



# RAW EXPERT

## Nutritional training package

Module 3



Natures Menu: Veterinary Division

## 3. Natures Menu Product Range

### Introduction

This module is designed to be a reference guide for all Natures Menu products. Each product, together with their individual ingredients, are listed clearly with a nutritional content of each ingredient found in the description. This will help you to determine which food is best for which animal and customer and will also enable you to explain why we use each specific ingredient. Our aim is to be an honest company and all our ingredients as listed are a true representation of our products.

To start, we give our advice on how to transition dogs onto a raw diet and how to move cats onto a new food. General feeding guides are then discussed before opening into our ingredients and products.

All details specified are correct at the time of writing.

## Making the transition to raw

At Natures Menu, we understand that **every animal is an individual** and making a change to a pet's diet can be a daunting process. Our unique transition guide is intended keep dietary changes as smooth as possible, but we recognise that it may not suit everyone, which is why we have a specialist team of experts ready to give advice if needed (see 'How to Contact' us later).

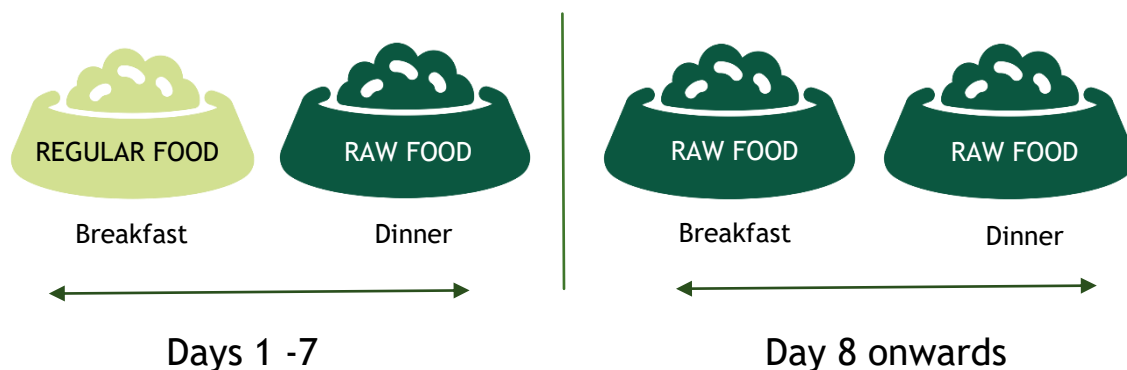
### Dogs

- Gradually **transition to RAW** over 7 days
- Divide daily ration into **50% raw and 50% previous food**
- Always feed in **alternating separate meals**, avoid mixing if possible
- Ideally meals are about **12 hours apart**
- **From day 8 feed 100% raw ration**

While many healthy dogs can cope without a transition period, we recommend the above method to allow the body time to:

- ✓ Adjust digestive **enzyme release**
- ✓ Alter **stomach pH**
- ✓ Adapt intestinal **microbiome** ('friendly' bacteria)
- ✓ Expel toxins and promote **healthy metabolism**

We advise avoiding mixing a raw diet with the previous food in the same bowl, as they may have very different requirements for optimal digestion.



For dogs and puppies fed more than twice per day, our slower transition can be implemented to fit with their normal regime as follows;



Please note, if easier for the pet parent to change morning meals to raw over afternoon/evening meals, these can be substituted instead for both transition methods. The above graphics are for guidance only and should be adapted to suit the individual pet's feeding regime.

Some fussier, more suspicious dogs fed processed foods for many years may require a slower transition as described for cats.

## Cats

Natures Menu do not currently offer a complete raw product for cats. However, we can provide some general advice on [transitioning cats to a new diet](#) as they are inherently more suspicious of new things than dogs and so require a much more gradual transition onto new food. Our [Especially for Cats](#) cans range are a great, healthy, cooked product and highly palatable (see details on products later). Our cans are fully complete and balanced and contain all the essential nutrients for cats to thrive. Although you do not need to feed any other diets alongside, we appreciate many owners like to mix feed or offer a wet meal at set times, leaving dry food down all day for their cats to 'graze'. [Alterations on advised feeding amounts should be taken into account for each type of food fed](#), as these are often representative of feeding the particular diet as a 'sole' food. A slow introduction of our cans is advised to help avoid any digestive upset. This can be performed as follows;

**Method 1: Gradual introduction** (useful for cats already used to receiving wet food):

- Add a very small amount of the Natures Menu can, choosing a familiar flavour if possible, to your cats usual wet meal
- Mix thoroughly and over approximately 5-7 days, gradually increase the Natures Menu food and decrease the previous wet food



**Method 2: The 'two bowl technique'** (useful for highly fussy or suspicious cats, or if method 1 has not worked):

- Place a very small amount of the Natures Menu food in a **separate** bowl beside the normal food
- **Repeat** at every meal until they begin to show an interest, this often takes **1-2 weeks**
- **Slowly** reduce the previous food while increasing the volume of Natures Menu
- Be **patient**, it is normal for this process to take as long as **8 weeks**



**Important points to remember:**

- ✓ Cats prefer food **closer to room temperature** so try not to feed food straight from the fridge
- ✓ Try adding some hot water from the kettle (make sure you allow the water to cool before feeding) to **increase the temperature of the food** and release aromas
- ✓ Do not allow you cat to starve themselves, this can lead to **liver problems** in some cases
- ✓ Always try to vary flavours of foods given to prevent **latching on to** one variety
- ✓ **Be patient**, cats are highly suspicious of change

## Feeding Guides

The food requirements of individual pets vary greatly and is dependent on a multitude of factors, such as age, activity level, coat thickness, ambient conditions and neutering status. Historically recommendations for raw feeding have started at 2-3% of the pet's ideal body weight per day with further adjustments as needed. However, due to the wide variation among individuals and the non-linear relationship between body weight and weight of food required, we found this method to be inaccurate especially for pets at the extremes of the healthy bodyweight range. Natures Menu use the FEDIAF recommended equations for feeding guides, based on the calorie content and nutrient density of the food being fed.

We are also acutely aware of the current obesity epidemic affecting companion animals and take our responsibility to provide appropriate feeding guidelines very seriously. However, it is important to remember these are still just a starting point and it is safe to make further adjustments for each individual until a healthy body condition score is maintained.

All of our complete and balanced raw ranges contain their own specific feeding guide for the individual recipe concerned which takes into account the calories/100g.

Further details on Natures Menu's feeding guides can be found in our Raw Advisor course.



## Large breed puppies

Managing the nutrition of large breed puppies is particularly important as there is the potential for severe consequences if the diet is inappropriate at this early stage. The levels of calcium, phosphorus and vitamin D, as well as the calcium/phosphorus ratio, are crucial and must be carefully controlled to avoid developmental issues. For this reason, Natures Menu developed an appropriately balanced complete raw puppy range to help owners of large breeds avoid such issues.

Overfeeding and rapid growth rates are equally as dangerous to large breed puppies and can lead to developmental orthopaedic diseases where the bones and joints fail to develop and grow properly. Dry food manufacturers formulate specific diets for large breeds with lower caloric densities to help manage this issue. However, raw diets are typically around a third of the caloric density of dry foods and so are suitable for large breeds and are very effective in avoiding rapid growth rates.



## Natures Menu Product Overview

Below is a quick reference guide to the various products listed by Natures Menu. You will find more in-depth detail about each range and individual recipes later in this course.

| Complete & Balanced   |  | Complementary  |  |
|---|--|--|--|
| Raw Frozen (dog only)   |  |  |  |
| 80/20 Complete & Balanced   | 60/40 Complete & Balanced  | Ready to Mix   | Treats   |
| <ul style="list-style-type: none"> <li>Adult Nuggets</li> <li>Puppy Nuggets</li> </ul>                            | <ul style="list-style-type: none"> <li>Adult Nuggets</li> <li>Adult 300g Blocks</li> </ul> | <ul style="list-style-type: none"> <li>Freeflow Mince</li> <li>Block Mince</li> </ul>  | <ul style="list-style-type: none"> <li>Chunks</li> <li>Bones &amp; Chews</li> </ul>  |
| Freeze-Dried  |  |  |  |
| 80/20 Freeze-Dried Complete & Balanced <ul style="list-style-type: none"> <li>Adult nuggets</li> </ul>            |  |  |  |
| Dry   |  |  |  |
|   |  | <ul style="list-style-type: none"> <li>Mixer Biscuits (dog only)</li> </ul>  | <ul style="list-style-type: none"> <li>Country Hunter Superfood Bars/Bites (dog only)</li> <li>Meaty Treats (dog &amp; cat)</li> </ul> |
| Steamed Complete & Balanced   |  |  |  |
| <ul style="list-style-type: none"> <li>Country Hunter Cans (dog)</li> <li>Country Hunter Pouches (dog)</li> </ul> |  | <ul style="list-style-type: none"> <li>Original Cans (dog)</li> <li>Original Pouches (dog)</li> <li>Especially for Cats</li> </ul> |  |



Throughout this module, you will see various Natures Menu products listed as either ‘complementary’ or ‘complete & balanced’ and it is important to understand the difference between each.

The following explanations first give the terminology definition in accordance with the FEDIAF Labelling Code followed by examples of products which you may be familiar with that fall under each category.

### Complementary Feed

Compound feed which has a high content of certain substances but which, by reason of its composition, is sufficient for a daily ration **only if used in combination with other feed**.

