



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 in spoiling it by adding grains, synthetic flavours or colours.



KEY CLAIMS

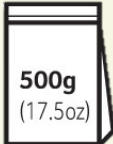
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Gently Air-Dried
- 
Protein Packed Naturally Rich in Vitamins & Minerals
- 
Rich in Omega 3's
- 
Great for all Breeds and Ages
- 
Single Protein Source
- 
93% Meat or Fish
- 
No Rice or Grains
- 
Sustainably Sourced
- 
Complete and Balanced
- 
Fully Traceable

INGREDIENTS

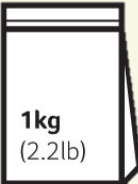
Beef Dinner: Beef, Beef Liver, Beef Lung, Vegetable Glycerin, Fish Oil, Sunflower Oil, Salt, Calcium Carbonate, Choline Chloride, Mixed Tocopherols (preservative), Flaxseed, Iron Glycinate, Vitamin E, Copper Sulphate, Selenium, Vitamin B1, Vitamin B3, Vitamin B5, Manganous Oxide, Vitamin B2, Biotin,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

GUARANTEED ANALYSIS	
MIN. PROTEIN	30.0%
MIN. FAT	28.0%
MAX. FIBRE	4.0%
MAX. MOISTURE	16.0%
Min. Eicosapentaenoic Acid (EPA)	0.05%
Min. Docosahexaenoic Acid (DHA)	0.10%
Metabolisable Energy (ME) kcal/kg	4716

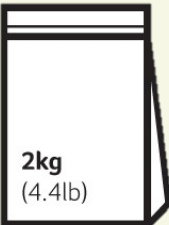
BAG SIZES



500g
(17.5oz)



1kg
(2.2lb)



2kg
(4.4lb)

TYPICAL ANALYSIS	AS RECEIVED	DRY MATTER BASIS	UNIT OF MEASURE
PROTEIN	35.0%	39.0%	%
FAT	39.0%	43.0%	%
FIBRE	1.0%	1.0%	%
MOISTURE	10.0%	0%	%
ASH	6.0%	7.0%	%
CALORIES	4,716	5,240	
MINERALS			
CALCIUM	1.50%	1.67%	%
PHOSPHORUS	1.20%	1.33%	%
Ca:P RATIO	1.25	1.25	
SODIUM	0.50%	0.56%	%
MAGNESIUM	0.08%	0.09%	%
ZINC	180	200	mg/kg
IODINE	4.5	5.0	mg/kg
SELENIUM	0.63	0.70	mg/kg
VITAMINS			
VITAMIN A	135,000	150,000	IU/kg
VITAMIN D	1,800	2,000	IU/kg
VITAMIN E	90.0	100.0	IU/kg
THIAMINE (B1)	9.0	10.0	mg/kg
RIBOFLAVIN (B2)	31.5	35.0	mg/kg
PANTHOTHENIC ACID (B5)	31.5	35.0	mg/kg
NIACIN	90	100	mg/kg
PYRIDOXINE (B6)	5.4	6.0	mg/kg
FOLIC ACID (B9)	1.35	1.50	mg/kg
BIOTIN (B7)	0.36	0.40	mg/kg
VITAMIN B12	0.27	0.30	mg/kg
CHOLINE	4,500	5,000	mg/kg
TAURINE	0.45%	0.50%	%