SFR

SUPERFOOD 65 — 65% TOTAL ANIMAL INGREDIENTS

ANGUS BEEF

with Carrot, Green Beans, Cauliflower, Tomato & Courgette

PUPPY

65% TOTAL

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

35% MINIMUM

MINIMUM 35% FRESHLY PREPARED
Angus Beef

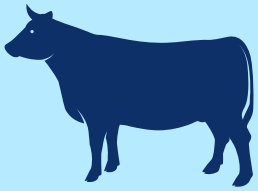
ADDED OMEGA 3 SUPPLEMENT
To help support a puppy's cognitive and visual development.

JOINT SUPPORT
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.

ANGUS BEEF

Angus cattle are known for their significant muscle content and classed as higher quality produce compared to regular beef due to increased marbling (amount of intramuscular fat). Good marbling means fat is dispersed thinly and evenly throughout the meat, ensuring consistent texture, juiciness and flavour. Angus beef is also lower in saturated fat, rich in amino acids, vitamins and minerals.



SUPERFOODS

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

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

CAULIFLOWER: Source of Vitamin B9 which is important for amino acid and nucleotide metabolism.

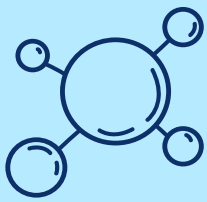
TOMATO: Source of dietary fibre to help normalise the gastrointestinal transit time.

COURGETTE: Source of Vitamin B3 an important cofactor in carbohydrate, protein and fat metabolism.

NATURALLY OCCURRING COLLAGEN

Your 35% Minimum Freshly Prepared Angus Beef has naturally occurring Collagen.

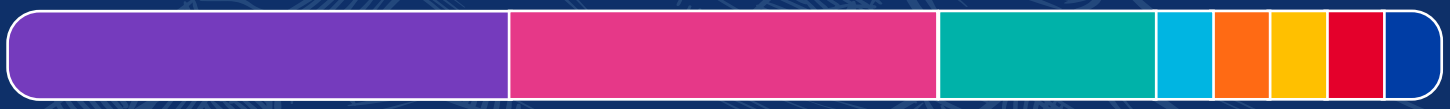
- Naturally occurring collagen is found in freshly prepared ingredients
- Provides important building blocks for the body
- Helps maintain healthy bones, joints and skin



GA PET FOOD
OUR EXPERTISE. YOUR SUCCESS

PRODUCT GUIDE

COMPOSITION



35% FRESHLY PREPARED ANGUS BEEF

30% BEEF

OTHER FUNCTIONAL INGREDIENTS

CARROT*

GREEN BEANS*

CAULIFLOWER*

COURGETTE*

TOMATO*

65% Beef (Freshly Prepared Angus Beef (35%), Dried Beef (25%), Beef Fat (5%)), Sweet Potato, Beans, Beet Pulp, Dried Superfood Blend* (Including Carrot, Green Beans, Cauliflower, Tomato, Courgette), Omega 3 Supplement, Minerals, Joint Pack (Glucosamine 178 mg/kg, Methylsulfonylmethane 178 mg/kg, Chondroitin Sulphate 125 mg/kg), Fructooligosaccharides (175 mg/kg), Mannanoligosaccharides (50 mg/kg), 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	36%	Metabolisable Energy	391 kcal/100g
Crude Fat	18%	Omega 6 Fatty Acids	1.3%
Crude Fibre	4%	Omega 3 Fatty Acids	0.8%
Crude Ash	6.5%	Calcium	1.1%
Moisture	8%	Phosphorus	0.9%
NFE	27.5%	Collagen	14%

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) 83 mg,
Iron (Iron (II) Sulphate Monohydrate) 48 mg,
Manganese (Manganous Sulphate Monohydrate) 34 mg,
Copper (Copper (II) Sulphate Pentahydrate) 14 mg,
Iodine (Calcium Iodate Anhydrous & Potassium Iodide) 1.7 mg,
Selenium (Sodium Selenite) 0.38 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 - 65g	60 - 70g	60g – ADULT	ADULT
5-10 kg	95 - 150g	135 - 160g	135g – ADULT	ADULT
11 - 20 kg	140 - 255g	225 - 265g	215 - 265g	ADULT
21 - 30 kg	195 - 370g	320 - 380g	290 - 370g	305 - 315g
31 - 45 kg	270 - 515g	440 - 525g	375 - 470g	395 - 415g

* 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.