Examples:

- Mixer biscuits
- Treats
- Chews
- Snack biscuits (i.e. Bonios etc.)

### Complete Feed | Complete & Balanced

Compound feed which, by reason of its composition, is **sufficient for a daily ration**.

Examples:

- Complete Puppy Food
- Complete Adult Food

### UK Pet Food members:

All ‘Complete’ pet foods for dogs and cats, regardless of format, are carefully formulated to provide all the nutrients a healthy pet needs. Members of UK Pet Food commit to formulating their diets in line with the FEDIAF Nutritional Guidelines, which detail the nutritional needs of cats and dogs at the varying life stages. These guidelines are peer reviewed by independent veterinary nutrition experts throughout Europe and they are updated to include the latest nutritional science.



## Our Ingredients

At Natures Menu we pride ourselves on our range of carefully selected ingredients, each with their unique range of nutritional benefits. Where possible, we source ingredients from within the UK. If this is not feasible, we do not source outside of Europe. We have developed good relationships with our suppliers over many years of manufacture and understand the importance of good quality ingredients.

## Our Meats and Offal

|                 |   |
|-----------------|---|
| <i>Beef</i>     | Beef is an excellent source of protein with all the essential nutrients to help maintain health and vitality. Beef is a complete protein meaning it contains all essential amino acids required by the dog as well as lipids, minerals and vitamins. It is also highly palatable.                                       |
| <i>Boar</i>     | Boar is a great protein source and is rich in omega 3 fatty acids and low in cholesterol.   |
| <i>Chicken</i>  | Chicken is easily digestible and highly palatable. It is packed full of B vitamins and contains zinc, phosphorus, selenium and potassium. Our foods also naturally contain glucosamine, chondroitin and the essential fatty acids omega 3 and 6.  |
| <i>Duck</i>     | Duck is a nutritious meat particularly high in mineral content such as selenium, zinc, copper, iron, calcium and phosphorus. In its raw state, it also includes omega fatty acids known for playing a role in heart, kidney and skin health. It is a unique protein source which is high in protein and very palatable. |
| <i>Goose</i>    | Goose is an easily digested and very palatable source of high quality protein. It is a little higher in fat than chicken but rich in the healthy unsaturated fatty acids as well as essential amino acids and trace elements.   |
| <i>Heart</i>    | Heart is essentially a muscle and provides a great source of rich and palatable protein. It contains high levels of taurine - an essential amino acid for cats.   |
| <i>Lamb</i>     | Lamb is a complete protein and is packed with healthy A and B vitamins including lots of B12, plus essential nutrients such as copper, zinc, phosphorus and selenium.   |
| <i>Liver</i>    | Liver contains healthy levels of vitamin B12 which is involved in the synthesis of myelin, along with many other vitamins and minerals.   |
| <i>Pheasant</i> | Pheasant contains a high level of iron, protein, vitamin B6 and selenium, which helps to protect cells from oxidative damage. It is a very palatable game meat, which is lower in fat than other red meats.   |

|                   |  |
|-------------------|--|
| <i>Rabbit</i>     | Rabbit is a firm favourite amongst all breeds of dogs. It is packed with vitamins B12, niacin and pyridoxine and is a great source of the mineral selenium which the body uses to create antioxidants. This lean, unique protein source is highly palatable.   |
| <i>Salmon</i>     | Salmon is easy to digest with a low glycaemic index and is high in essential amino acids. Salmon is well known for its high omega fatty acid content making it a great choice for boosting heart health, kidney function and joints through the production of collagen and anti-inflammatory molecules. Salmon is also packed with vitamin D3 and has high levels of vitamin B12 and the calming amino acid, tryptophan. |
| <i>Tripe</i>      | Tripe contains a diverse profile of nutrients including enzymes and natural prebiotics. Tripe also contains vitamin B12, choline, selenium, zinc and phosphorus.   |
| <i>Tuna</i>       | Tuna is not only highly palatable for most cats, it is also a good source of amino acids, essential amino acids, iron, iodine, vitamin D, pyridoxine, vitamin B12 and niacin.  |
| <i>Turkey</i>     | Turkey is an excellent source of highly digestible, lean protein, rich in selenium and with natural omega 3 and 6 fatty acids. Turkey also contains an excellent balance of essential amino acids and higher levels of the calming amino acid tryptophan.  |
| <i>Venison</i>    | Venison is a nutrient rich, lean meat packed with B vitamins, high B12 levels and iron. It is well known for its irresistible rich, woody flavours making this unique protein source highly palatable.   |
| <i>White Fish</i> | White fish is known for its gentle digestion which makes it a great ingredient for our older pets. It is high in protein, low in fat and is helpful for dogs who may be less active in their wiser years. Fish is a great source of amino acids, essential amino acids, iron, iodine, vitamin D3, pyridoxine, vitamin B12 and niacin.  |

## Our Carbohydrates

|                              |  |
|------------------------------|--|
| <i>Par-boiled brown rice</i> | Par boiled brown rice is a great source of non-starchy carbohydrate which provides an easy to digest source of B vitamins and minerals   |
| <i>Oats/<br/>Oat flakes</i>  | Oats have a medium glycaemic index and are an easily digestible, nutritious source of B vitamins, manganese, calcium and many minerals. Also a source of soluble fibre and with healthy levels of iron, manganese, zinc, and B vitamins. |
| <i>Quinoa</i>                | Contains many beneficial nutrients such as fibre, manganese, folate, copper and zinc. Is also known to contain small amounts of B vitamins and vitamin E   |
| <i>Rice flour</i>            | A natural binding agent which is a great source of protein, fibre and vitamin B  |

## Our Fruits and Vegetables

|                         |   |
|-------------------------|---|
| <i>Apples</i>           | Apples are a source of vitamins A and C, dietary fibre and carbohydrates.   |
| <i>Blackberries</i>     | Contain vitamin C and K, as well as being a great source of soluble and insoluble fibre   |
| <i>Blackcurrant</i>     | Blackcurrants are rich in antioxidants and contain natural anti-inflammatories  |
| <i>Blueberries</i>      | Blueberries are rich in antioxidants and contain vitamin C and K and phytochemicals, the chemical compounds naturally found in plants to help facilitate the body's chemical reactions.   |
| <i>Butternut squash</i> | A great source of fibre, vitamin C, manganese, magnesium, and potassium and is an excellent source of vitamins A and E. Tasty and easily digestible, most dogs find this vegetable irresistible and it has a similar taste and texture to pumpkin |
| <i>Carrots</i>          | Carrots are a good source of carbohydrate as well as containing carotenoid pigments which are the precursors to vitamin A.  |
| <i>Cranberries</i>      | Cranberries contain high levels of vitamin C, phytonutrients and have antibacterial properties. They are also well known for their aid in urinary tract health by preventing bacteria from binding to the wall of the bladder.                    |
| <i>Chicory</i>          | A great source of natural fibre and easily digestible carbohydrate  |
| <i>Coconut</i>          | Provides a healthy source of fat and fibre  |
| <i>Green Beans</i>      | Green beans are known for their antioxidant, cardiovascular and anti-inflammatory benefits.   |

|                                  |   |
|----------------------------------|---|
| <i>Redcurrant</i>                | Redcurrants are rich in potassium, vitamin C and magnesium. They can also provide a healthy source of fibre.  |
| <i>Mint</i>                      | Mint is known to promote digestion and soothe the stomach in times of indigestion or inflammation. It is also known as a powerful antioxidant that contains trace amounts of iron, fibre, vitamin A and potassium.                  |
| <i>Swede</i>                     | Swede is a natural source of carbohydrate and dietary fibre. It contains vitamins along with many other trace elements.   |
| <i>Sweet Potato</i>              | Sweet potato has a medium glycaemic index and is a natural, healthy source of carbohydrate. It is also packed with B vitamins and magnesium and contains anti-oxidant nutrients called carotenoids which help combat free radicals. |
| <i>Potato/potato starch</i>      | A natural binding agent and can help to increase faecal texture to assist in the emptying of anal glands  |
| <i>Parsley</i>                   | Parsley is rich in many vitamins such as vitamin C, B12, K and A. It is known for its antioxidant properties and keeping your immune system strong.   |
| <i>Peas</i>                      | Peas are a good source of carbohydrate as well as providing healthy dietary fibre to aid digestion and passage of faeces.   |
| <i>Pea protein and Pea fibre</i> | Pea protein and Pea fibre are natural binding ingredients and helps to improve overall texture  |
| <i>Plums</i>                     | Plum are a traditional British fruit containing nutritious beta carotene and vitamins A, C and K, high in iron and antioxidants to help combat free radicals.   |
| <i>Orange zest</i>               | This ingredient helps improve texture and taste of the final product  |
| <i>Spinach</i>                   | Spinach has a low glycaemic index and a high iron content. It also contains fibre, calcium, potassium and several vitamins. Spinach also contains flavonoids and carotenoids that have anti-inflammatory properties.                |
| <i>Raspberries</i>               | Raspberries are a nutritious berry packed with antioxidants. They are a good source of dietary fibre, potassium, magnesium, manganese, copper and iron. They're also abundant in vitamins C, K and B-complex.                       |
| <i>Redcurrants</i>               | Redcurrants provide a healthy helping of vitamin C and also contain significant amounts of vitamin K  |
| <i>Red beet powder</i>           | A natural binding ingredient, palatable to most dogs  |

