



NATURE'S VARIETY ADVISOR

Nutritional training package

Nature's Variety Advisor

Introduction

Welcome to the Nature's Variety Advisor training course.

Our Nature's Variety range of foods incorporates high-end, optimal, natural nutrition for healthy pets. Natural products, free from artificial flavours and colours, using quality ingredients with high meat content and revolutionary technologies in pet food manufacture. We care about the animals we feed, as well as the recipes we create and focus on healthy ingredients to create superior quality and taste.

Nature's Variety is a range for owners who want to feed the best possible food to their pets. Our natural blends nourish from the inside out.

The key difference of Nature's Variety is the diversity of the range with technologies to suit all tastes and budgets.

By completing this course, you will learn about the different technologies used, our ingredients and why they have been included in our blends. We hope you will also gain some valuable information about the innovative and varied Freeze-Dried range.

Good luck and we hope you enjoy taking part.

The logo for Nature's Variety is displayed within a white rectangular box with a thin orange border. The text "Nature's Variety" is in a white, serif font, with a registered trademark symbol (®) at the end. The box is set against a solid orange background.

Nature's Variety®

Advisor

Nature's Variety | Veterinary Division

Why Feed a Natural Pet Food

There are many reasons why pet owners chose to feed a natural diet or decide to change from lesser quality diets for their pets. These can include;

- Consideration of their chosen pet food's impact on the environment
- Conscious of feeding natural ingredients, free from artificial colours and flavours
- Long term conditions which could be improved by a change of diet, such as digestive issues
- Desire to feed a more species appropriate food such as high meat, low carbohydrate
- Understanding of allergies and intolerances to common pet food ingredients
- Replicating a diet similar to their own of fresh fruits, meats, fish and vegetables
- The want to feed their pet as an equal family member without the need for home cooking or designing their own recipes

Made with sustainable and renewable (green) electricity, the Nature's Variety range provides not only the benefit of fresh, natural ingredients in every recipe but also the convenience of several formats of food including dry, wet, and Freeze-Dried options. We believe it is important that pet owners make their own decision when it comes to feeding the family dog or cat and we never suggest that one chosen way is better or healthier than another. We not only care about the pets we feed but also about the ingredients we use to formulate our recipes that nourish them from the inside out.

Nature's Variety are proud to provide healthy options to offer all types of pet parent and pet, leaving the ultimate choice of how to feed down to the most important person in your pet's life: you.

Our formulas have been developed to be better suited to the lifestyles of today's pets which are all unique in their own way with various exercise intensities, sport participation, leisure activities, coat densities, metabolisms, and appetites.



Overview of the Nature's Variety Range

Details of each range will be given throughout the course but to demonstrate the areas Nature's Variety covers within the brand, below is a brief overview of each technology and references to where you can find more information;

Dry: Pages 8 - 20

Original & Selected Dry

- Original Dry Adult Cat
- Selected Junior Dog
- Selected Adult Mini Dog (<10kg)
- Selected Adult Med/Max Dog (10kg+)
- Selected Adult Cat
- Selected Kitten



Meat Boost

- Adult Dog (5kg+)



Freeze-Dried: Pages 21 - 29

- Complete Freeze-Dried Food
- Freeze-Dried Meat Bites
- Freeze-Dried Meat Chunks
- Freeze-Dried Toppers



Wet: Pages 30 - 35

- Bites in Gravy for Adult Cats
- Original Adult Mini Dog (<10kg)
- Original Adult Med/Max Dog (10kg+)
- Original Adult Cat



Cat and dog nutritional requirements

Adult cats and dogs, as well as puppies and kittens, have very specific nutritional requirements and our complete and balanced foods are formulated to contain these species-specific nutrients. It is **not** advisable for cats and dogs to be fed foods which are not specifically formulated for them, as **serious nutritional deficiencies may occur** i.e., cats should not be exclusively fed dog food and dogs should not be exclusively fed cat food. The most notable nutritional difference is the cat's essential dietary requirement for the amino acid **taurine** which is required for healthy reproduction, heart function, eyesight, and hearing. Dogs require a lower amount of taurine in their diet, as unlike cats, they are able to synthesise it themselves from other amino acids. Taurine is rich in ingredients such as fresh meat but is very sensitive to high temperatures. Whilst Taurine will naturally occur in all the meat contents of our products, our cooked cat pouches and dry food contain an additional supplement to ensure all levels are suitable for the species required.

As a member of **UK Pet Food** (previously PFMA), we ensure all our complete and balanced foods, (including ambient, Freeze-Dried, and dry foods), are formulated to be within the European nutritional guidelines, known as the **FEDIAF Guidelines**. These guidelines have been designed through many years of scientific research and offer the very latest information on the ideal nutrient levels for companion animals during their various life stages.



Feeding Guides

It is important to remember when studying or comparing feeding guides from various companies, they may be very different, and this can be due to several **scientific reasons** such as;

- The type of food in question i.e., dry, wet, semi-moist or Freeze-Dried
- The energy density of the specific food
- Calorie content
- Ingredient quality
- Moisture content

At Nature's Variety, we understand the importance of **accurately calculating an animal's daily ration** to help prevent excessive weight gain or loss, however, we know that for busy owners, this can be time consuming, easily mis-calculated, or simply guessed to avoid any lengthy weighing and measuring. To make things simple, we have devised an easy to use **feeding calculator** on our Nature's Variety website which considers the age, weight, and exercise regime of the pet in question before calculating the amount required to be fed. **It is important this guide is referred to by customers** to ensure pets are consuming their complete nutritional requirements on a daily basis whilst maintaining a healthy weight and energy levels. It is also important to remember that the online calculator, like all feeding guides, should be used as a guide and starting point. Nature's Variety appreciates that all pets are different and the amount to feed can vary depending on many factors. Always aim to feed your pet to keep them a healthy body condition score. More information on body condition scoring can be found on the feeding calculator and below.

Getting Started
Your Pet
Their Lifestyle & Activity
Their Preferences
Our Recommendations

Let us help with feeding

We understand that with so many different options to choose from, finding the perfect food for your pet can be a difficult task.

Our feeding guidelines wizard will help you discover the natural nourishment your pet needs to keep them healthy and active.

All you need to do is tell us a few things about your loving companion and we will do the rest!

If you have multiple pets, you can add another at any time. Let's get started!

My pet's name is

Rover

RESET NEXT

How active is Rover, on average?

Active dogs need different amounts of food to less active dogs.

