

BEEF DINNER

An easy, convenient way to turbo boost your dog's protein and nutrient requirements for ultimate health. **Gently Air-Dried Dog Food** can be used as a full meal or as a meal mixer.

These premium ingredients are naturally **HIGH in OMEGA 3's** and **GENTLY AIR-DRIED** to lock in nutrients. We see no point spoiling it by adding grains, synthetic flavours or colours.



KEY CLAIMS



Gently Air-Dried



Protein Packed Naturally Rich in Vitamins & Minerals



Rich in Omega 3's



Great for all Breeds and Ages



Single Protein Source



93% Meat or Fish



No Rice or Grains



Sustainably Sourced



Complete and Balanced



Fully Traceable

INGREDIENTS

Beef Dinner: Beef, Beef Liver, Beef Lung, Peas, Vegetable Glycerin, Fish Oil, Sunflower Oil, Salt, Calcium Carbonate, Choline Chloride, Mixed Tocopherols (preservative), Flaxseed, Iron Glycinate, Vitamin E, Copper Sulphate, Selenium, Vitamin B1, Vitamin B3, Vitamin B5, Manganous Oxide, Vitamin B2, Biotin, Vitamin A, Vitamin B12, Calcium Iodate, Vitamin B6, Vitamin D3, Vitamin K, Folic Acid.

GUARANTEED ANALYSIS

MIN. PROTEIN	30%
MIN. FAT	28%
MAX. FIBRE	4%
MAX. MOISTURE	16%
Min. Eicosapentaenoic Acid (EPA)	0.05%
Min. Docosahexaenoic Acid (DHA)	0.10%
Metabolisable Energy (ME) kcal/kg	4716

BAG SIZES



TYPICAL ANALYSIS	AS RECIEVED	DRY MATTER BASIS	UNIT OF MEASURE
PROTEIN	35%	39%	%
FAT	40%	44%	%
FIBRE	10%	11%	%
MOISTURE	2%	2%	%
ASH	7%	8%	%
CALORIES	4716	5,240	
MINERALS			
CALCIUM	1.50%	1.67%	%
PHOSPHORUS	1.20%	1.33%	%
Ca:P RATIO	1.25	1.25	
SODIUM	0.45%	0.50%	%
MAGNESIUM	0.18%	0.20%	%
ZINC	180	200	mg/kg
IODINE	4.50	5	mg/kg
SELENIUM	0.63	0.7	mg/kg
VITAMINS			
VITAMIN A	135,000	150000	IU/kg
VITAMIN D	1,800	2000	IU/kg
VITAMIN E	6.30	7	IU/kg
THIAMINE (B1)	9.00	10	mg/kg
RIBOFLAVIN (B2)	31.50	35	mg/kg
PANTHOTHENIC ACID (B5)	31.50	35	mg/kg
NIACIN	90.00	100	mg/kg
PYRIDOXINE (B6)	5.40	6	mg/kg
FOLIC ACID (B9)	1.35	1.5	mg/kg
BIOTIN (B7)	0.36	0.4	mg/kg
VITAMIN B12	0.27	0.3	mg/kg
CHOLINE	4,500	5000	mg/kg
TAURINE	0.45%	0.50%	%