## Our other nutritional goodies

|                        |   |
|------------------------|---|
| <i>Yucca</i>           | Yucca is said to naturally help the body remove toxins and facilitate digestion.  |
| <i>Green Tea</i>       | Green tea contains a high level of antioxidants namely in the form of catechins. These are excellent free radical scavengers and mop up highly unstable free radicals very effectively, limiting damage to the cells. They are also thought to limit cancer cell growth by blocking the cancer cell's life cycle and inducing the death of the cell. It has also been recognised with having anti-inflammatory properties and recently anti-radiation properties. |
| <i>Chia seeds</i>      | Provides a healthy source of zinc, vitamin B3 (niacin), potassium, vitamin B1 (thiamine) and vitamin B2   |
| <i>Dandelion root</i>  | Healthy source of many essential vitamins such as A, C, K, D and B complex. Also contains iron, magnesium, and many other trace minerals. In humans, it is thought to help with kidney function, digestion and can stimulate appetite.  |
| <i>Fennel seeds</i>    | Help to provide vitamin C, vitamin A, calcium, iron, and potassium.   |
| <i>Hawthorn leaf</i>   | In humans, hawthorn can help the heart and cardiovascular system over and extended period of use.   |
| <i>Pumpkin seeds</i>   | An excellent source of protein, dietary fibre, niacin, iron, zinc, manganese, magnesium, phosphorus, riboflavin and folate  |
| <i>Turmeric</i>        | Turmeric is renowned for its natural anti-inflammatory properties and is a popular ingredient used by natural dog food feeders  |
| <i>Glycerine</i>       | Glycerine is used as a humectant to prevent the treats becoming dry and brittle. The Glycerine is food/pharma grade and made from rape seed   |
| <i>Ground ginger</i>   | Ginger contains many antioxidants which can help support circulation and ease gastrointestinal problems   |
| <i>Ground cinnamon</i> | Abundant in anti-inflammatory properties and antioxidant rich   |
| <i>Peppermint</i>      | Known to promote digestion and soothe the stomach in times of indigestion or inflammation in humans. It is also known as a powerful antioxidant that contains trace amounts of iron, fibre, vitamin A and potassium.  |
| <i>Seaweed</i>         | Seaweed is rich in minerals and trace elements and has a nourishing and tonic effect on all of the body's systems. It contains over 60 minerals and trace elements, 21 amino acids, simple and complex carbohydrates. It is also a rich natural source of iodine, making it an excellent supplement to support and maintain a strong glandular system, especially for the pituitary, adrenal and thyroid glands.  |

|                                     |  |
|-------------------------------------|--|
| <i>Yeast extract/products</i>       | Yeast extract or yeast products are a good, healthy source of MOS and is known to support gastrointestinal health. Our product is not a whole yeast such as 'Brewer's Yeast'. It is therefore highly unlikely to cause any skin issues.                              |
| <i>Minerals</i>                     | Minerals are added to some products in the form of a premix powder. This is to ensure our complete & balanced products conform to the European Pet Food Guidelines for Nutrition.  |
| <i>Cod Liver Oil</i>                | Cod liver oil is known for its wonderful sources of omega 3 fatty acids (EPA and DHA), vitamin D and vitamin A. It is a great anti-inflammatory, can prevent heart disease and can help with the treatment of arthritis.   |
| <i>Coconut Oil</i>                  | Known for its benefits with human health and is thought to help improve skin conditions, sensitive digestion, boost immune system and is also thought to have some anti-inflammatory and antifungal properties.  |
| <i>Sunflower/<br/>Vegetable Oil</i> | These oils are a great source of essential fatty acids.  |
| <i>Spirulina</i>                    | Spirulina is a microscopic algae with high concentrations of beta-carotene, vit B-12, iron and trace minerals in addition to a range of phytonutrients which can help strengthen the immune system, improve gastrointestinal health and act as a natural detoxifier. |
| <i>Rosemary Extract</i>             | Rosemary extract contains many antioxidants with a longer life span of activity to promote health and vitality.  |
| <i>Thyme</i>                        | Aids textural appearance of final product and has potential health benefits such as helping to create a healthier digestive tract  |
| <i>White vinegar</i>                | Used as a natural preservative and improves overall flavour  |
| <i>Flaxseed</i>                     | A great source of natural omega 3 and 6 and can help maintain a healthy skin and coat  |
| <i>Kale</i>                         | High in beta carotene, vitamin K and vitamin C, calcium, magnesium, and potassium. Kale is low in calories   |
| <i>Kelp</i>                         | A rich source of vitamins and makes a great natural supplement   |

Throughout this document, you may notice asterisks against some ingredients listings. These are defined below;

\* denotes 'natural ingredient' as specified in the FEDIAF Labelling Guidelines:

*The term "natural" should be used only to describe substances in pet food (derived from plant, animal, micro-organism or minerals) to which nothing has been added and which have been subjected only to such physical processing as to make them suitable for pet food production and maintaining the natural composition.*

Please note that **sunflower oil** cannot be classed as natural due to the processing involved to derive the oil itself. In addition, our 'minerals' ingredient cannot be classed as natural for the same reason. This is our premix added to our complete & balanced recipes (in a powder format) to help ensure our recipes conform to the FEDIAF Nutritional Guidelines.



^ **Yeast Products** as a source of prebiotic MOS and beta glucans



## Complete & Balanced Frozen Range

### 80/20 Complete & Balanced Raw Recipes (adult dog)

Our 80/20 Complete & Balanced range consists of frozen, meaty nuggets suitable for all adult dogs. All of the 80/20 range are no grain recipes and some options are single, novel proteins. Novel proteins are considered meat options which are not regularly seen in pet food and which dogs are unlikely to have had prolonged, if any, exposure to in their diet. There are nine recipes to choose from, 7 of these being single protein options which can potentially be useful when performing elimination diets. Nuggets weigh approximately 17g each and make raw feeding convenient with owners simply required to count out the number of nuggets required (see feeding guides on back of packs), defrost and feed. Made into 1kg bags containing approximately 58 nuggets per pack, we also have some select 80/20 recipes packaged into 500g bags for convenience.

4g/100g of small bone pieces maybe present in all recipes under this category, with the exception of the **Beef with Superfoods** recipe which is made from boneless meat.

### 80/20 Venison with Superfoods

- Venison\* 80%
- Blueberry\* 4%
- Swede\* 4%
- Carrot\* 4%
- Peas\* 2%
- Pea Fibre\*
- Sunflower Oil
- Spinach\* 1%
- Minerals
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 14% | Crude Fat 10% | Crude Fibre 1% | Crude Ash 4.5% | Moisture 68%

Calories 156kcal/100g

## 80/20 Rabbit with Superfoods

- Rabbit\* 80%
- Cranberry\* 4%
- Swede\* 4%
- Carrot\* 4%
- Peas\* 3%
- Pea Fibre\* 1%
- Spinach\* 1%
- Minerals
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*

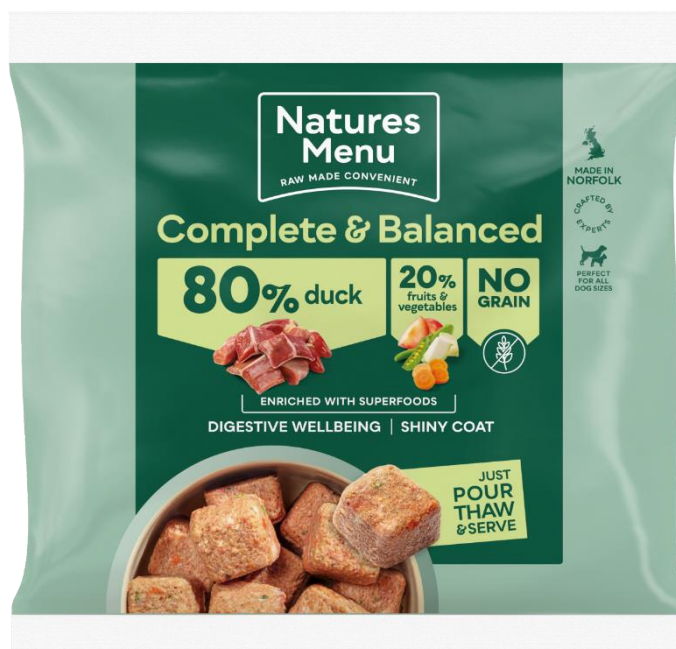


Crude Protein 12% | Crude Fat 6% | Crude Fibre 1% | Crude Ash 4.5% | Moisture 72%

Calories 120kcal/100g

## 80/20 Duck with Superfoods

- Duck\* 80%
- Plum\* 4%
- Swede\* 4%
- Carrot\* 4%
- Peas\* 3%
- Pea Fibre\* 1%
- Spinach\* 1%
- Minerals
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 12% | Crude Fat 9% | Crude Fibre 1% | Crude Ash 2.5% | Moisture 71%

Calories 147kcal/100g

## 80/20 Turkey with Superfoods

- Turkey\* 80%
- Sweet Potato\* 4%
- Apple\* 4%
- Carrot\* 4%
- Peas\* 2%
- Pea Fibre\*
- Sunflower Oil
- Spinach\* 1%
- Minerals
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 13% | Crude Fat 9% | Crude Fibre 1% | Crude Ash 3% | Moisture 68%