Less Active

Less than 1 hour a day, walking on the lead

BACK

Moderately Active

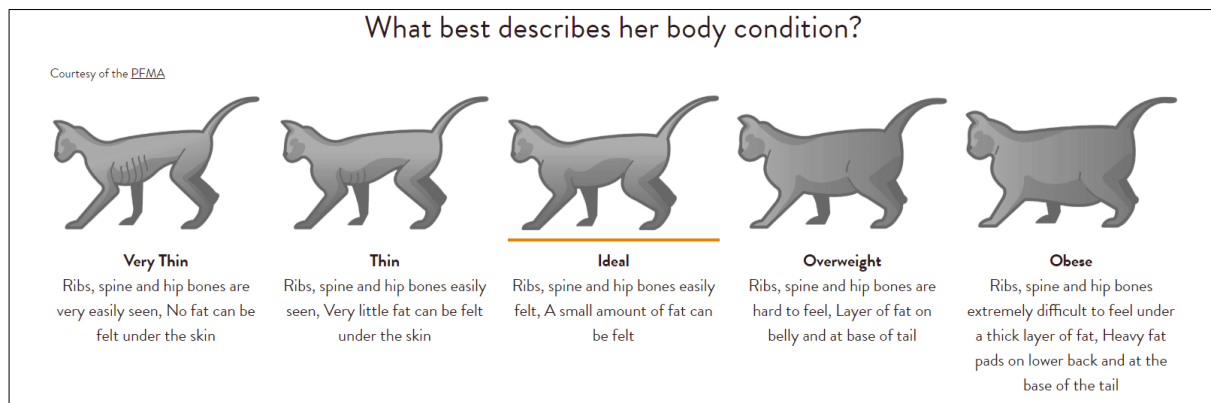
1 to 3 hours a day, with some off-lead work

NEXT

Highly Active

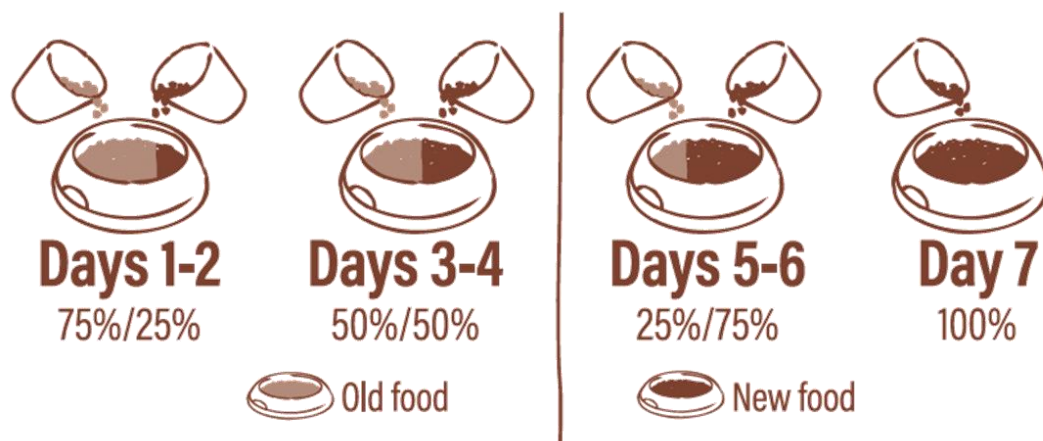
3 to 6 hours a day, working dog

If a pet is **overweight**, it is important to feed to the **desired weight**, rather than the **current weight** to help achieve some loss (a note will be visible on the online calculator to indicate to customers that they may want to feed a lesser amount if they select their pet is overweight or obese). The amount of food should be **decreased gradually** to help prevent animals feeling over hungry. For example, if a cat weighs 6kg and should ideally weigh 4kg, we would first advise feeding for a 5.5kg cat. Once achieved, then decrease to a 5kg daily amount until achieved and then continue to decrease every few weeks until the bodyweight is deemed healthy.



Transitioning

Because Nature's Variety offers a **wide range of technologies** to choose from, we do not provide standard transitioning advice as this will depend on the food type the customer is switching over to. As with any change, we always recommend **a gradual swap** to the new food **over approximately 7 days**. If transitioning to Complete Freeze-Dried food from dry food, ensure the meals are fed separately as breakfast and dinner for 7 days before making the switch. For **dry food transition** from one brand to Nature's Variety, we recommend introducing the Nature's Variety gradually to the meals whilst slowly decreasing the old brand over 7 days.



DRY RANGE

Original Dry for Cats

Selected Dry for Dogs

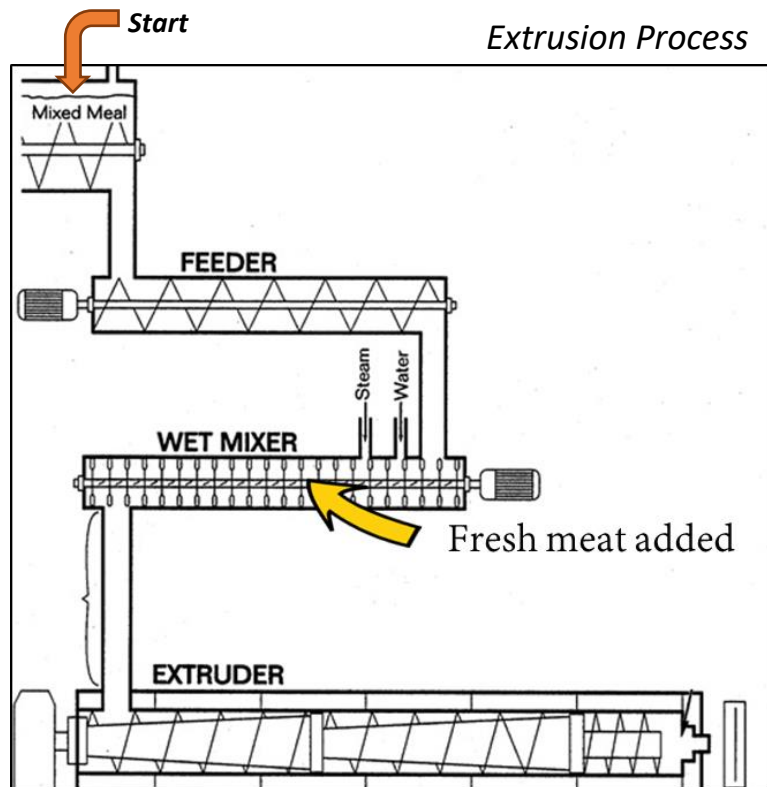
Selected Dry for Cats

Meat Boost for Dogs

Nature's Variety Dry Food Manufacture

Original, Selected and Meat Boost biscuits

- Extruded product
- Steam cooked at a **lower temperature** to help preserve natural nutrition of ingredients: 20-30% lower compared to conventional products
- Made by our Spanish colleagues: Affinity – experts in dry food
- High biological value, quality ingredients
- High quantity of quality **fresh meat** added for nutrition and flavour
- Dehydrated meat for texture and flavour
- Fruits, vegetables & herbs to provide nutritional value, alternative carbohydrates, vitamins, and minerals
- Proven **health benefits** listed on back of packs
- Oils & fats for texture, taste and omegas 3 & 6



