE?



Ideal for pets with grain intolerance / sensitivities



Helps promote the growth of healthy gut bacteria and aid digestion



Helps promote a good skin and coat condition



No added artificial colours & preservatives



Formulated with sweet potato - a complex carbohydrate high in B Vitamins.



Made with freshly prepared high quality animal protein

WHY FRESHLY PREPARED?

Freshly Prepared is a term used to describe the human grade quality raw and fresh meats used in your Grain Free recipes.

A unique cooking technology trademarked as "Freshtusion™" is used to cook the meats at a low temperature and low pressure.

This unique cooking process means that there is a higher nutrient bio-availability when fed to pets, with a more natural aroma and taste for an enjoyable, healthy and nutritious meal time.

The Freshly Prepared ingredients have other fantastic advantages including digestibility levels above 90% which is a better experience for both you and your pet.

To see how much freshly prepared ingredients are in your recipes, simply look on the reverse of any of our Grain Free bags.

WHY GRAIN FREE?

WHY PUPPIES NEED A SPECIAL RANGE

Puppies require an appropriate high level of protein to support growth and development through this crucial phase in life.

This is usually higher than an adult's requirement as this is the fastest development phase within a dog's lifetime. During this phase they also require appropriate and controlled Calcium and Phosphorus levels to ensure correct skeletal development, which is especially important for large breed puppies.

The Puppy feeding guide follows the growth curve. As puppies grow, they require more food. This requirement reduces when they reach their adult life stage and are therefore fed less. If they continued to eat the same amount of food required for puppy growth in their adult stage, they would be over fed and potentially gain weight.

Puppy feeding guides are based on the expected adult weight of a puppy in order to provide a more accurate feeding recommendation. If the feeding recommendation was based purely on the current puppy weight - the breed size, age and growth phase would be unknown, making estimations of the feeding requirement unreliable.

The feeding level is enough to provide optimal nutrition for a young dog, without supplying excess nutrition to cause weight gain or cause young dogs to be hyperactive.

YOUR PUPPY RECIPES

PUPPY

CHICKEN WITH TURKEY, SALMON, SWEET POTATO & CARROT

Chicken, Turkey & Salmon 60% (including Freshly Prepared Chicken 20%, Freshly Prepared Turkey 7%, Freshly Prepared Salmon 7%), Sweet Potato (22%)

SALMON WITH HADDOCK, WHITE FISH, SWEET POTATO & ASPARAGUS

Salmon, Haddock & White Fish 60% (Freshly Prepared Salmon 21%, Freshly Prepared Haddock 11% Freshly Prepared White Fish 10%), Sweet Potato (20%)

LARGE BREED PUPPY

SALMON WITH SWEET POTATO & VEGETABLES

Salmon 60% (Freshly Prepared Salmon 38%), Sweet Potato (19%)

SMALL BREED PUPPY

TURKEY WITH DUCK, SWEET POTATO, DILL & CAMOMILE

Turkey & Duck 60% (Freshly Prepared Turkey 32%, Freshly Prepared Duck 4%), Sweet Potato (20%)



PUPPY RANGE

ADULT DOG

ANGUS BEEF WITH SWEET POTATO & CARROT

Beef 50% (including Freshly Prepared Angus Beef 28%), Sweet Potato (26%)

VENISON WITH SWEET POTATO & MULBERRY

Venison & Salmon 50% (including Freshly Prepared Venison 26%), Sweet Potato (27%)

RABBIT WITH SWEET POTATO & BLACKBERRY

Rabbit & Turkey 50% (including Freshly Prepared Rabbit 30%), Sweet Potato (21.5%)

LAMB WITH SWEET POTATO & MINT

Lamb 50% (including Freshly Prepared Lamb 30%), Sweet Potato (23%)

PORK WITH SWEET POTATO & APPLE

Pork 50% (including Freshly Prepared Pork 31%), Sweet Potato (22%)

TUNA WITH SWEET POTATO & BROCCOLI

Tuna & Salmon 50% (including Freshly Prepared Tuna 26%), Sweet Potato (24%)

HADDOCK WITH SWEET POTATO & PARSLEY

Fish 50% (including Freshly Prepared Haddock 26%), Sweet Potato (24%)

SALMON WITH TROUT, SWEET POTATO & ASPARAGUS

Salmon & Trout 50% (including Freshly Prepared Salmon & Trout 36%), Sweet Potato (24%)

CHICKEN WITH SWEET POTATO & HERBS

Chicken 55% (including Freshly Prepared Chicken 31%), Sweet Potato (26%)

TURKEY WITH SWEET POTATO & CRANBERRY

Turkey 50% (including Freshly Prepared Turkey 28%), Sweet Potato (26%)

DUCK WITH SWEET POTATO & ORANGE

Duck 50% (including Freshly Prepared Duck 28%), Sweet Potato (26%)

YOUR ADULT DOG RECIPES

LARGE BREED ADULT

SALMON WITH TROUT, SWEET POTATO & ASPARAGUS

Salmon and Trout 50% (including Freshly Prepared Salmon & Freshly Prepared Trout 33%) Sweet Potato (24%)

TURKEY WITH SWEET POTATO & CRANBERRY

Turkey 50% (including Freshly Prepared Turkey 28%), Sweet Potato (24%)

SMALL BREED ADULT

LAMB WITH SWEET POTATO & MINT

Lamb 50% (including Freshly Prepared Lamb 30%), Sweet Potato (23%)

SALMON WITH TROUT, SWEET POTATO & ASPARAGUS

Salmon & Trout 53% (including Freshly Prepared Salmon & Trout 27%), Sweet Potato (22%)

CHICKEN WITH SWEET POTATO & HERBS

Chicken 55% (including Freshly Prepared Chicken 27%), Sweet Potato (26%)

DUCK WITH SWEET POTATO & ORANGE

Duck 52% (including Freshly Prepared Duck 26%), Sweet Potato (26%)



ADULT RANGE

WHY DO SENIORS NEED A SPECIAL RECIPE?

