



Nature Knows Best

Trader Information Pack



Balanced
Formulations



100%
Natural



100%
Recyclable



The link between Diet & Health

At the Natural Dog Food Company, we believe that a natural, balanced diet is the foundation of a healthy, happy dog. Just like in humans, a dog's diet directly affects their energy levels, skin, coat, digestion, and immune system.

That's why we use only 100% natural, human-grade ingredients, carefully chosen to reflect the natural diet dogs evolved to eat. By providing high-quality, nutritious food, we help support your dog's long-term health and wellbeing.

A good diet can:



Boost energy and vitality



Promote a shiny, healthy coat and nourished skin



Support smooth digestion and gut health



Strengthen the immune system



Maintain healthy bones, joints, and muscles

What's in it for the dog?

Our three distinct ranges offer tailored nutrition to suit every dog's needs.



ORIGINAL

SENSITIVE

VET CARE





sensitivities and intolerances

ORIGINAL

100% Natural

A balanced diet enriched with high-grade fruit, vegetables, meat and fish is exactly what's needed to keep us in good health. The same principle applies to our pets.

Our original products were created with this in mind. High quality, human grade ingredients made better by nature.

-  100% natural, human-grade ingredients
-  High proportion of fresh, human-grade meat
-  Nutritional herbs, fruits, vegetables, and whole grains
-  Free from artificial ingredients, wheat, dairy, soya, by-products, derivatives, and fillers
-  Hypoallergenic and complete with every nutrient a dog needs without artificial supplements

SENSITIVE

100% Natural, 100% Grain Free

Rich in high-quality meat or fish, fruits, vegetables and herbs. Made without cereals or grains.

Some dogs are unable to process grains. This can cause itchy skin, upset tummies or other health concerns. Our Grain Free range is there to help those dogs who need a grain free diet, and now with our new Peptide Plus to help improve digestibility even further.

-  Specially formulated for dogs with sensitivities and intolerances
-  High-quality, human-grade, higher welfare meats
-  Grain-free for easier digestion
-  Balanced diet supporting healthy bones, joints, and skin
-  Packed with fruits, vegetables, and herbs for natural nourishment



allergies

VETCARE

Highly Digestible Protein Recipes

For those dogs with specific health concerns or those under veterinary care.

HDP works by breaking proteins down into small pieces (peptides). Using a process called enzymatic hydrolysis these proteins become unrecognisable to the body, minimising the risk of the body detecting and kick-starting an allergic reaction and increasing the digestibility for the dog.



Healthy Weight and Joint Care:

- Supports weight management and joint health
- Contains collagen peptides, high fibre, high protein, and low fat



Skin and Coat Care:

- Addresses dry, itchy skin and coat issues
- Formulated with low antigenic potential, collagen peptides, Omega-3 and Omega-6 fatty acids, EPA, and DHA



Digestive Care:

- Supports digestive health and overall wellbeing
- Features collagen peptides, lignocellulose, and postbiotics

What's in it for *the owner*?

Our commitment to natural, ethical, and high-quality dog food benefits not only your dog but also you:



Economical

High-quality nutrition means smaller portions go further, leading to less waste and more value.



Less Waste

Nutrient-dense food creates less waste and healthier digestion.



