



Pet Food Partners
Our Expertise. Your Success

GA PRODUCT GUIDE

Super Premium Range

GA Product Code: **GPP**

Chicken

with Rice

Puppy

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 Chicken?

Chicken is a **lean** protein source rich in essential amino acids. It is also a good source of vitamins & minerals including B vitamins and iron which may **help** contribute to overall health and well-being.

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.



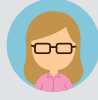
Frankie.
Pet Parent.



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

38% Total Chicken

A responsibly sourced and highly digestible protein source.



Joint Care Pack

To help support cartilage for healthy joints in puppies.



High Quality Protein

To support healthy growth and growing muscles.



Skin & Coat

Contains Omega 3 & 6 essential fatty acids to help maintain a healthy skin & shiny coat.



Immune System

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



No Added Artificial Colours & Preservatives

Naturally preserved using rosemary extract.





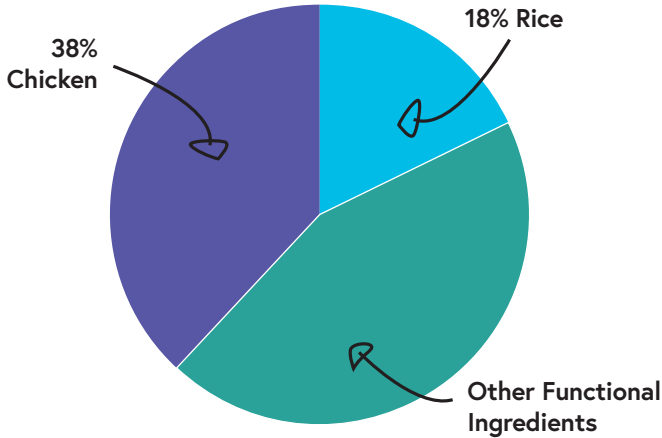
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COMPOSITION



Chicken 38% (Including Dried Chicken 31%, Chicken Fat 5% & Chicken Gravy 2%) Rice (18%), Maize, Oats, Beet Pulp (5%), Dried Fish, Vegetable Stock, Freshly Prepared Free Range Egg, Brewer's Yeast, Linseed, Minerals, Vitamins, Omega 3 Supplement, MOS (530 mg/kg), FOS (530 mg/kg), Yucca Extract (240 mg/kg), Glucosamine (90 mg/kg), Methylsulfonylmethane (90 mg/kg), Chondroitin Sulphate (60 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 puppies.
- A crunchy kibble texture.



ANALYTICAL CONSTITUENTS

Crude Protein	28%
Crude Fat	13%
Crude Fibre	3%
Crude Ash	7.5%
Moisture	8%
NFE	40.5%
Metabolisable Energy	369 kcal/100g
Omega 6	1.9%
Omega 3	0.7%
Calcium	1.2%
Phosphorus	0.9%

NUTRITIONAL ADDITIVES PER KG:

Vitamins: Vitamin A 25,800 IU, Vitamin D3 1,750 IU

Provitamins: L-Carnitine 100 mg

Trace Elements: Zinc (Zinc Chelate of Amino Acids Hydrate/ Zinc Sulphate Monohydrate) 153 mg, Iron (Iron (II) Sulphate Monohydrate/ Iron (II) Chelate of Amino Acids Hydrate) 95 mg, Manganese (Manganous Sulphate Monohydrate) 35 mg, Copper (Copper (II) Sulphate Pentahydrate/Copper (II) Chelate of Amino Acids Hydrate) 15 mg, Iodine (Calcium Iodate Anhydrous) 1 mg, Selenium (Sodium Selenite) 0.3 mg

Amino Acids: DL-Methionine 2,600 mg

FEEDING GUIDE*

Expected Weight of Adult Dog (kg)	Grams per day (g)			
	2 - 6 Months	6 - 9 Months	9 - 12 Months	12 - 15 Months
1 - 4kg	70 - 100g	100 - 70g	70g - Adult	Adult
5 - 10kg	160 - 200g	200 - 180g	180g - Adult	Adult
11 - 25kg	250 - 290g	290 - 290g	290 - 260g	260 - Adult
26 - 35kg	390 - 430g	430 - 450g	450 - 420g	420 - 390g
36 - 45kg	480 - 520g	520 - 540g	540 - 510g	510 - 480g

* 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.