Senior recipes are designed to be suitable for those dogs over 7 years old. A senior diet is designed to help support the joints, have higher fibre content in order to help 'keep things moving' and have reduced energy content in order to help prevent weight gain in those golden years. A careful blend of Glucosamine, Chondroitin and MSM helps support cartilage for healthy joints. These recipes include L-Carnitine, an essential amino acid which can help maintain a healthy weight and lean muscle mass.

HOW DO LIGHT RECIPES REDUCE WEIGHT?

Our light recipes have added L-carnitine - derived from the amino acid lysine - which promotes fat oxidation that helps to maintain healthy weight and lean muscle mass.

Our light recipes are 15% lower in fat compared to standard adult products in order to aid weight reduction. As it is the calories which are reduced, this does not mean that a pet has to eat less, they can still consume a normal amount of food.

LIGHT RECIPES

TROUT WITH SALMON, SWEET POTATO & ASPARAGUS

Trout & Salmon 50% (including Freshly Prepared Trout 30%, Freshly Prepared Salmon 4%), Sweet Potato (24%)

TURKEY WITH SWEET POTATO & CRANBERRY

Turkey 50% (including Freshly Prepared Turkey 27%), Sweet Potato (16%)

SENIOR RECIPES

TROUT WITH SALMON, SWEET POTATO & ASPARAGUS

Trout & Salmon 50% (including Freshly Prepared Trout 30%, Freshly Prepared Salmon 4%), Sweet Potato (24%)

TURKEY WITH SWEET POTATO & CRANBERRY

Turkey 50% (including Freshly Prepared Turkey 27%), Sweet Potato (16%)



SENIOR & LIGHT RANGE

FRESHLY PREPARED PROTEIN SOURCES

DUCK



Provides vitamins important for **GENERAL HEALTH AND WELL-BEING** including thiamin, niacin, riboflavin and vitamin B6.

VENISON



PROTEIN-RICH and nutritionally wholesome, Venison is a Good source of Iron and B Vitamins

CHICKEN



Good source of **VITAMINS & MINERALS** including B vitamins and iron which help contribute to overall health and well-being.

RABBIT



An excellent source of essential minerals such as zinc and iron which play an important role in **MAINTAINING HEALTH**.

TROUT



Naturally rich in omega 3 essential fatty acids which may help to **SUPPORT SKIN AND COAT** condition and may help maintain **HEALTHY JOINTS**.

TUNA



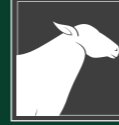
EXCELLENT SOURCE OF PROTEIN and omega 3 fatty acids together with B vitamins and minerals which contribute to overall health and well-being.

PORK



Responsibly sourced and **HIGHLY DIGESTIBLE**, Pork provides vitamins important for general health and well-being.

LAMB



Good source of vitamin B12 and iron which are required to **HELP KEEP NERVE AND BLOOD CELLS HEALTHY**.

TURKEY



Turkey is **LOW IN FAT** and a good source of essential nutrients such as riboflavin, potassium and selenium.

ANGUS BEEF



Angus Beef is considered a **HIGHER QUALITY** compared to regular beef. It is also rich in amino acids, vitamins & minerals.

SALMON



Salmon has **ANTI-INFLAMMATORY PROPERTIES** and provide support for skin and coat condition and joint health.

HADDOCK



An excellent source of omega 3 fatty acids which provide support for **SKIN & COAT CONDITION AND JOINT HEALTH**.

ADDED INGREDIENTS

ORANGE

is a rich source of flavanoid antioxidants which can help to **PROTECT CELLS** from damage



MULBERRY

is thought to help **AID DIGESTION** and is a good source of Iron and vitamin A & C



ASPARAGUS is rich in vitamins A, C and K plus folic acid which all help contribute to general **HEALTH & WELL-BEING**.



HERBS contain essential vitamins and **BENEFICIAL PLANT COMPOUNDS**, including antibacterials and antioxidants



BLACKBERRY

is rich in vitamin C, an anti-oxidant which can help support the **IMMUNE SYSTEM**.



MINT



Mint is thought to help **AID DIGESTION** and is a good source of iron and vitamins A & C.

PARSLEY

contains essential oils plus antioxidants, and has **ANTIBACTERIAL PROPERTIES**.



BROCCOLI

is a good **SOURCE OF FIBRE** and contains an array of vitamins and minerals.



CRANBERRY is a good source of vitamin C, E and K which all contribute to general **HEALTH & WELLBEING**.



APPLE

Rich source of antioxidants which help **PROTECT CELLS FROM DAMAGE**.



CARROT

is known for being a good source of vitamin A which helps support **EYE HEALTH AND VISION**.

Grain Free

A GUIDE TO YOUR GRAIN FREE RANGE