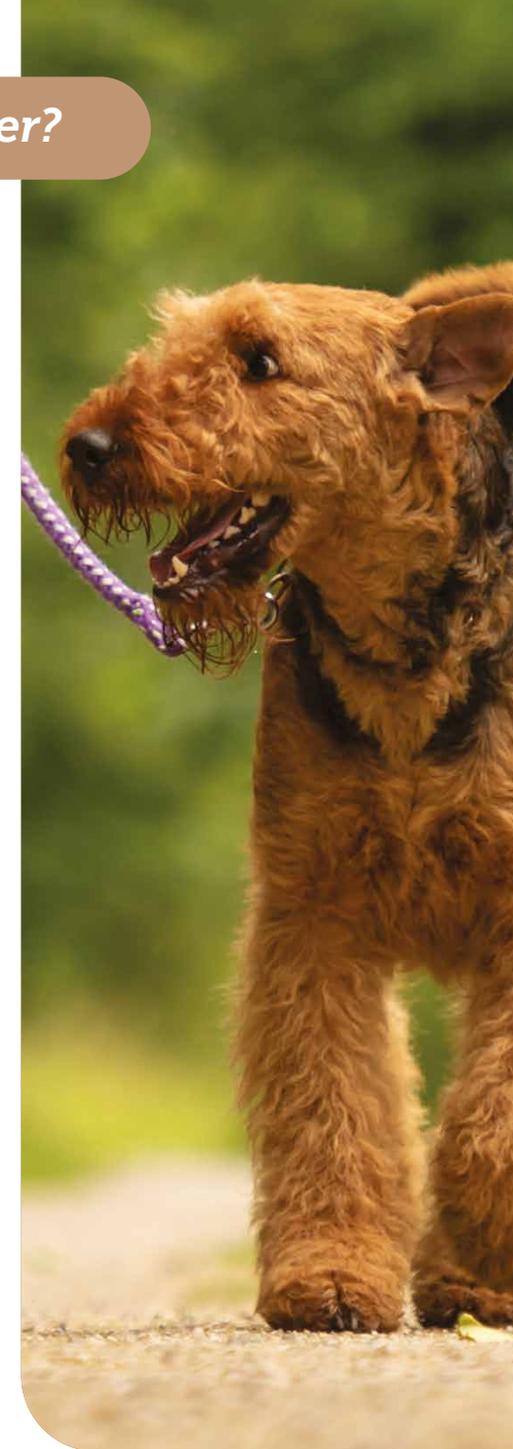
Ethical

We use higher welfare meats and sustainable practices.



UK Produced

Proudly made in the UK, supporting local suppliers and reducing our carbon footprint.



What's in it for *the retailer?*



Sale or Return

Any unsold, undamaged bags from your first order may be returned to us for an immediate refund at any time up to 3 months before their expiry date. With a 12 month shelf life, this gives you 9 months to test the water risk-free.



48kg Minimum Order

Our minimum order is 48kg. Please note that smaller orders can be sent out but are subject to a £10 delivery charge.



Free, Fast Delivery

Orders over 48Kg are delivered to all mainland UK stockists completely free of charge. Orders placed before 2pm Monday – Friday (excluding bank holidays) are dispatched same-day and delivered within 1 – 3 working days (usually next day!)



Point of Sale

From free samples and literature to vouchers and personalised promotional posters, we will ensure you have everything you need to promote Natural Dog Food.



Customer Referrals

As a Natural Dog Food stockists, we will do our best to bring you as many of our existing and future customers as possible. On placing your first order with us:

- 🐾 Your business' details will be added to the stockist list found on our website and your shops details will be given to anybody asking for information in your area.

Nutritional Information



Adult Chicken

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 22%, Crude Oils & Fats 12%, Crude Fibres 5%, Crude Ash 5%.

Composition: 44% Chicken (includes 26% Freshly Prepared Chicken, 12% Dried Chicken, 3% Chicken Fat, 3% Chicken Gravy), Brown Rice, Oats, Fruits*, Vegetables*, Herbs*, Linseed, Sugar Beet, Brewers Yeast. *9% combined inclusion.

Adult Lamb

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 22%, Crude Oils & Fats 12%, Crude Fibres 6%, Crude Ash 8%.

Composition: 44% Lamb (including 26% Freshly Prepared Lamb, 17% Dried Lamb, 1% Lamb Gravy), Brown Rice, Oats, Fruits*, Vegetables*, Herbs*, Linseed, Sugar Beet, Sunflower Oil, Brewers Yeast. *9% combined inclusion.



Adult Salmon

🐾 Complete food for senior or overweight dogs of all breeds 🐾

Analytical Constituents: Crude Protein 22%, Crude Oils & Fats 12%, Crude Fibres 5%, Crude Ash 7%.

Composition: 43% Salmon (including 26% Freshly Prepared Salmon, 17% Dried Salmon), Brown Rice, Oats, Fruits*, Vegetables*, Herbs*, Chicken Fat, Linseed, Brewers Yeast, Sugar Beet, Chicken Gravy. *9% combined inclusion.

Turkey Light

🐾 Complete food for senior or overweight dogs of all breeds 🐾

Analytical Constituents: Crude Protein 23%, Crude Oils & Fats 11%, Crude Fibres 5%, Crude Ash 6%.

Composition: 44% Chicken & Turkey (includes 25% Freshly Prepared Chicken, 16% Dried Turkey, 2% Chicken Fat & 1% Chicken Gravy), Brown Rice, Oats, Fruits*, Vegetables*, Herbs*, Sugar Beet, Linseed, Brewers Yeast. *9% combined inclusion.



Nutritional Information



Puppy Chicken

🐾 Complete food for puppies and small breed adult dogs 🐾

Analytical Constituents: Crude Protein 26%, Crude Oils & Fats 14%, Crude Fibres 4%, Crude Ash 6%.

Composition: 52% Chicken (includes 26% Freshly Prepared Chicken, 20% Dried Chicken, 4% Chicken Fat, 2% Chicken Gravy), Brown Rice, Fruits*, Vegetables*, Herbs*, Linseed, Brewers Yeast. *9% combined inclusion.