Original Dry for cats

- ✓ **Complete & balanced** dry food for neutered and entire adult cats (1yr+)
- ✓ Simple contents using only one manufacturing technology (extruded biscuit)
- ✓ Premium quality **deboned meat** ($\geq 20\%$) as the primary ingredient
- ✓ Perfect **entry food** for customers looking to upgrade their cat's dry option from basic supermarket brands
- ✓ Natural ingredients with no artificial colours, flavours or preservatives
- ✓ Excellent palatability
- ✓ **Grain** and **No Grain** options within **Original** cat range
- ✓ Available in **Chicken for Entire Cats** | **Salmon for Neutered Cats** | **No Grain Turkey for Neutered Cats**
- ✓ Chicken for Entire Cats has a **slightly higher calorie content** to compensate for increased metabolism in un-neutered cats (**Chicken: 396kcal** | **Salmon: 380kcal** | **Turkey: 375kcal**)
- ✓ All options in 1.25kg resealable bags



Ingredients:**Chicken** (entire adult cats)

Deboned Chicken meat* (21%), dried chicken protein (20%), brown rice* (13%), dried peas* (12%), dried turkey protein (7%), oats* (6%), maize protein, poultry fat* (4%), beet pulp*, protein hydrolysate (3%), minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried apple* (0.3% equivalent to 2% fresh apple), fish oil* (0.3%).

*Natural ingredients

Salmon (neutered adult cats)

Deboned salmon* (20%), brown rice* (13.5%), dried salmon protein (13%), maize protein, dried peas* (10.5%), potato protein, dried tuna protein (4%), oats* (4%), poultry fat* (3.5%), pea fibre*, protein hydrolysate (3%), beet pulp*, minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried apple* (0.3% equivalent to 2% fresh apple). *Natural ingredients

Turkey No Grain (neutered adult cats)

Deboned Turkey meat* (20%), dried chicken protein (19%), dried peas* (10%), dried potato* (10%), dried pork protein (6%), dried chickpeas (6%), dried turkey protein (5%), pea fibre, poultry fat* (3%), protein hydrolysate (3%), beet pulp*, potato starch*, dried chicory root*, minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried apple* (0.3% equivalent to 2% fresh apple). *Natural ingredients



Original Adult Cat Dry

Selected Dry

- ✓ **Complete & balanced**, premium dry food for cats and dogs
- ✓ Simple contents using only one manufacturing technology (extruded biscuit)
- ✓ Premium quality **deboned meat** ($\geq 30\%$) as the main ingredient
- ✓ A **high quality, premium diet** with an affordable price tag for owners who want to feed the best dry food
- ✓ Natural ingredients with no artificial colours, flavours or preservatives
- ✓ Excellent palatability
- ✓ 74% of pet owners already feed a dry food - 69% of them feel **guilty** for doing so. Our aim is to feed these pets the best quality nutrition in a format that owners feel comfortable using
- ✓ All recipes **No Grain** – excellent for sensitive pets and consumer requirements



Selected Junior Dog

- **Free Range Chicken**
- High end **complete and balanced** puppy product
- Available in 2kg and 10kg resealable bags
- Made with **deboned free-range chicken (30%)** and includes nutritious superfood ingredients for optimal health and wellbeing
- Currently only available in chicken as most popular and well tolerated by most pets
- Suitable for all breeds of puppy
- Feed from 2 – 12 months (referred to as puppy and/or junior food)
- Suitable for weaning litters
- **No Grain** recipe
- Recommended to stay on puppy until **12 months** of age
- Suitable for pregnant and lactating bitches

Ingredients:

Free Range Chicken

Deboned Free Range Chicken meat* (30%), dried chicken protein (27%), dried peas* (12%), pea starch*, poultry fat* (6%), dried chickpeas* (4%), dried sweet potato* (4%), protein hydrolysate (3.5%), dried chicory root*, fish oil* (0.5%), dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), minerals, dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients



Selected Junior Dog Dry

Selected Adult Mini Dog

- Available in **Free Range Chicken**, **Norwegian Salmon**
- Deboned meat as primary ingredient (30%)
- **Mini dogs** classed as any adult dog weighing approximately **10kg or less**
- Chicken available in 1.5kg resealable bags
- Norwegian Salmon available in 1.5kg resealable bags
- Smaller biscuits for smaller mouths
- **No Grain** recipes

Selected Adult Med/Max Dog

- Available in **Free Range Chicken**, **Norwegian Salmon**
- Deboned meat as primary ingredient (30%)
- **Med/Max dogs** classed as any adult dog weighing approximately **over 10kgs**
- Chicken available in 2kg and 10kg resealable bags
- Norwegian Salmon available in 2kg resalable bags
- **No Grain** recipes



Selected Range for adult dogs – general information

- Norwegian Salmon contains poultry fat & protein hydrolysate (see ingredients reference table later) and tuna, therefore **NOT** a single protein product
- **Complete and balanced** for adult dogs (over 1 year)
- Selected meat proteins for **optimal nutrition and palatability**
- Great for fussy appetites
- **No Grain** recipes

Ingredients:

Free Range Chicken

Deboned Free Range Chicken meat* (30%), dried chicken protein (22%), dried peas* (12%), dried chickpeas* (5.5%), pea starch*, poultry fat* (5%), dried sweet potato* (4%), protein hydrolysate (3.5%), potato starch*, pea fibre*, dried chicory root*, minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients.

Norwegian Salmon

Deboned Norwegian salmon* (30%), dried tuna protein (19.5%), dried peas* (14%), dried sweet potato* (7%), pea starch*, poultry fat* (6%), dried chickpeas* (5.5%), potato protein, protein hydrolysate (3.5%), dried chicory root*, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), minerals, dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients.



Selected Mini Adult Dry



Selected Med/Max Adult Dry

Selected for Kittens

- Delicious high meat, high quality **complete dry kitten food**
- Available in **Free Range Chicken**
- **Deboned meat is primary ingredient (32%)**
- Available in 300g and 1.25kg resealable bags
- Suitable for all kittens up to 1 year of age
- Suitable weaning product
- Quality meat with added fruits, vegetables, vitamins and minerals
- **No Grain** recipe
- **Small, easy to eat biscuit size**
- Energy rich for active kittens
- Enriched with fish oils to support development of the nervous system and vision
- Suitable for pregnant and lactating queens

Ingredients:

Free Range Chicken

Deboned Free Range Chicken meat* (32%), dried chicken protein (32%), dried peas* (9%), poultry fat* (5.5%), pea starch*, dried chickpeas* (4%), dried sweet potato* (4%), protein hydrolysate (2.5%), dried chicory root*, fish oil* (0.5%), dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), minerals, dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients.