Calories 157kcal/100g

## 80/20 Lamb with Superfoods

- Lamb\* 80%
- Apple\* 4%
- Mint\* 4%
- Green Beans\* 4%
- Peas\* 2%
- Pea Fibre\*
- Sunflower Oil
- Spinach\* 1%
- Minerals
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 12% | Crude Fat 10% | Crude Fibre 1% | Crude Ash 4% | Moisture 68%

Calories 158kcal/100g

## 80/20 Beef with Superfoods

- Beef\* 80%
- Blackberry\* 4%
- Swede\* 4%
- Carrot\* 3%
- Peas\* 2%
- Pea Fibre\*
- Sunflower Oil
- Minerals
- Chicory\* 1%
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 13% | Crude Fat 11% | Crude Fibre 1% | Crude Ash 2% | Moisture 70%

Calories 163kcal/100g

## 80/20 Chicken with Superfoods

- Chicken\* 80%
- Carrot\* 5%
- Swede\* 4%
- Apple\* 3%
- Peas\* 2%
- Pea Fibre\*
- Spinach\* 1%
- Blackberry\* 1%
- Chicory\* 1%
- Minerals
- Yeast products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 12% | Crude Fat 7% | Crude Fibre 1% | Crude Ash 2.5% | Moisture 72%

Calories 133kcal/100g



## 80/20 Salmon and Chicken with Superfoods

- Chicken\* 50%
- Salmon\* 30%
- Raspberry\* 4%
- Swede\* 4%
- Carrot\* 4%
- Peas\* 3%
- Pea Fibre\* 1%
- Spinach\* 1%
- Minerals
- Yeast Products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 13% | Crude Fat 11% | Crude Fibre 1% | Crude Ash 3% | Moisture 69%

Calories 163kcal/100g

## 80/20 Goose and Turkey with Superfoods

- Turkey\* 50%
- Goose\* 30%
- Redcurrant\* 4%
- Swede\* 4%
- Carrot\* 4%
- Peas\* 4%
- Pea Fibre\* 1%
- Chicory\* 1%
- Minerals
- Yeast Products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 12% | Crude Fat 11% | Crude Fibre 1% | Crude Ash 2.5% | Moisture 70%

Calories 161kcal/100g

## 80/20 Puppy Complete & Balanced

As a professional pet food manufacturer, we understand that when it comes to feeding puppies, it's vitally important to achieve the correct balance of nutrients to enable them to grow into healthy adults. We do not recommend customers embark on homemade raw recipes for any dog under 12 months old and instead, use our straightforward range of fully complete and balanced raw puppy nuggets which contain everything pups need, in a mess-free frozen nugget format. All customers need to do is check the back of pack to see how much their puppy should be fed (approximately), defrost the number of nuggets required and feed. Our puppy foods are formulated to be appropriate to feed to all breeds of puppy until 12 months old.

All puppy nuggets weight approximately 17g each and each 1kg bag contains on average 58 nuggets. There are grain inclusive and no grain recipes to choose from and we have some select puppy recipes which are packaged into 500g bags for convenience.

All of our raw puppy formulations are made from boneless meats to make the transition easier for small, delicate tums and all are suitable to be used for weaning puppy litters onto solid food.

### 80/20 Puppy Chicken with Salmon and Brown Rice

- Chicken\* 70%
- Brown Rice\* 18%
- Salmon\* 10%
- Minerals
- Yeast Products\*^ 0.016%
- Yucca\*
- Green Tea\*

*Although every effort is made to make this product bone free, some small fish bones may still be present.*



Crude Protein 12% | Crude Fat 11% | Crude Fibre 1% | Crude Ash 2% | Moisture 68%

Calories 171kcal/100g

## 80/20 Puppy Beef

- Beef\* 80%
- Sweet Potato\* 10%
- Peas\* 2%
- Pea Fibre\*
- Spinach\* 2%
- Sunflower Oil
- Minerals
- Yeast Products\*^ 0.016%
- Yucca\*
- Green Tea\*



Crude Protein 13% | Crude Fat 10% | Crude Fibre 1% | Crude Ash 2.5% | Moisture 69%

Calories 160kcal/100g

## 80/20 Puppy Tukey and Fish

- Turkey\* 40%
- Salmon\* 20%
- White Fish\* 20%
- Sweet Potato\* 10%
- Peas\* 2%
- Pea Fibre\*
- Spinach\* 2%
- Minerals
- Yeast Products\*^ 0.016%
- Yucca\*
- Green Tea\*

*Although every effort is made to make this product bone free, some small fish bones may still be present.*



Crude Protein 13% | Crude Fat 11% | Crude Fibre 1% | Crude Ash 2.5% | Moisture 68%

Calories 169kcal/100g

## 60/40 Complete & Balanced Raw Recipes (adult dog)

Complete 60/40 nuggets or 300g blocks provide a safe, simple and convenient way to feed raw, enabling dogs to obtain all the nutrients they require. All 60/40 recipes contain chicken and grain, in the form of brown rice and are suitable for all adult dogs. There are six varieties in our 60/40 nugget range, with 4 recipes also made into 300g blocks for easier serving to larger dogs or multidog households. Our dog nuggets weigh approximately 17g each and they allow for simple, fuss-free feeding with owners simply required to count out the number of nuggets needed (see feeding guides on back of packs), defrost and feed. Each bag contains approximately 58 nuggets but always equates to 1kg. We also have some select 60/40 recipes packaged into 500g bags for convenience.

4g/100g of small bone pieces maybe present in all recipes under this category, with the exception of the Beef & Chicken Nuggets and 300g block which are both made from boneless meats.

### 60/40 Tripe and Chicken with Salmon, Vegetables and Brown Rice

- Chicken\* 29%
- Tripe\* 26%
- Brown Rice\* 19%
- Peas\* 8%
- Salmon\* 5%
- Carrots\* 5%
- Swede\* 5%
- Pea Fibre\*
- Minerals
- Yucca\*
- Green Tea\*



Crude Protein 11% | Crude Fat 8% | Crude Fibre 1% | Crude Ash 2% | Moisture 70%

Calories 148kcal/100g



## 60/40 Lamb with Chicken, Salmon, Vegetables and Brown Rice

- Lamb\* 30%
- Chicken\* 25%
- Brown Rice\* 19%
- Peas\* 8%
- Salmon\* 5%
- Carrots\* 5%
- Swede\* 5%
- Pea Fibre\*
- Minerals
- Yucca\*
- Green Tea\*



Crude Protein 11% | Crude Fat 9% | Crude Fibre 1% | Crude Ash 4.5% | Moisture 66%

Calories 159kcal/100g

## 60/40 Chicken with Salmon, Vegetables and Brown Rice

- Chicken\* 55%
- Brown Rice\* 19%
- Peas\* 8%
- Salmon\* 5%
- Carrots\* 5%
- Swede\* 5%
- Pea Fibre\*
- Minerals
- Yucca\*
- Green Tea\*



Crude Protein 11% | Crude Fat 6% | Crude Fibre 1% | Crude Ash 3% | Moisture 71%

Calories 130kcal/100g

## 60/40 Beef and Chicken with Vegetables and Brown Rice

- Beef\* 30%
- Chicken\* 30%
- Brown Rice\* 16%
- Peas\* 8%
- Carrots\* 5%
- Swede\* 5%
- Pea Fibre\*
- Sunflower Oil
- Minerals
- Yucca\*
- Green Tea\*



Crude Protein 12% | Crude Fat 9% | Crude Fibre 1% | Crude Ash 2% | Moisture 67%

Calories 165kcal/100g

## 60/40 Fish and Chicken with Vegetables and Brown Rice

- Chicken\* 34%
- Brown Rice\* 19%
- Salmon\* 16%
- White Fish\* 10%
- Peas\* 8%
- Carrots\* 5%
- Swede\* 5%
- Pea Fibre\*
- Minerals
- Yucca\*
- Green Tea\*



Crude Protein 11% | Crude Fat 7% | Crude Fibre 1% | Crude Ash 2.5% | Moisture 67%

Calories 153kcal/100g

## 60/40 with Tripe, Chicken Heart, Liver & Salmon, Vegetables and Brown Rice

- Tripe\* 25%
- Brown Rice\* 18%
- Salmon\* 15%
- Chicken Heart\* 15%
- Peas\* 8%
- Chicken Liver\* 5%
- Carrots\* 5%
- Swede\* 5%
- Pea Fibre\*
- Minerals
- Yucca\*
- Green Tea\*



Crude Protein 11% | Crude Fat 8% | Crude Fibre 1% | Crude Ash 3% | Moisture 68%

Calories 152kcal/100g

## 60/40 Complete & Balanced 300g Blocks

As mentioned, 4 of our 60/40 recipes are made into convenient 300g blocks which can be ideal for larger breed dogs or multidog households. The recipes and analytical constituents are the same as the corresponding nugget recipe and they are available as single flavours or as a multipack.





## Ready to Mix

Our range of frozen pure meats makes it easy for those customers looking for safe options to use as components to prepare a home-made diet. High quality meats, frozen from fresh to retain all the nutrients and supplied in a range suitable for all types of adult dogs. 400g mince blocks and 2kg Freeflow mince provide delicious meaty ingredients for those more adventurous in the kitchen when feeding their pet. These are pure meat only and will require careful supplementation with ground fresh fruit and vegetables and, if required, a healthy carbohydrate source. More information about ideal additional ingredients can be found in our Raw Advisor course and we always recommend homemade meals should contain a good quality vitamin and mineral supplement to ensure basic nutritional requirements are covered.

