



**Pet Food Partners**  
Our Expertise. Your Success

# GA PRODUCT GUIDE

## Super Premium Range

GA Product Code: **SEN**

### Rich In **Fish** with Rice

## Senior Dog / Adult Dog - Light

### Super Premium Range



The **Super Premium** range benefits from a variety of high quality protein sources.

The range provides a selection of hypoallergenic recipes formulated without common food allergens for dogs - beef, pork, wheat, wheat gluten, dairy and soya.

### Why White Fish?

**White Fish** are a source of protein and Vitamins B6, B12 and Niacin. They are also a source of Omega 3 fatty acids which may **help** to support skin and coat health and healthy joints.

### Why Rice?

**Rice** is a carbohydrate source ideal for dogs with sensitive digestion.

### Consider Your Target Market

**Recognising** the different types of people that purchase pet food enables you to use recipe claims that align with your target market.



Frankie.  
Pet Parent.



Charlie.  
Perfectionist.



Cameron.  
Pal.



Bobbie.  
Practical Parent.



Alex.  
Pragmatist.



Ashley.  
Particular Pet Parent.

For more information go to **MyHub** or ask your dedicated account manager.

### Recipe Claims

#### 20% Total Fish

Responsibly sourced and highly digestible protein sources.



#### Joint Care Pack

To help support cartilage for healthy joints in overweight & senior dogs.



#### Digestive Health

Contains beet pulp - a good source of soluble and insoluble dietary fibre which are important for maintaining normal intestinal transit time and motility.



#### Weight Management

15% less fat than the standard adult recipes.



#### Immune System

Contains vitamins and minerals to help maintain a healthy immune system.



#### No Added Artificial Colours & Preservatives

Naturally preserved using rosemary extract.





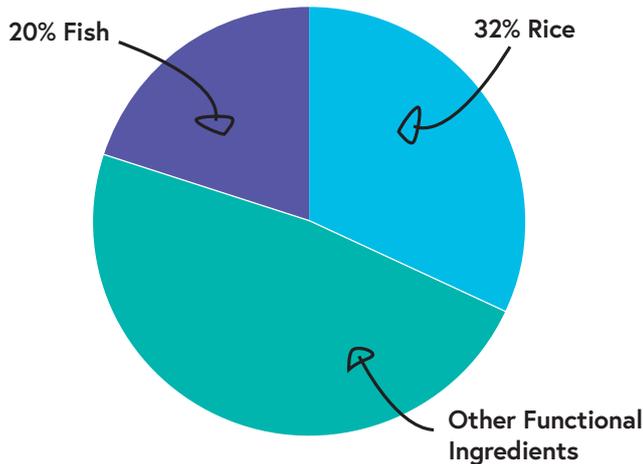
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### COMPOSITION



Brown Rice (22%), Dried Fish (20%), Barley, Oats, White Rice (10%), Chicken Fat, Beet Pulp (4%), Pea Fibre, Brewer's Yeast, Minerals, Vitamins, Yucca Schidigera Extract (190 mg/kg), Glucosamine (180 mg/kg), Methylsulfonylmethane (180 mg/kg), Chondroitin Sulphate (125 mg/kg)

### BAG SIZES

- A selection to meet your customer's needs:

- 18 month shelf life.

- For a 15kg Working Dog product guide, please speak to your account manager.



### KIBBLE SIZE

- Optimal kibble size and shape for adult senior dogs.

- A crunchy kibble texture.



### ANALYTICAL CONSTITUENTS

Crude Protein	21%
Crude Fat	8%
Crude Fibre	4%
Crude Ash	6.5%
Moisture	8%
NFE	52.5%
Metabolisable Energy	341 kcal/100g
Omega 6	1.6%
Omega 3	0.5%
Calcium	0.9%
Phosphorus	0.6%

\* FEDIAF guidelines state that if you declare a Recipe as **Light**, Metabolisable Energy or kcal **must be declared** on your product packaging.

### NUTRITIONAL ADDITIVES PER KG:

**Vitamins:** Vitamin A 14,400 IU, Vitamin D3 1,925 IU, Vitamin E 95 IU

**Provitamins:** L-Carnitine 480 mg

**Trace Elements:** Iron (Iron (II) Sulphate Monohydrate) 50 mg, Zinc (Zinc Sulphate Monohydrate) 50 mg, Manganese (Manganous Sulphate Monohydrate) 35 mg, Copper (Copper (II) Sulphate Pentahydrate) 12 mg, Iodine (Calcium Iodate Anhydrous) 1 mg

### FEEDING GUIDE\*

Weight of Dog (kg)	Grams per day (g)	
	Senior	Light
1 - 5kg	25 - 90g	25 - 80g
5 - 10kg	90 - 150g	80 - 135g
10 - 20kg	150 - 250g	135 - 225g
20 - 30kg	250 - 335g	225 - 305g
30 - 40kg	335 - 415g	305 - 375g
40+kg	415+g	375+g

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

**Important:** The information provided in this document is GA Pet Food Partners Ltd interpretation of Regulation No 2017/2279. As with all legislation only courts can decide on the correct interpretation of the law. We would advise that you always seek legal advice when creating/printing new packaging, leaflets or websites. The statutory Analytical Constituents declaration parameters (i.e. Crude Protein, Crude Fat, Crude Fibre, Crude Ash) may be used for declaration purposes along with Moisture. Other parameters are intended as a guide and in order to declare extra figures we suggest that analysis work is carried out to confirm levels more precisely. GA cannot be held liable for publication of none statutory nutrients without first getting approval from GA. GA cannot be held liable or responsible for nutrient contributions from free issue (client supplied) raw materials without specific clarification in writing. Formulation updates: As information becomes available and in order to continually meet statutory analytical constituent declarations, formulations may have to be adapted to account for raw material variation and availability. There may also be other reasons outside of our immediate control (including but not limited to force majeure events) which warrant the change of a formulation to improve its suitability. If any formulation amendment becomes a permanent change we will update the formulation matrix information and confer this to the purchaser.