SFP

SUPERFOOD 65 — 65% TOTAL ANIMAL INGREDIENTS

SCOTTISH SALMON

with Dill, Spinach, Fennel, Asparagus & Tomato

PUPPY

65% TOTAL

65% TOTAL SALMON
Rich in essential amino acids, vitamins & minerals to support every day health and well-being.

35% MINIMUM

MINIMUM 35% FRESHLY PREPARED
Scottish Salmon

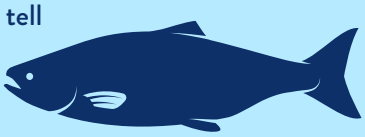
JOINT CARE PACK
To help support cartilage metabolism for the growth of healthy joints in puppies.

NATURALLY OCCURING COLLAGEN
Found in freshly prepared ingredients, Collagen helps to maintain healthy joints and skin for growing puppies.

SUPERFOOD BLEND
A blend of 5 carefully selected superfoods each with their own benefits.

SCOTTISH SALMON

Your salmon recipe contains freshly prepared Scottish Salmon. Scottish Salmon is typically fed better quality feed, and farming is less intensive with fewer fish in a cage, meaning they can swim further and develop more muscle. By offering your customers Scottish Salmon in your Superfood 65® range, you now can tell an engaging story about its origin.



SUPERFOODS

DILL: Source of Iron to help support normal functions of the circulatory system.

SPINACH: Source of Vitamin A to help maintain healthy vision.

FENNEL: A good source of Calcium which helps maintain healthy bones and teeth.

ASPARAGUS: Source of Vitamin C which has an essential role in collagen synthesis important to help maintain healthy bones.

TOMATO: Source of Potassium to help with nerve and muscle functions.

NATURALLY OCCURRING COLLAGEN

Your 35% Minimum Freshly Prepared Scottish Salmon has naturally occurring Collagen.

- Naturally occurring collagen is found in freshly prepared ingredients
- Provides important building blocks for the body
- Helps maintain healthy bones, joints and skin

COMPOSITION



- 35% FRESHLY PREPARED SCOTTISH SALMON
- 30% SALMON
- OTHER FUNCTIONAL INGREDIENTS
- DILL*
- SPINACH*
- FENNEL*
- ASPARAGUS*
- TOMATO*

65% Salmon (Freshly Prepared Scottish Salmon (35%), Dried Salmon (22%), Salmon Oil (5%), Salmon Gravy (3%)), Sweet Potato, Beans, Beet Pulp, Omega 3 Supplement, Dried Superfood Blend* (Including Dill, Spinach, Fennel, Asparagus, Tomato), Minerals, Joint Pack (Glucosamine 178 mg/kg, Methylsulfonylmethane 178mg/kg, Chondroitin Sulphate 125 mg/kg), Fructooligosaccharides (175 mg/kg), Mannanoligosaccharides (50 mg/kg), Nucleotides, Olive Extract (0.01%)

*Each equivalent to 4% Fresh Ingredients

KIBBLE SIZE



Our kibble has been optimised and designed to suit puppies.
Product shown at actual size.

ANALYTICAL CONSTITUENTS

Crude Protein	33.5%	Metabolisable Energy	382 kcal/100g
Crude Fat	15%	Omega 6 Fatty Acids	2.3%
Crude Fibre	2.5%	Omega 3 Fatty Acids	2.5%
Crude Ash	8%	Calcium	1.2%
Moisture	8%	Phosphorus	0.9%
NFE	33%	Collagen	3.5%

NUTRITIONAL ADDITIVES (PER KG)

VITAMINS:
Vitamin A 14,423 IU, Vitamin D3 1,346 IU, Vitamin E 96 IU;

TRACE ELEMENTS:
Zinc (Zinc Sulphate Monohydrate) 48 mg,
Iron (Iron (II) Sulphate Monohydrate) 48 mg,
Manganese (Manganous Sulphate Monohydrate) 34 mg,
Iodine (Calcium Iodate Anhydrous & Potassium Iodide) 1.7 mg



FEEDING GUIDE

EXPECTED WEIGHT OF ADULT DOG (kg)	2 - 4 MONTHS	4 - 6 MONTHS	6 - 12 MONTHS	12 - 15 MONTHS
1-4 kg	45 - 70g	65 - 75g	65g – ADULT	ADULT
5-10 kg	95 - 160g	140 - 165g	140g – ADULT	ADULT
11 - 20 kg	145 - 260g	230 - 270g	215 - 270g	ADULT
21 - 30 kg	200 - 380g	325 - 390g	300 - 375g	310 - 320g
31 - 45 kg	280 - 530g	450 - 535g	385 - 485g	405 - 425g

* All dogs are different and the guidelines should be adapted to take into account breed, age, temperament and activity level of the individual dog. When changing foods please introduce gradually over a period of two weeks. Always ensure fresh, clean water is available.

Your Superfood 65 recipe has an 18 month shelf life. A selection of bags are available to meet your customer's needs. Please refer to the Partner Portal for more details or contact your account manager. Bag images shown for illustrative purposes only.

Important: The information provided in this document is GA Pet Food Partners Ltd interpretation of Regulation No 767/2009 including amending Regulations 2017/2279 and 2018/1903.

As with all legislation only courts can decide on the correct interpretation of the law. We would advise that you always seek legal advice when creating/printing new packaging, leaflets or websites. The statutory Analytical Constituents declaration parameters (i.e. Crude Protein, Crude Fat, Crude Fibre, Crude Ash) may be used for declaration purposes along with Moisture. Other parameters are intended as a guide and in order to declare extra figures we suggest that analysis work is carried out to confirm levels more precisely.

Formulation updates: As information becomes available and in order to continually meet statutory analytical constituent declarations, formulations may have to be adapted to account for raw material variation and availability. There may also be other reasons outside of our immediate control (including but not limited to force majeure events) which warrant the change of a formulation to improve its suitability.