Our Ready to Mix range is only suitable for experienced raw feeders and dogs who are over 12 months of age.

## 400g Meat Blocks

### Chicken 400g Mince

- 100% Chicken\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 14% | Crude Fat 7% | Crude Fibre 0.5% | Crude Ash 4% | Moisture 74%
- Calories 121kcal/100g



### Turkey 400g Mince

- 100% Turkey\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 18% | Crude Fat 8% | Crude Fibre 0.5% | Crude Ash 5.5% | Moisture 68%
- Calories 144kcal/100g



### Tripe 400g Mince

- 100% Tripe\*
- Bone free product
- Crude Protein 13% | Crude Fat 12% | Crude Fibre 0.5% | Crude Ash 1% | Moisture 72%
- Calories 166kcal/100g



### Beef 400g Mince

- 100% Beef\*
- Bone free product
- Crude Protein 17% | Crude Fat 18% | Crude Fibre 0.5% | Crude Ash 1% | Moisture 63%
- Calories 232kcal/100g



### Chicken & Tripe 400g Mince

- 50% Chicken\*
- 50% Tripe\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 14% | Crude Fat 9% | Crude Fibre 0.5% | Crude Ash 2.5% | Moisture 74%
- Calories 137kcal/100g



### Lamb & Chicken 400g Mince

- 60% Lamb\*
- 40% Chicken\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 15% | Crude Fat 13% | Crude Fibre 0.5% | Crude Ash 5% | Moisture 65%
- Calories 183kcal/100g



### Chicken & Rabbit 400g Mince

- 70% Chicken\*
- 30% Rabbit\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 15% | Crude Fat 8% | Crude Fibre 0.5% |  
Crude Ash 5% | Moisture 71%
- Calories 134kcal/100g



### Texture comparison

Below you can see the difference in mince-grades between our 400g block mince (above) and Freeflow Minces (to follow). This allows for easy portion control and helps customers choose and defrost proteins with simplicity, depending on their own specific requirements.



*400g Mince*



*Freeflow Mince*

## Freeflow Minces

Our Freeflow minces do exactly as they suggest and ‘free flow’ for ideal portion control. Packaged in 2kg bags, whether you need 10g or 1500g, Freeflow mince is an excellent addition to home prepared meals, available as 6 various pure and mixed protein options.

### Chicken Freeflow

- 100% Chicken\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 16% | Crude Fat 8% | Crude Fibre 0.5% | Crude Ash 4% | Moisture 71%
- Calories 138kcal/100g



### Turkey Freeflow

- 100% Turkey\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 18% | Crude Fat 8% | Crude Fibre 0.5% | Crude Ash 5.5% | Moisture 68%
- Calories 144kcal/100g





### Tripe Freeflow

- 100% Tripe\*
- Bone free product
- Crude Protein 13% | Crude Fat 12% | Crude Fibre 0.5% | Crude Ash 1% | Moisture 72%
- Calories 166kcal/100g



### Lamb & Chicken Freeflow

- 60% Lamb\*
- 40% Chicken\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 15% | Crude Fat 13% | Crude Fibre 0.5% | Crude Ash 5% | Moisture 65%
- Calories 183kcal/100g



### Beef Freeflow

- 100% Beef\*
- Bone free product
- Crude Protein 17% | Crude Fat 18% | Crude Fibre 0.5% | Crude Ash 1% | Moisture 63%
- Calories 232kcal/100g





### Chicken & Tripe Freeflow

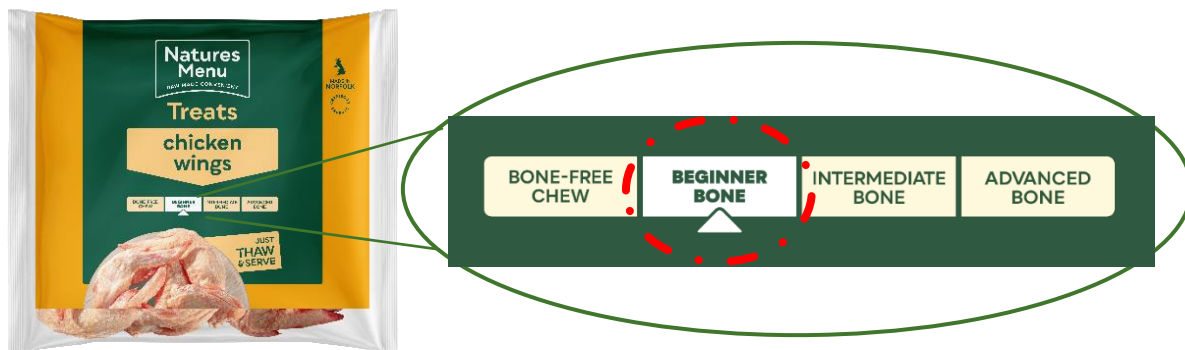
- 60% Chicken\*
- 40% Tripe\*
- Product may contain approximately 6g/100g of small bone pieces
- Crude Protein 14% | Crude Fat 11% | Crude Fibre 0.5% | Crude Ash 3.5% | Moisture 70%
- Calories 159kcal/100g



## Treats (frozen)

Natures Menu have a range of raw bones, bone-free chews and chunks which can be fed as a treat to raw fed dogs. It is important to understand the various stages and introduction technique we advise before embarking on feeding bones and chews, especially if customers are new to raw feeding.

Our Treats packaging clearly denotes 'Bone Free', 'Beginner', 'Intermediate' and 'Advanced' levels depending on the bone or chew density. However, bones should always be fed with care and monitored at all times whilst consuming. It is the owner's full responsibility to ensure their dog is capable of consuming them without gulping or displaying guarding behaviour.



Although notoriously sharp, young puppy's teeth can be very fragile and therefore, they should not be given our marrow or rib bones due to their hard density (see treat gradings later). Older dogs who are inexperienced bone eaters, should also be introduced to the range with care, following our guide, to help prevent potential damage to teeth and jaws. In fact, any dog or owner who is new to raw feeding and/or feeding raw treats should read our bones & chews advice before purchasing a selection for their dog.

Some of our bones, such as Duck Wings and Chicken Wings, will often be consumed entirely depending on the personality of the dog consuming them. Some may just eat the meat and leave the harder bone material to be disposed of. Our Marrow Bones will be licked clean of their tasty marrow filling inside of the bone, with the hard outer left for disposal. We would suggest feeding an appropriate raw treat no more than 1-3 times a week and adjust the main meals accordingly. There is no 'set rule' for adjusting feeding amounts following a raw treat and owners are advised to use their own discretion. Remember, feeding a Duck Wing to a Miniature Dachshund will count as a much bigger daily portion over feeding the same treat to a St. Bernard!

After feeding bones, faeces may be lighter in colour and drier, have a less pungent smell and be easier to pick up due to the bone content. However, beware as feeding too much bone can lead to constipation and if customers report their dog's faeces are very dry, white and crumbly (making them difficult to pick up without breaking up) they may be feeding too much bone to their individual dog and the daily/weekly diet should be addressed.

Feeding bones may also help with natural cleaning of teeth. For many years, we have been taught that dry kibble foods are best for cleaning teeth but when was the last time you ate a cream cracker to clean your teeth? In fact, some kibbles can coat the teeth in a sugary film providing an ideal environment for bacteria to develop and oral problems to occur. A carnivore eating a bone allows all dentition to be used as it was designed for: incisors for nibbling small, meaty pieces and cartilage away from the bone, canines for gripping larger meaty pieces and ripping/tearing through chunks and premolars and molars for grinding down pieces of meat and crushing bone (see our Raw Advisor course for canine dentition diagram). Bones can potentially be used as nature's toothbrush.

We advise to be cautious offering raw meaty bones and chews to pets not already fed a raw diet as their digestive system may not be able to tolerate them as well as a raw fed pet. We also advise to introduce raw treats after the dog has been fed a 100% raw diet for a minimum of 4 weeks as this allows the body to adapt to the new food.

Our bones, chews and chunks use colour coded packaging according to the protein source to match the rest of our ranges:

Red = Beef      Purple = Turkey  
Yellow = Chicken      Green = Duck

## Natures Menu's Bone Guide

### Bone Free Chews



Minimum age recommendation = 12 weeks+

A great selection of bone free chews and chunks ideal for introducing raw treats to new dogs and puppies.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks.

Pack size: 1kg Poultry Hearts | 1kg Beef Chunks | 2 x Beef Trachea

## Beginner Bones



Minimum age recommendation = 20 weeks+

Soft, bird bones, easy to chew through and offering a seriously meaty snack.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks. Dogs should be exposed to bone-free chews before embarking on beginner bones to assess their suitability.

Pack size: 1kg Chicken Wings | 6 x Duck Wings

## Intermediate Bones



Minimum age recommendation = 8 months+

Slightly denser, tougher bird neck bones. These offer a meaty treat requiring careful positioning in the paws to allow proper chewing of the bone.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks. Dogs should be exposed to bone-free chews and beginner bones before embarking on intermediate bones to assess their suitability.