Selected Kitten

Selected for Adult Cats

- Available in **Free Range Chicken**, **Norwegian Salmon**
- Free Range Chicken available in 300g, 1.25kg and 3kg resealable bags
- Norwegian Salmon available in 1.25kg resealable bags
- **High deboned meat inclusion in recipes (30%)**
- High quality **complete and balanced** adult cat food (1 year+)
- **High quality meat** with added fruits, vegetables, vitamins and minerals
- **No Grain and low carbohydrate**
- Great for fussy felines
- Poultry fat included in **all** recipes

Ingredients:

Free Range Chicken

Deboned Free Range Chicken meat* (30%), dried chicken protein (26%), dried peas* (9%), potato starch*, dried chickpeas* (5%), pea fibre*, dried sweet potato* (4%), potato protein, protein hydrolysate (3%), poultry fat* (2.5%), dried chicory root*, minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients.

Norwegian Salmon

Deboned Norwegian salmon* (30%), dried peas* (13%), potato protein, dried tuna protein (11%), dried chickpeas* (4.5%), dried salmon protein (4.5%), dried sweet potato* (4%), pea starch*, poultry fat* (3.5%), protein hydrolysate (3%), pea fibre*, dried chicory root*, minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients



Selected Adult Cat

Pack Design

Customers want to know **exactly** what goes into their pet's food. Our packs clearly explain our main natural ingredients with no jargon.

This 2kg pack contains these main natural ingredients

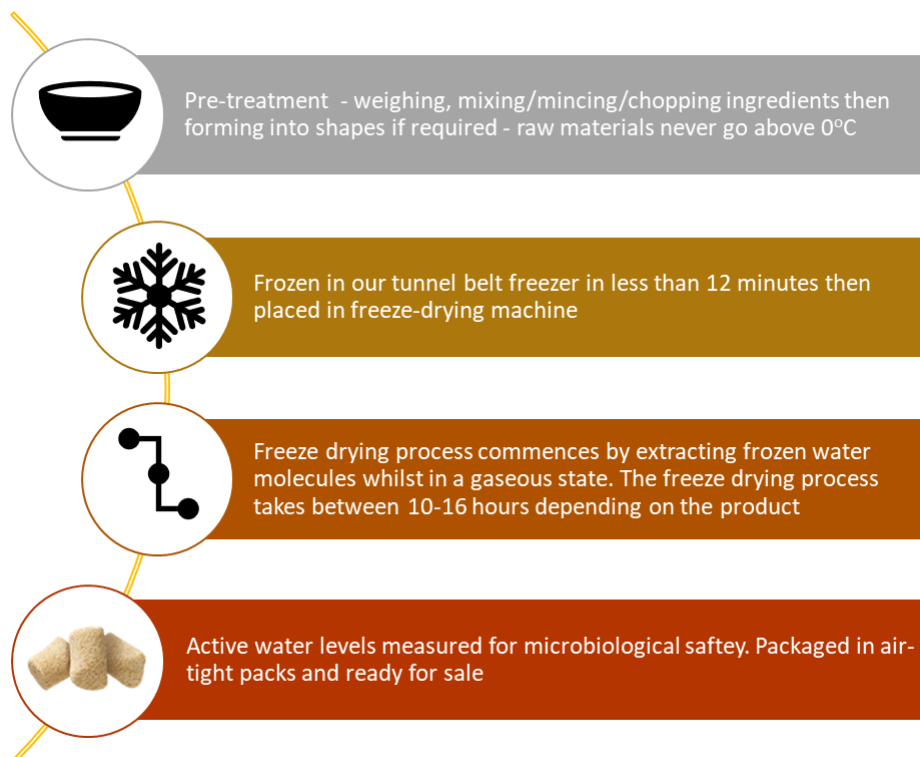


Meat Boost – general information

- ✓ Complete & balanced, ultra-premium dry food for dogs
- ✓ Uses two technologies to produce 1 innovative product
- ✓ High meat bite with Freeze-Dried meat bites
- ✓ 90% high meat kibble with 10% Freeze-Dried meat bites
- ✓ Deboned meat as first ingredient in high meat bite (28.5% in biscuit alone)
- ✓ A high quality, premium diet
- ✓ Raw inspired – great alternative to raw feeding
- ✓ Natural ingredients
- ✓ Excellent palatability
- ✓ No Grain recipes

Manufacture of Freeze-Dried Bites

- 84% of high-quality chicken or fish with 16% pumpkin seed fibre
- Minimally processed to lock in goodness
- Made at our Snetterton factory using innovative technology and machinery
- Only UK pet food producer who have freeze-drying machines dedicated to pet food
- Pumpkin seed fibre used to provide texture



Meat Boost for Adult Dogs

- Suitable for all adult dogs (5kg+)
- Available in **Free Range Chicken**, **Norwegian Salmon**
- **Free Range Chicken** includes **Freeze-Dried meat bites**
- **Norwegian Salmon** includes **Freeze-Dried fish**
- Excellent palatability
- Both options available in 1.5kg and 10kg resealable bags
- Only 1 life stage option available at this time (adult 1yr+)



Meat Boost

Ingredients:

Free Range Chicken

Deboned Free Range Chicken meat* (28.5%), dried chicken protein (21%), dried peas* (11%), dried chickpeas* (5%), pea starch*, poultry fat* (5%), Freeze-Dried free range chicken* 4% (2.5% deboned meat), dried sweet potato* (4%), protein hydrolysate (3.5%), potato starch*, pea fibre*, dried chicory root*, dried pumpkinseed*, minerals, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), dried kelp* (0.01%), dried rosemary* (0.01%).

*Natural ingredients

Norwegian Salmon

Deboned Norwegian salmon* (28.5%), dried tuna protein (18.5%), dried peas* (13%), dried sweet potato* (7%), pea starch*, poultry fat* (6%), dried chickpeas* (5.5%), Freeze-Dried fish* 4% (3.5% deboned fish), protein hydrolysate (3.5%), potato protein, dried chicory root*, dried pumpkinseed*, dried carrot* (0.5% equivalent to 4% of fresh carrot), dried broccoli* (0.5% equivalent to 4% fresh broccoli), dried apple* (0.3% equivalent to 2% fresh apple), minerals, dried kelp* (0.01%), dried rosemary* (0.01%). *Natural ingredients



FREEZE-DRIED RANGE

Freeze-Dried Complete Food

Freeze-Dried Toppers

Freeze-Dried Meat Bites

Freeze-Dried Meat Chunks

Freeze-Dried technology

- Innovative technology
- A technique for preserving perishable foods and enabling easier storage and transport at room temperature
- Nature's Variety is the only UK based manufacturer with freeze-drying machines dedicated to pet food
- Freeze-drying involves minimal processing to lock in flavour and nutrients (see manufacturing)
- Substantially lowered water content inhibits the action of micro-organisms and enzymes that would ordinarily cause product to spoil or degrade
- We test the active water content of our Freeze-Dried products to ensure the moisture level is low enough to inhibit the growth of bacteria, mould and yeast
- Freeze-Dried food should be kept in an air-tight packet until ready for use and will remain stable on the shelf for approximately 2 years
- Excellent results in palatability
- Treats, chunks, toppers and complete food available
- Always important to recommend customers wash their hands thoroughly after handling our Freeze-Dried products
- Freeze-drying has been a technology used for many years in the human food market and we use items every day that have been through this same process. Items commonly Freeze-Dried include;
 - Instant coffee granules
 - Fruits – in cereals and snack bars
 - Vegetables – such as stock cubes
 - Dairy – used as ingredients
 - Eggs – used as 'powdered egg'
 - Military rations to prevent spoilage but preserve flavour