Pack size: 2 x Turkey Necks | 6 x Duck Necks

## Advanced Bones



Minimum age recommendation = 12 months+

Dense beef bones that offer a long-lasting, tough chew. Care should be taken not to allow dogs to chew for a prolonged period to prevent jaw-ache.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks. Dogs should be exposed to beginner and intermediate bones before embarking on advanced bones to assess their suitability.

Pack size: 2 x Beef Ribs | 1 x Beef Marrow Bone







## Natures Menu Raw Freeze-Dried Complete & Balanced

Our innovative freeze-dried range is a simple way to feed raw food on the go, anywhere and anytime. Fully complete & balanced to the FEDIAF Nutritional Guidelines, this range is the perfect substitute for raw when there is limited access to fridges or freezers. We have our own in-house freeze-drying machines dedicated to pet food at our manufacturing plant in Snetterton, Norfolk.

It is worth noting that the analytical constituents on freeze-dried products always appear much higher when compared directly to information found on packs of raw or dry food and this is simply down to the moisture content. In freeze-dried products, the moisture content is around 4-6% whereas dry food averages 5-10% and raw food averages 65 - 75%. When calculated into dry matter format (see module 2 for further information), the analytical values are often very comparable with a similar recipe.

For example;

|                 | 80/20 Turkey with Superfoods<br>frozen nuggets |            | 80/20 Turkey Freeze Dried raw |            |
|-----------------|--|------------|-------------------------------|------------|
|                 | As fed   | Dry Matter | As fed                        | Dry Matter |
| <b>Moisture</b> | 68%  |            | 6%                            |            |
| <b>Protein</b>  | 13%  | 40.6%      | 40%                           | 42.6%      |
| <b>Fat</b>      | 9%   | 28.1%      | 33%                           | 35.1%      |
| <b>Fibre</b>    | 1%   | 3.1%       | 6%                            | 6.4%       |
| <b>Ash</b>      | 3%   | 9.4%       | 8%                            | 8.5%       |
| <b>Calories</b> | 157 Kcal/100g                                  |            | 485 Kcal/100g                 |            |

Differences in values, such as fat and ash, are generally due to the different meat cuts in the recipes i.e., the freeze-dried range is made from all boneless meats whereas the raw nuggets will contain cuts with bone. Therefore, the analytical constituents of these individual components will affect overall levels.

From the table above, we can also see that due to the reduced moisture content, freeze-dried complete food has increased calorie amounts per 100 gram and therefore, far lower volumes are instructed to feed to ensure a suitable calorie intake. Approximate feeding guides can be found on back of pack.

Natures Menu currently have 4 complete & balanced, single protein freeze-dried recipes to choose from, all of which can be fed straight from the pack with no defrosting or chilled storage required. Its raw, freeze-dried, for **extreme convenience**. Containing 80% meat & offal with 20% wholesome fruits and vegetables, all recipes are no grain and made from boneless meats.





Available in 250g and 120g packs. Suitable for all adult dogs 12mths+.

80/20 Raw Freeze-Dried Turkey

|                   |      |
|-------------------|------|
| Turkey*           | 80%  |
| Carrots*          | 5%   |
| Apples*           | 5%   |
| Minerals          |      |
| Pea Fibre*        |      |
| Butternut Squash* | 1%   |
| Sweet Potato*     | 1%   |
| Cranberries*      | 0.5% |
| Blackberries*     | 0.5% |
| Flaxseed*         |      |
| Chicory Root*     |      |
| Kale*             |      |
| Peppermint*       |      |
| Coconut Oil*      |      |
| Green Tea*        |      |
| Yucca*            |      |
| Rosemary*         |      |
| Parsley*          |      |
| Dandelion Root*   |      |
| Hawthorn Leaf*    |      |



Crude Protein 40% | Crude Fat 33% | Crude Fibre 6% | Crude Ash 8% | Moisture 6%  
Calories 485kcal/100g

## 80/20 Raw Freeze-Dried Chicken

|                   |      |
|-------------------|------|
| Chicken*          | 80%  |
| Carrots*          | 5%   |
| Apples*           | 5%   |
| Minerals          |      |
| Pea Fibre*        |      |
| Butternut Squash* | 1%   |
| Sweet Potato*     | 1%   |
| Cranberries*      | 0.5% |
| Blackberries*     | 0.5% |
| Flaxseed*         |      |
| Chicory Root*     |      |
| Kale*             |      |
| Peppermint*       |      |
| Coconut Oil*      |      |
| Green Tea*        |      |
| Yucca*            |      |
| Rosemary*         |      |
| Parsley*          |      |
| Dandelion Root*   |      |
| Hawthorn Leaf*    |      |



Crude Protein 39% | Crude Fat 32% | Crude Fibre 6% | Crude Ash 8% | Moisture 6%

Calories 480kcal/100g

80/20 Raw Freeze-Dried Beef

|                   |      |
|-------------------|------|
| Beef*             | 80%  |
| Carrots*          | 5%   |
| Apples*           | 5%   |
| Minerals          |      |
| Pea Fibre*        |      |
| Butternut Squash* | 1%   |
| Sweet Potato*     | 1%   |
| Cranberries*      | 0.5% |
| Blackberries*     | 0.5% |
| Flaxseed*         |      |
| Chicory Root*     |      |
| Kale*             |      |
| Peppermint*       |      |
| Coconut Oil*      |      |
| Green Tea*        |      |
| Yucca*            |      |
| Rosemary*         |      |
| Parsley*          |      |
| Dandelion Root*   |      |
| Hawthorn Leaf*    |      |



Crude Protein 38% | Crude Fat 34% | Crude Fibre 6% | Crude Ash 8% | Moisture 6%  
Calories 490kcal/100g

## 80/20 Raw Freeze-Dried Lamb

|                   |      |
|-------------------|------|
| Lamb*             | 80%  |
| Carrots*          | 5%   |
| Apples*           | 5%   |
| Minerals          |      |
| Pea Fibre*        |      |
| Butternut Squash* | 1%   |
| Sweet Potato*     | 1%   |
| Cranberries*      | 0.5% |
| Blackberries*     | 0.5% |
| Flaxseed*         |      |
| Chicory Root*     |      |
| Kale*             |      |
| Peppermint*       |      |
| Coconut Oil*      |      |
| Green Tea*        |      |
| Yucca*            |      |
| Rosemary*         |      |
| Parsley*          |      |
| Dandelion Root*   |      |
| Hawthorn Leaf*    |      |



Crude Protein 37% | Crude Fat 34% | Crude Fibre 6% | Crude Ash 8% | Moisture 6%

Calories 490kcal/100g

## Mighty Mixers

Our Mighty Mixer choices are either a gently baked option or a more economical extruded biscuit and are designed for those customers who may wish to make their own diets for their dogs. They can provide the carbohydrate element of a home prepared meal if desired or can also be fed in addition to complete and balanced nuggets should owners require (feeding amounts should be suitably adjusted to prevent excessive weight gain). As with our other Ready to Mix products, our Mighty Mixer biscuits are complementary, specifically designed to be mixed with raw meats or can be fed in moderation as a treat.

### Country Hunter Mighty Mixer (baked) 1.2kg

- Oats 44%
- Sweet Potato 11%
- Beef Liver 10%
- Peas 10%
- Carrots 10%
- Swede 5%
- Apples 5%
- Blueberries 1%
- Seaweed 1%
- Spinach 1%
- Salmon 1%
- Green Tea
- Yucca
- Dicalcium phosphate



Crude Protein 15% | Crude Fat 8% | Crude Ash 3.5% | Crude Fibre 4.5% | Moisture 7%

Calories 350kcal/100g



### Mighty Mixer with Turkey & Oats (extruded) 2kg

- Oats 39%
- Peas 16%
- Potato 16%
- Turkey 14.5%
- Carrots 4.9%
- Apple 3%
- Poultry Fat 2.6%
- Flaxseed 1%
- Fish Oil 1%
- Dried Broccoli 0.2%
- Dried Kelp 0.1%
- Chicory Root 0.1%
- Rosemary 0.1%



Crude Protein 14% | Crude Fat 12.7% | Crude Fibre 3.1% | Crude Ash 2.8% | Moisture 9%  
Calories 375kcal/100g

### Mighty Mixer with Salmon & Potatoes (extruded) 2kg

- Potato 25%
- Oats 23.6%
- Peas 23.5%
- Salmon 14.5%
- Carrots 4.9%
- Apple 3%
- Poultry Fat 2.6%
- Flaxseed 1%
- Fish Oil 1%
- Dried Broccoli 0.2%
- Dried Kelp 0.1%
- Chicory Root 0.1%
- Rosemary 0.1%



Crude Protein 14% | Crude Fat 11.5% | Crude Fibre 3.4% | Crude Ash 3% | Moisture 9%  
Calories 367kcal/100g

## Cooked Complete & Balanced Range - Wet Food

At Natures Menu, we understand that storing frozen dog food is not always easy when you are away from home. For this reason, we have developed our range of cans and pouches that contain all the essential vitamins and minerals that your pet requires. Our whole range is cooked by placing the raw ingredients into the can/pouch, sealing, then cooking in a hot water bath, helping to keep all the natural flavours locked inside. Many other brands place their ingredients precooked into the container and then cook for a second time to ensure their sterility and minimise bacteria levels. This method can destroy nutrients as well as sometimes potentially affect taste.

Our cooked cans and pouches for dogs can make a handy alternative for when you have limited fridge and freezer access, such as being away on holiday with your dog, visiting friends or family, or attending dog competitions/events.