Freeze-Dried Complete Food

- Complete and balanced to comply with the European (FEDIAF) pet nutritional guidelines
- Available in **Chicken** | **Beef** | **Lamb** | **Turkey**
- All single protein products
- Can be fed straight from the single serve pack. No need to hydrate (unless owners wish to)
- 80% meat & offal complete dry product
- Made with **natural ingredients**
- No artificial flavours, colours or preservatives
- Allows customers to feed a 'raw' diet without added concerns of storage, defrosting etc.
- Can leave down in bowl for free/ad-lib feeding (unlike raw)
- **No requirements for special storage:** i.e. no requirement for refrigeration or freezing, even when opened.
Keep in cool, dry place
- **No Grain recipes**
- All made from deboned meat, healthy offal content with fruits & veg
- Available in **120g resealable bags for Mini (<10kg) Adult Dogs** and **250g resealable bags for Med/Max (10kg+) Adult Dogs**
- Suitable only for **adult dogs**
- **Superior palatability**



Freeze Dried Complete

Ingredients:

N.B. Recipes for Mini and Med/Max dogs identical, only pack size is different

Chicken

Chicken 80% (deboned chicken meat 50%, chicken heart 20%, chicken liver 10%), carrots (5%), apples (5%), pea fibre, butternut squash (1%), sweet potato (1%), cranberries (0.5%), blackberries (0.5%), flaxseed (0.5%), minerals, chicory root, kale (0.3%), peppermint, coconut oil, beet pulp, green tea (0.05%), yucca, rosemary (0.04%), parsley (0.02%), dandelion root, hawthorn leaf

Beef

Beef 80% (deboned beef meat 50%, beef lung 30%), carrots (5%), apples (5%), pea fibre, butternut squash (1%), sweet potato (1%), minerals, cranberries (0.5%), blackberries (0.5%), flaxseed (0.5%), chicory root, kale (0.3%), peppermint, coconut oil, beet pulp, green tea (0.05%), yucca, rosemary (0.04%), parsley (0.02%), dandelion root, hawthorn leaf

Lamb

Lamb 80% (deboned lamb meat 35%, lamb lung 35%, lamb heart 5%, lamb liver 5%), carrots (5%), apples (5%), pea fibre, butternut squash (1%), sweet potato (1%), minerals, cranberries (0.5%), blackberries (0.5%), flaxseed (0.5%), chicory root, kale (0.3%), peppermint, coconut oil, beet pulp, green tea (0.05%), yucca, rosemary (0.04%), parsley (0.02%), dandelion root, hawthorn leaf

Turkey

Turkey 80% (deboned turkey meat 55%, turkey heart 20%, turkey liver 5%), carrots (5%), apples (5%), pea fibre, butternut squash (1%), sweet potato (1%), minerals, cranberries (0.5%), blackberries (0.5%), flaxseed (0.5%), chicory root, kale (0.3%), peppermint, coconut oil, beet pulp, green tea (0.05%), yucca, rosemary (0.04%), parsley (0.02%), dandelion root, hawthorn leaf



Complete Freeze-Dried back of pack

Clear description of ingredients and
locked in goodness

*Easily identified as
'complete' food*

*Clearly listed
ingredient
breakdown*

Clear product image

*QR code for
customers to easily
discover more
about Nature's
Variety and the
range*



Easy to follow feeding guide

Freeze-Dried Toppers

- Designed to allow customers to **mix feed**
- Our research demonstrates **50% of dry food users mix food** with wet and 11% of those users mix with alternative feeding (raw + Freeze-Dried + others) (*Data source: U&A dogs – Specialized*)
- Mix feeding can help to provide **enrichment**, **avoid boredom**, and pet parents perceive it as **healthier**, **tastier** and **more nutritious**
- Our Toppers can be fed guilt free and offer a healthier option for mix fed pets
- Toppers are made from a **fully complete & balanced recipe** meaning they are naturally nutritious and will not affect daily nutrition when the regular food is substituted for the Topper portion
- Feeding instructions suggest feeding at **10% of the recommended daily calorie intake** (feeding guides on pack demonstrating amount to feed in grams and amount of regular food to feed)
- Made with natural ingredients
- The **perfect natural addition** to complement your dog's daily meals
- **No Grain recipes**
- No artificial flavours, colours or preservatives
- May help to encourage appetite in fussy dogs
- Freeze-Dried for outstanding palatability
- **Feeding guides provided on pack** to assist with dry food mixing (when feeding Nature's Variety complete dry)
- 2 Single protein options **Chicken | Beef**
- Chicken available as 15g and 120g bag
- Beef available as 120g bag



Ingredients:

Chicken

Chicken* 80% (deboned chicken meat 40%, chicken heart 30%, chicken liver 10%), carrots* (5%), apples* (5%), pea fibre* (1.25%), butternut squash* (1%), sweet potato* (1%), minerals (1%), cranberries* (0.5%), blackberries* (0.5%), flaxseed*, chicory root*, kale*, peppermint*, coconut oil*, beet pulp*, green tea*, yucca*, rosemary*, parsley*, dandelion root*, hawthorn leaf*.

*Natural ingredients

Beef

Beef* 80% (deboned beef meat 50%, beef lung 30%), carrots* (5%), apples* (5%), pea fibre* (1.25%), butternut squash* (1%), sweet potato* (1%), minerals (1%), sunflower oil* (0.8%), cranberries* (0.5%), blackberries* (0.5%), flaxseed*, chicory root*, kale*, peppermint*, coconut oil*, beet pulp*, green tea*, yucca*, rosemary*, parsley*, dandelion root*, hawthorn leaf*. *Natural ingredients



Freeze-Dried Meat Bites

- Minced de-boned meat & offal, made into pea-sized treats and Freeze-Dried for convenience
- Available in **Chicken | Beef | Lamb | Turkey**
- Complementary – not a complete food, designed as a **treat** or **simple meal addition**
- **100% named ingredient** – packing a punch in every bite
- No artificial colours, flavours or preservatives
- Great training treat
- **No Grain**
- **All options single protein**
- **20g bags**
- No need for special storage: i.e. no requirement for refrigeration or freezing, even when opened. Keep in cool, dry place



Freeze-Dried Meat Chunks

- Square chunks of **pure meat**, Freeze-Dried (can be broken into smaller pieces if required)
- Available in **Chicken Chunks** | **Beef Chunks**
- Complementary – not a complete food, designed to be fed as a **treat** or **simple meal addition**
- **100% named ingredient**
- Minimally processed – pure meat simply Freeze-Dried to lock in nutrients and superior taste
- Ready to serve
- No artificial colours, flavours or preservatives
- **No Grain**
- **All options single protein**
- **50g bags**
- No need for special storage: i.e. no requirement for refrigeration or freezing, even when opened. Keep in cool, dry place