Our entire range is safe to be mixed directly with raw food and most dogs will happily make the switch straight away. However, it is always important to remember every pet is an individual and some pets may be more sensitive to change so, if a dog is known to be sensitive, always introduce the cooked range gradually and in plenty of time before required for periods away. Stools may also be slightly softer when feeding cooked products for a time due to the lack of bone content.

As we offer similar products to our raw complete & balanced range, our cooked products can also be used as single, novel protein diets where customers are unsure of using the raw equivalent. In addition, customers whose dogs suffer from protein or grain allergies or intolerances may be relieved to know there is an alternative option to the raw foods if and when required.

All recipes in our cooked range are fully complete and balanced so do not require mixing or supplementation with other food formats. If however, they are being used to 'top up' or encourage consumption of a dry food, always be sure to check the feeding guidelines as any information stated on pack (no matter the brand) will give amounts to be fed as a sole food, so decreases need to be taken into consideration to avoid excessive weight gain.

## Country Hunter Dog Cans

Our Country Hunter can and pouch recipes contain 80% meat (and offal) with 20% fruits and vegetables. Many are available as single, novel protein options and all are no grain recipes.

Recipes are available in single 600g cans and 400g cans where displayed. Suitable for all adult dogs.

Our Country Hunter cans are a meatloaf-like texture meaning they can be chopped into chunks or mashed to a finer consistency with a fork, depending on how individual dogs prefer their food texture.



### Wild Venison with Superfoods

- Venison 80%
- Blueberries 4%
- Peas 3%
- Swede 3%
- Carrots 3%
- Apples 3%
- Seaweed 1.5%
- Spinach 1.5%
- Sunflower Oil <1%
- Yucca
- Green Tea
- Yeast Extract



Crude Protein 9.2% | Crude Fat 5.6% | Crude Fibre 0.5% | Crude Ash 2.6% | Moisture 79.5%

Calories 94kcal/100g

## Turkey with Superfoods

- Turkey 80%
- Cranberry 4%
- Pears 3.5%
- Pumpkin Seed 3%
- Butternut Squash 3%
- Broccoli 3%
- Cod Liver Oil 1.5%
- Kelp 0.7%
- Spinach 0.7%
- Green Tea



Crude Protein 10.6% | Crude Fat 5.5% | Crude Fibre 0.3% | Crude Ash 2% | Moisture 80%

Calories 96kcal/100g

## Rabbit with Superfoods

- Rabbit 80%
- Cranberry 4%
- Peas 3%
- Swede 3%
- Carrots 3%
- Apples 3%
- Seaweed 1.5%
- Spinach 1.5%
- Sunflower Oil <1%
- Yucca
- Green Tea
- Yeast Extract



Crude Protein 9.7% | Crude Fat 5% | Crude Fibre 0.5% | Crude Ash 2.6% | Moisture 79%

Calories 93kcal/100g



## Beef with Superfoods

- Beef 80%
- Sweet Potatoes 3%
- Carrots 3%
- Green Beans 3%
- Mixed Berries 2%
- Spirulina 0.5%
- Yucca
- Green Tea
- Rosemary Extract



Crude Protein 10.9% | Crude Fat 7.3% | Crude Fibre 0.4% | Crude Ash 2.1% | Moisture 73%  
Calories 130kcal/100g

## Wild Boar with Superfoods

- Boar 80%
- Blackcurrant 4%
- Apples 3.5%
- Pumpkin Seed 3%
- Butternut Squash 3%
- Broccoli 3%
- Cod Liver Oil 1.5%
- Kelp 0.7%
- Spinach 0.7%
- Green Tea



Crude Protein 9.9% | Crude Fat 6.2% | Crude Fibre 0.5% | Crude Ash 2% | Moisture 79%  
Calories 101kcal/100g



## Duck & Turkey with Superfoods

- Duck 40%
- Turkey 40%
- Sweet Potatoes 3%
- Carrots 3%
- Green Beans 3%
- Mixed Berries 2%
- Minerals 1%
- Sunflower Oil 0.5%
- Spirulina 0.5%
- Yucca
- Green Tea



Crude Protein 10.4% | Crude Fat 5.2% | Crude Fibre 0.3% | Crude Ash 2.5% | Moisture 79%

Calories 96kcal/100g

## Pheasant and Goose with Superfoods

- Pheasant 40%
- Goose 40%
- Redcurrants 4%
- Pears 3.5%
- Pumpkin Seed 3%
- Butternut Squash 3%
- Broccoli 3%
- Cod Liver Oil 1.5%
- Kelp 0.7%
- Spinach 0.7%
- Green Tea



Crude Protein 9.6% | Crude Fat 5.2% | Crude Fibre 0.9% | Crude Ash 2.3% | Moisture 79%

Calories 92kcal/100g

## Salmon and Chicken with Superfoods

- Salmon 43%
- Chicken 37%
- Raspberry 4%
- Swede 3%
- Peas 3%
- Carrots 3%
- Apples 3%
- Seaweed 1.5%
- Spinach 1.5%
- Sunflower Oil <1%
- Yucca
- Green Tea
- Yeast Extract



Crude Protein 10% | Crude Fat 5.2% | Crude Fibre 0.7% | Crude Ash 1.9% | Moisture 81%  
Calories 87kcal/100g

Our Country Hunter Game Meat Selection Pack contains 3 of each Venison, Wild Boar, Pheasant & Goose and Duck & Turkey 400g cans for those dogs who like to vary their protein flavours.



## Country Hunter Superfood Selection Dog Pouches

Our Country Hunter pouches for dogs come in a convenient 150g size for smaller dogs or those wishing to mix feed. Fully complete and balanced, these pouches offer a flavoursome meal using all no grain recipes and single proteins. Suitable for all adult dogs.

Available as a multipack of 12 (3 of each flavour) or as single flavour packs of 6 pouches.



|                    |      |      |      |      |  |              |
|--------------------|------|------|------|------|--|--------------|
| Farm Reared Turkey | 80%  |      |      |      | Protein 10.6%   Fat 5.5%   Fibre 0.4%   Ash 2.4%  <br>Moisture 79% | 97kcal/100g  |
| Succulent Duck     |      | 80%  |      |      | Protein 10.1%   Fat 4.2%   Fibre 0.3%   Ash 2.6%  <br>Moisture 80% | 87kcal/100g  |
| Free Range Chicken |      |      | 80%  |      | Protein 10.3%   Fat 5.1%   Fibre 0.3%   Ash 2.4%  <br>Moisture 80% | 92kcal/100g  |
| Grass Grazed Beef  |      |      |      | 80%  | Protein 10.9%   Fat 7.3%   Fire 0.4%   Ash 2.1%  <br>Moisture 73%  | 130kcal/100g |
| Sweet Potato       | 3%   | 3%   | 3%   | 3%   |  |              |
| Carrots            | 3%   | 3%   | 3%   | 3%   |  |              |
| Green Beans        | 3%   | 3%   | 3%   | 3%   |  |              |
| Mixed Berries      | 2%   | 2%   | 2%   | 2%   |  |              |
| Spirulina          | 0.5% | 0.5% | 0.5% | 0.5% |  |              |
| Yucca              |      |      |      |      |  |              |
| Green Tea          |      |      |      |      |  |              |
| Rosemary Extract   |      |      |      |      |  |              |



## Natures Menu Original Cans

Our Original range of cans offer a range of simple, complete and balanced recipes, using a selection of favourite meats and offal including chicken, lamb and beef. With 60% meat and offal inclusion, this range is suitable to feed all adult dogs, with one recipe especially prepared for puppies.

Adult available as single 400g flavours, 12 x 400g single flavour, or multipack of 12 containing 3 of each Adult recipe.

Puppy available as single 400g cans or 12 x 400g cans.

Made as a meatloaf format to enable chunk feeding or a finer texture when mashed with a fork.



### Junior Chicken with Turkey for Puppies

- Chicken\* 45%
- Turkey\* 16.5%
- Salmon\* 3.5%
- Sunflower oil 1%
- Minerals
- MOS\* 0.3%
- Dried spinach\* 0.25%

*Suitable to use  
for weaning  
puppy litters  
onto solid food*



Crude Protein 12% | Crude Fat 7% | Crude Fibre 0.3% | Crude Ash 1.8% | Moisture 77%

Calories 115kcal/100g

### Chicken with Salmon & Vegetables

- Chicken\* 50%
- Salmon\* 10%
- Carrots\* 4%
- Peas\* 2%
- Cooked rice\* 2%
- Minerals
- Sunflower oil 0.1%



Crude Protein 11% | Crude Fat 6% | Crude Fibre 0.5% | Crude Ash 2.3% | Moisture 76%

Calories 111kcal/100g



## Chicken with Vegetables

- Chicken\* 60%
- Carrots\* 4%
- Potato\* 4%
- Peas\* 2%
- Minerals
- Sunflower Oil 0.1%



Crude Protein 11% | Crude Fat 6% | Crude Fibre 0.5% | Crude Ash 2.3% | Moisture 75%  
Calories 114kcal/100g

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## Lamb & Chicken with Vegetables

- Chicken\* 34%
- Lamb\* 26%
- Carrots\* 4%
- Peas\* 4%
- Cooked rice\* 2%
- Minerals
- Sunflower Oil 0.1%



Crude Protein 11% | Crude Fat 6% | Crude Fibre 0.5% | Ash 2.3% | Moisture 76%  
Calories 111kcal/100g

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## Beef with Chicken & Vegetables

- Beef\* 35%
- Chicken\* 25%
- Carrots\* 4%
- Potato\* 4%
- Peas\* 2%
- Minerals
- Sunflower Oil 0.1%



Crude Protein 11% | Crude Fat 6% | Crude Fibre 0.5% | Crude Ash 2% | Moisture 76%

Calories 112kcal/100g

## Natures Menu Original Pouches

Our Original range of pouches offers convenient, complete and balanced meals in 300g pouches using familiar protein sources. With 60% meat and offal, this range is suitable to feed all adult dogs with one recipe especially prepared for puppies.