WET RANGE

Bites in Gravy for adult cats

Original Pâté for adult dogs

Original Pâté for adult cats

Bites in Gravy Pouches for Adult Cats

- Complete and balanced recipes
- High quality protein
- Suitable for all adult cats (1yr +)
- Made with natural ingredients
- No artificial colours, flavours or preservatives
- Product especially designed with palatability at forefront of format and taste
- Visually pleasing appearance for pet parents
- Available flavours: with Chicken | with Salmon
- 85g pouches
- Bites in gravy consistency – chunks in sauce are the number one purchase texture in wet cat food
(Data source: Affinity U&A 2020)
- Available as single flavours or multipack of 4 (2 of each flavour)

Ingredients:

with Chicken

Chicken* (16%), poultry* (12%), pork* (5%), corn starch, beef and pork proteins, minerals, dehydrated carrot* (0.5% equivalent to 3.4% of fresh carrot), dehydrated peas* (0.5% equivalent to 1.8% of fresh peas), sugars. *Natural ingredients

with Salmon

Poultry* 24%, pork* 5%, salmon* 4%, corn starch, beef and pork proteins, minerals, dehydrated carrot* (0.5% equivalent to 3.4% of fresh carrot), dehydrated peas* (0.5% equivalent to 1.8% of fresh peas), sugars. *Natural ingredients

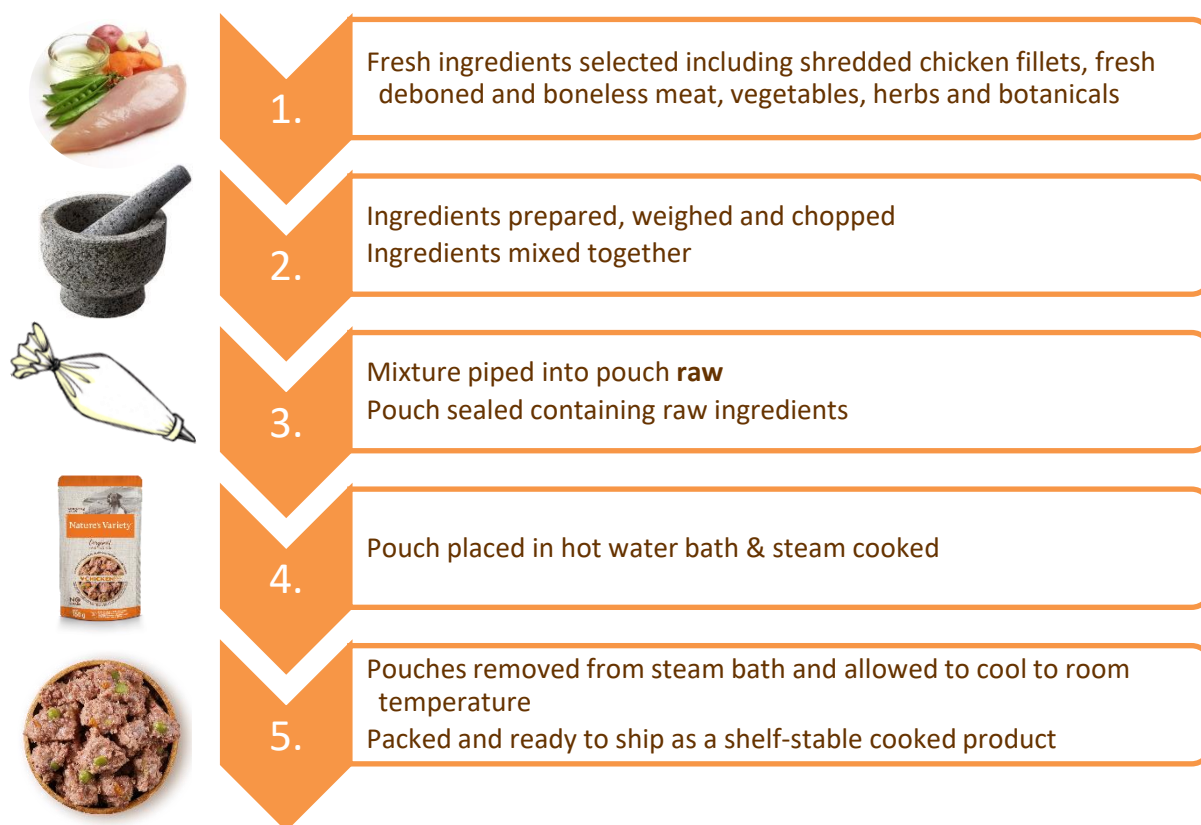


Bites in Gravy for Adult cats

Original Wet Pâté Pouches

- ✓ **Complete & balanced**, ultra-premium wet food for cats and dogs
- ✓ Available for **adult dogs, small breed dogs and cats**
- ✓ Optimal nutrition comprised of meat & offal, blended with vegetables, fruits & botanicals
- ✓ **Natural ingredients cooked within the pouch** to maintain freshness
- ✓ High quality, convenient and a familiar format of feeding
- ✓ **Pâté** consistency
- ✓ Grain free, excellent for sensitive pets
- ✓ **Broth** in recipes is water added before cooking to prevent drying of ingredients and to hold natural nutrients leached through heating

Manufacture (all Nature's Variety pouches)



Adult Small Breed and Adult Med/Max Original Wet Pâté Pouches

- Available in Beef, Chicken, Turkey
- High end, complete and balanced wet product designed for dogs
- Mini Adult Dog (<10kg) 150g pouches
- Med/Max Adult Dog (10kg+) 300g pouches
- Suitable for adult dogs only (1yr+)
- Pâté consistency
- Single protein meats but all contain salmon oil (care with allergies)
- Available in multipacks only (8 pouches = 4 x beef | 2 x chicken | 2 x turkey)
- Minimum of 66% meat & offal in each recipe
- Healthy mix of vegetables including:
 - Pumpkin
 - Spinach
 - Peas
 - Carrots
 - Tomato



Original Dog Wet Pâté

Ingredients:

N.B. Recipes for Mini and Med/Max dogs identical, only pouch size different

Beef

Beef* (66%), beef broth (28.9%), spinach* (2%), pumpkin* (2%), minerals, salmon oil. *Natural ingredients

Chicken

Chicken* (66%), chicken broth (28.9%), carrots* (2%), peas* (2%), minerals, salmon oil. *Natural ingredients

Turkey

Turkey* (66%), turkey broth (28.9%), tomato* (2%), carrots* (2%), minerals, salmon oil. *Natural ingredients



Original Mini Dog Wet Pâté



Original Med/Max Dog Wet Pâté

Original Wet Pâté Cat Pouches

- Complete and balanced recipe
- Available in **Chicken, Chicken with Goose, Beef and Chicken, Turkey**
- 70g pouches
- Suitable for all adult cats (1yr +)
- **Pâté consistency**
- Minimum of 70% meat & offal in each recipe
- Available as a multipack only (12 pouches = 3 of each recipe)
- **All recipes contain salmon oil**
- Unusual meat combinations useful for fussy felines

Ingredients:

Chicken

Chicken* (70%), chicken broth (28.9%), minerals, salmon oil. *Natural ingredients

Chicken with Goose

Chicken* (60%), chicken and goose broth (28.9%), goose* (10%), minerals, salmon oil. *Natural ingredients

Beef and Chicken

Beef* (40%), chicken* (30%), beef and chicken broth (28.9%), minerals, salmon oil. *Natural ingredients

Turkey

Turkey* (70%), turkey broth (28.9%), minerals, salmon oil. *Natural ingredients



Original Cat Wet Pâté

Ingredient Summary

When formulating a premium pet food range, we understand the importance of good quality, ingredients, locally sourced (where possible) and adding elements customers enjoy feeding to their pets such as herbs and botanicals. In the table below, you will find a comprehensive list of the ingredients used in all of our Nature's Variety recipes with the benefits they can potentially bring to our pets' lives.

Meat, Fish and Offal

| | |
|--------------------------------------|---|
| <i>Lamb</i> | A complete protein packed with vitamin A and B vitamins, including lots of B12, plus essential nutrients such as copper, zinc, phosphorus and selenium |
| <i>Turkey</i> | Excellent source of highly digestible, lean protein, rich in selenium and with natural omega 3 and 6 fatty acids. Also contains an excellent balance of essential amino acids and higher levels of the calming amino acid tryptophan |
| <i>Salmon</i> | Easy to digest with high levels of vitamin D3 and B12. Wild caught salmon, rich in essential amino acids including tryptophan and omega fatty acids making it a great choice for boosting heart health, kidney function and joints through the production of collagen and anti-inflammatory molecules. Dried salmon protein assists with final texture and stability of product |
| <i>Dried tuna protein</i> | Highly palatable for most dogs, also a good source of amino acids, essential amino acids, iron, iodine, vitamin D3, pyridoxine, vitamin B12 and niacin. Dried format helps with texture and stability of final product |
| <i>Beef</i> | Excellent protein source with all the essential nutrients to help maintain health and vitality. 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>Chicken/dried chicken protein</i> | Chicken is easily digestible and highly palatable. It is packed full of B vitamins and contains zinc, phosphorus, selenium and potassium. Dried chicken protein is simply carefully dried chicken to reduce the moisture content which helps with texture and stability of the final product |
| <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 is a rich source of taurine |
| <i>Liver</i> | Liver contains healthy levels of vitamin B12 which is involved in the synthesis of myelin, along with containing many other vitamins and minerals |
| <i>Lung</i> | Highly palatable and a great source of natural vitamins and minerals |

| | |
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| <i>Poultry</i> | Essential and diverse protein source, made from a mix of poultry birds (chicken, turkey, duck). Packed with amino acids |
| <i>Poultry fat</i> | Essential source of digestible fatty acids and adds palatability to the food. Poultry fat is rendered from poultry raw materials, mainly chicken |
| <i>Pork</i> | a good source of vitamins and minerals like phosphorus, selenium, and thiamine. Pork is actually richer in thiamine (a B vitamin required for a range of bodily functions) than other red meats like beef and lamb |
| <i>Salmon/fish oil</i> | Great source of omega 3 and 6 promoting a healthy skin and coat. Popular ingredient amongst raw feeders |
| <i>Freeze-Dried fish</i> | Our fish is all sourced from MSC (Marine Stewardship Council) assured suppliers. This standard assures ethical and sustainable working with strict guidelines on how suppliers operate. This will be a mix of white fish, including pollock |
| <i>Protein hydrolysate</i> | Ingredient used to coat the protein bite and high meat biscuit and is made by enzymatic hydrolysis. This is a controlled reaction to break down meat proteins to a specific size that develops the characteristic taste (palatability) and flavour that dogs and cats love. |
| <i>Beef / Pork proteins</i> | Added to help provide texture to chunk products |



Fruits and Vegetables

| | |
|---|--|
| <i>Carrots</i> | Good source of carbohydrate as well as containing carotenoid pigments which are the precursors to vitamin A |
| <i>Apples</i> | Apples with the skin on are full of antioxidants. They are also a great source of vitamins A and C, dietary fibre and carbohydrates |
| <i>Broccoli</i> | Excellent source of vitamins C and K |
| <i>Peas/dried peas/pea fibre/pea starch</i> | Good source of carbohydrate as well as providing healthy dietary fibre to aid digestion and passage of faeces. Pea fibre is a natural binding product and a healthier option over many other binding ingredients such as soy, peanut or rice. Dried peas help with texture and stability of the final product |
| <i>Butternut squash</i> | 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>Tomato</i> | Packed with nutrients and vitamins, including vitamin A, C, and K, as well as significant amounts of vitamin B6, folate and thiamine |
| <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. Dried sweet potato is sometimes used to help with texture and stability of the final product |
| <i>Potato starch/protein</i> | Helps to form texture in final product whilst remaining natural and a gluten free ingredient |
| <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 and anti-cancer properties |
| <i>Beet pulp</i> | Beet pulp is used as a carrier for our premix and can help to add bulk and moisture to the faeces by being an insoluble fibre, contributing to a healthy colon |
| <i>Cranberries</i> | Contain high levels of vitamin C, phytonutrients and have antibacterial properties. They are also well known for aiding in urinary tract health by preventing bacteria from binding to the wall of the bladder |
| <i>Blackberries</i> | Contain vitamin C and vitamin K, as well as being a great source of soluble and insoluble fibre |
| <i>Pumpkin</i> | Healthy and natural source of fibre which most dogs find highly palatable |

Botanicals, Herbs and Nutritional Goodies

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|--------------------------|--|
| <i>Flaxseed</i> | A great source of natural omega 3 and 6 and can help maintain a healthy skin and coat |
| <i>Kelp</i> | Rich source of vitamins and makes a great natural supplement |
| <i>Chicory root</i> | Provides some very important health benefits as a natural source of inulin – a soluble fibre which serves as a prebiotic. It also contains vitamin C which is an antioxidant |
| <i>Kale</i> | High in beta carotene, vitamin K, and vitamin C, calcium, magnesium and potassium. Kale is low in calories |
| <i>Coconut oil</i> | Known for its benefits within human health and is thought to help improve skin conditions, sensitive digestion, boost the immune system and is also thought to have some anti-inflammatory and antifungal properties |
| <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>Green tea</i> | Contains a high level of antioxidants namely in the form of catechins, which are excellent free radical scavengers and mop up highly unstable free radicals very effectively, limiting damage to the cells. In humans, 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 |
| <i>Yucca</i> | Said to naturally help the body remove toxins and facilitate digestion. It also contains considerable quantities of vitamin C, beta-carotene, calcium, iron, manganese, magnesium, niacin, phosphorous, protein and B vitamins |
| <i>Rosemary</i> | Known for its antioxidant and antimicrobial properties as well as having added benefits of helping to maintain heart and digestive health |
| <i>Parsley</i> | Rich in vitamins C, B12, K and A. Also known for its antioxidant properties and keeping the immune system strong |
| <i>Dandelion root</i> | Healthy source of many essential vitamins such as A, C, K, D and B complex. Also contains iron, manganese and many other trace minerals. In humans, it is thought to help with kidney function, digestion and can stimulate appetite |
| <i>Hawthorn leaf</i> | In humans, hawthorn can help the heart and cardiovascular system over an extended period of use |
| <i>Chickpeas (dried)</i> | Nutrient dense providing protein, dietary fibre, folate, and certain dietary minerals such as iron and phosphorus. Moderate amounts of thiamine, vitamin B6, magnesium, and zinc. Dried to help with texture and stability of final product |