Made as a meatloaf format to enable chunk feeding or finer mashed with a fork.



## Puppy Chicken with Lamb

- Chicken 48%
- Lamb 20%
- Rice 2%

*Suitable to use  
for weaning  
puppy litters  
onto solid food*



Crude Protein 10.6% | Crude Fat 5.9% | Crude Fibre 0.3% | Crude Ash 2.2% | Moisture 78%

Calories 104kcal/100g



- Chicken with Duck & Vegetables
- Beef with Tripe & Vegetables
- Chicken with Vegetables
- Turkey with Chicken & Vegetables

Available as a multipack of 8 x 300g containing 2 of each flavour or single flavours 8 x 300g.

|                     |                         |                       |             |                           |   |              |
|---------------------|-------------------------|-----------------------|-------------|---------------------------|---|--------------|
| Chicken with Duck   | 45% Chicken<br>15% Duck |                       |             |                           | Protein 10.2%   Fat 5.7%  <br>Fibre 0.5%   Ash 2.8%  <br>Moisture 80% | 92kcal/100g  |
| Beef with Tripe     |                         | 40% Beef<br>20% Tripe |             |                           | Protein 10.8%   Fat 7.2%  <br>Fibre 0.7%   Ash 2.4%  <br>Moisture 77% | 110kcal/100g |
| Chicken             |                         |                       | 60% Chicken |                           | Protein 10.2%   Fat 5.3%  <br>Fibre 0.5%   Ash 2.6%  <br>Moisture 80% | 91kcal/100g  |
| Turkey with Chicken |                         |                       |             | 40% Turkey<br>20% Chicken | Protein 10.4%   Fat 5.3%  <br>Fibre 0.5%   Ash 2.5%  <br>Moisture 80% | 91kcal/100g  |
| Peas                | 4%                      | 4%                    | 4%          | 4%                        |   |              |
| Carrots             | 4%                      | 4%                    | 4%          | 4%                        |   |              |
| Rice                | 2%                      | 2%                    | 2%          | 2%                        |   |              |

### Chicken with Rabbit and Vegetables 300g Light Pouch

- Chicken 46%
- Rabbit 14%
- Peas 4%
- Carrots 4%
- Rice 2%



Crude Protein 10.3% | Crude Fat 3.5% | Crude Fibre 0.5% | Crude Ash 2.5% | Moisture 80%

Calories 83kcal/100g

### Lamb with Chicken with Vegetables & Rice 300g Senior Pouch

- Lamb 40%
- Chicken 20%
- Rice 4%
- Peas 4%
- Carrots 4%



Crude Protein 10.6% | Crude Fat 5.9% | Crude Fibre 0.5% | Crude Ash 2.5% | Moisture 78%

Calories 102kcal/100g

## Natures Menu Especially for Cats

Our feline friends have a full menu to choose from within our cans range. Made from tasty meats cats love, our adult 85g cans are suitable for all adult cats and are fully complete and balanced. Our kitten can is safe to be fed from weaning and is also safe to be used to wean litters onto solid food.

Broth is added to all recipes to help prevent drying of the ingredients whilst cooking.

Adult cans are available as single flavours of 18 x 85g cans or, as a multipack of 12 x 85g cans containing 4 of each flavour. Kitten cans are available as 18 x 85g pack.

### Kitten Chicken

- Chicken\* 70%
- Chicken broth\* 29.2%
- Minerals 0.8%



Crude Protein 10% | Crude Fat 7% | Crude Fibre 0.2% | Crude Ash 2% | Moisture 80%

Calories 103kcal/100g

### Adult Beef and Chicken

- Beef\* 40%
- Chicken\* 30%
- Beef and Chicken Broth\* 29.3%
- Minerals 0.7%



Crude Protein 10% | Crude Fat 6% | Crude Fibre 0.2% | Crude Ash 2% | Moisture 80%

Calories 98kcal/100g

### Adult Chicken with Salmon & Tuna

- Chicken\* 60%
- Chicken, Salmon and Tuna Broth\* 29.3%
- Salmon\* 6%
- Tuna\* 4%
- Minerals 0.7%



Crude Protein 10% | Crude Fat 6% | Crude Fibre 0.2% | Crude Ash 2% | Moisture 80%

Calories 98kcal/100g

### Adult Chicken with Turkey

- Chicken\* 55%
- Turkey and Chicken Broth\* 29.3%
- Turkey\* 15%
- Minerals 0.7%



Crude Protein 10% | Crude Fat 6% | Crude Fibre 0.2% | Crude Ash 2% | Moisture 80%

Calories 98kcal/100g



## Country Hunter Superfood Bars for Dogs

Delicious, air-dried bars made with the finest pieces of meat, naturally blended with a selection of superfoods for a healthy snack. A great addition to any diet as a tasty reward. Available in 5 delicious flavours and all no grain recipes (excluding Salmon & White Fish bar due to rice flour inclusion). These bars can be fed whole or easily broken into smaller pieces for training rewards and are suitable for dogs 4 months and over.

Available in 100g resealable packs. We also have Chicken with Venison Puppy Bites in 70g bags suitable to feed from 8 weeks onwards. Pre-cut into smaller pieces for ease of use with training.

### Duck with Carrot & Pumpkin Seeds

- Duck 62%
- Pumpkin Seeds 4%
- Carrot
- Pea Protein
- Glycerine
- Distilled Vinegar
- Fennel Seeds
- Orange Zest
- Turmeric
- Ground Ginger
- Vegetable Oil
- Minerals



Crude Protein 27% | Crude Fat 26% | Crude Fibre 2% | Crude Ash 8% | Moisture 22%

Calories 382kcal/100g

## Turkey with Cranberries & Pumpkin

- Turkey 65%
- Cranberry 4%
- Pumpkin 4%
- Apple 0.1%
- Pea Protein
- Glycerine
- Distilled White Vinegar
- Ground Cinnamon
- Ground Ginger
- Flaxseed
- Vegetable Oil
- Minerals



Crude Protein 34% | Crude Fat 15% | Crude Fibre 2% | Crude Ash 6% | Moisture 22%

Calories 340kcal/100g

## Chicken with Coconut & Chia Seeds

- Chicken 65%
- Chia Seeds 4%
- Coconut 4%
- Dried Spinach 0.1%
- Pea Protein
- Glycerine
- Distilled White Vinegar
- Dried Sweet Potato
- Flaxseed
- Thyme
- Vegetable Oil
- Minerals



Crude Protein 34% | Crude Fat 18% | Crude Fibre 3.5% | Crude Ash 6% | Moisture 22%

Calories 342kcal/100g

## Beef with Spinach and Quinoa

- Beef 75%
- Quinoa 4%
- Dried Spinach 4%
- Dried Sweet Potato 0.1%
- Glycerine
- Pea Protein
- Distilled White Vinegar
- Minerals
- Red Beet Powder
- Flaxseed
- Orange Zest
- Vegetable Oil



Crude Protein 33% | Crude Fat 24% | Crude Fibre 2% | Crude Ash 6% | Moisture 22%

Calories 382kcal/100g

## Salmon & White Fish with Cranberries & Kelp

- Salmon 35%
- White Fish 31%
- Cranberry 4%
- Kelp 4%
- Rice Flour
- Glycerine
- Oatflakes



Crude Protein 30% | Crude Fat 17% | Crude Fibre 1.5% | Crude Ash 6% | Moisture 18%

Calories 340kcal/100g

## Chicken with Venison Puppy Bites

- Chicken\* 80%
- Glycerine
- Venison\* 4%
- Potato starch\*
- Spinach\* 1%
- Butternut squash\* 1%
- Sunflower Oil\*



Crude Protein 32% | Crude Fat 26% | Crude Fibre 2.5% | Crude Ash 3% | Moisture 16%  
Calories 420kcal/100g

## 95% Real Meaty Treats

Our no grain recipe meaty treats for cats and dogs contain 95% real meat and have been gently cooked to release an amazing meaty flavour. These are great for training and a wonderful option for owners to hide medication in.

Our puppy treats are made slightly smaller than their adult dog counterparts, so they are easier to use for puppy training. Please be advised that all treats contain pork.

### Dog Real Meaty Treats

- with Chicken 60g & 120g pack (333 kcals/100g)
- with Beef 60g & 120g pack (333 kcals/100g)
- with Chicken with Lamb 60g & 120g pack (333 kcals/100g)
- Puppy Treats with Chicken 60g pack (333 kcals/100g)



## Cat Real Meaty Treats

- With Chicken & Liver 60g pack (335 kcals/100g)
- With Salmon & Trout 60g pack (335 kcals/100g)




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For the latest product information, please see our website [www.naturesmenu.co.uk](http://www.naturesmenu.co.uk).