| | |
|---------------------|---|
| <i>Pumpkin seed</i> | Popular ingredient with raw & natural feeders. an excellent source of protein, dietary fibre, niacin, iron, zinc, manganese, magnesium, phosphorus, riboflavin, folate, pantothenic acid, sodium and potassium |
| <i>Corn starch</i> | Ingredient used as a natural thickener in gravy sauces. Ingredient proven to be less allergenic than flour for pets and preferable for pets who suffer corn allergies (<i>Ref: Corn starch is less allergenic than corn flour in dogs and cats previously sensitized to corn. Thierry Olivry & Jennifer Bexley</i>) |
| <i>Sugars</i> | Added to cat foods as an energy source. Cats can easily convert sugar into usable energy through normal digestion |
| <i>Minerals</i> | Premix carrying the microminerals essential for health, including calcium and phosphorus |

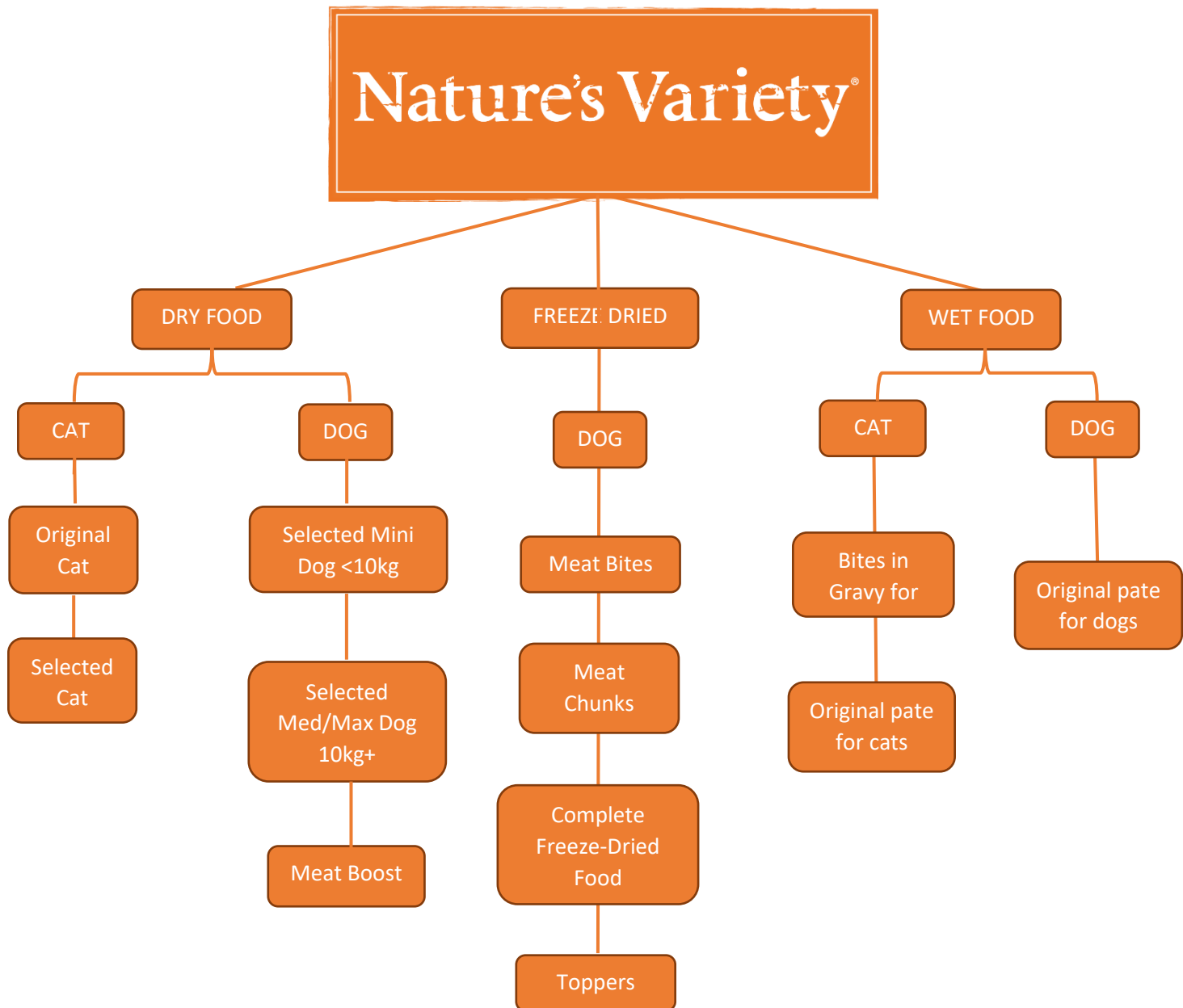


Nature's Variety Summary

- Nature's Variety is the first range in the UK to offer an affordable, complete and balanced range of Freeze-Dried meals with a selection of healthy snacks and treats
- We pride ourselves on producing high quality, natural products in easy-to-feed formats
- The key difference with Nature's Variety is the extended range of dry and Freeze-Dried products
- Customers can feed their cats or dogs using various formats under one trusted Nature's Variety brand i.e., wet, dry, treats, toppers, and Freeze-Dried innovations
- The Nature's Variety range is designed to introduce new pet owners to the concept of healthier pet food by presenting them with a familiar and easy way of feeding
- The Nature's Variety website is a useful tool for customers wanting to know and understand more about the range



Nature's Variety Product Map





Congratulations

You have now completed the training manual for the Nature's Variety Advisor, and we hope you have enjoyed learning about the range. Now it's time to take the quiz to become an official 'NV Advisor'. A certificate of achievement and badge will be sent in the post within 4 weeks of successful completion.

Contacting Nature's Variety

 www.naturesvariety.com

 Freephone: 0800 021 1379

 Email: hello@naturesvariety.com

 Social media: Facebook, Twitter, Instagram



Or try our Instant Chat facility on our website to speak directly

with one of the Nature's Variety team