Sensitive Free-Range Chicken

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 32%, Crude Fat 14%, Crude Fibre 3%, Crude Ash 8.5%, Collagen 6%.

Composition: 65% Chicken (Freshly Prepared British Free Range Chicken (35%), Dried Chicken (22%), Chicken Fat (6%), Chicken Gravy (2%)), Sweet Potato, Beans, Beet Pulp, Mixed Fruits & Vegetables (Ginger, Pomegranate, Kale, Artichoke, Blueberry)*, Omega 3 Supplement, Minerals, Fructooligosaccharides (175mg/kg) Mannanoligosaccharides (50mg/kg), Olive Extract (0.01%).

*each equivalent to 4% fresh ingredients



Sensitive Grass-Fed Lamb

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 27.5%, Crude Fat 15.5%, Crude Fibre 3.5%, Crude Ash 12%, Collagen 7%.

Composition: 65% Lamb (Freshly Prepared Lamb (35%), Dried Lamb (22%), Lamb Fat (5%), Lamb Gravy (3%)), Sweet Potato, Beans, Beet Pulp, Fruits Vegetables & Herbs (Mint, Pomegranate, Mulberry, Broccoli, Fennel)*, Omega3 Supplement, Minerals, Fructooligosaccharides (175mg/kg) Mannanoligosaccharides (50mg/kg), Olive Extract (0.01%). *each equivalent to 4% fresh ingredients



Sensitive English Country Duck

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 28%, Crude Fat 16%, Crude Fibre 3%, Crude Ash 9.5%, Collagen 7%.

Composition: 65% Duck (Freshly Prepared English Duck (35%), Dried Duck (22%), Duck Fat (5%), Duck Stock (3%)), Sweet Potato, Beans, Beet Pulp, Mixed Fruits & Vegetables (Parsnip, Beetroot, Orange, Asparagus, Pumpkin)*, Omega 3 Supplement, Minerals, Fructooligosaccharides (175mg/kg) Mannanoligosaccharides (50mg/kg), Olive Extract (0.01%). *each equivalent to 4% fresh ingredients

Sensitive Scottish Salmon

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 32%, Crude Fat 15%, Crude Fibre 2.5%, Crude Ash 9%, Collagen 4%.

Composition: 65% Fish (Freshly Prepared Scottish Salmon (35%), Dried Salmon (23%), Salmon Oil (4%), Salmon Stock (3%)), Sweet Potato, Beans, Beet Pulp, Fruits Vegetables & Herbs (Dill, Spinach, Fennel, Asparagus, Tomato)*, Omega 3 Supplement, Minerals, Fructooligosaccharides (175mg/kg) Mannanoligosaccharides (50mg/kg), Olive Extract (0.01%). *each equivalent to 4% fresh ingredients



Chicken, Duck & Turkey Treats

🐾 For dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 28%, Crude Fat 15%, Crude Fibre 2%, Crude Ash 6.5%

Composition: 80% Freshly Prepared Poultry (including Chicken 37%, Duck 25%, Turkey 18%), Sweet Potato, Potato, Chicken Stock.

Salmon, White Fish & Trout Treats

🐾 For dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 32%, Crude Fat 12%, Crude Fibre 1.5%, Crude Ash 9.5%

Composition: 80% Freshly Prepared Fish (including Salmon 42%, White Fish 28%, Trout 10%), Sweet Potato, Potato, Salmon Stock.





Vet Care Weight Control & Joint Care

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 29%, Crude Fat 9%, Crude Fibre 8.5%, Crude Ash 7%.

Composition: Freshly Prepared Hydrolysed White Fish (26%), Potato, Hydrolysed Dried White Fish (11.5%), Pea Protein, Sweet Potato, Salmon Oil (5.5%), Lignocellulose (5.5%), Beet Pulp (4%), Pea Fibre (4%), Hydrolysed Salmon Gravy (2.5%), Minerals, Green Lipped Mussel (0.3%), Marigold (Source of Lutein).

Vet Care Skin & Coat Care

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 25%, Crude Fat 15%, Crude Fibre 2.5%, Crude Ash 7.5%.

Composition: Freshly Prepared Hydrolysed Salmon (35%), Potato, Sweet Potato, Hydrolysed Dried White Fish (14%), Salmon Oil (3.5%), Beet Pulp, Soya Oil (3%), Hydrolysed Salmon Gravy (2.5%), Minerals, Dried Algae (Schizochytrium sp.) (0.2%), Borage Oil (0.2%), Marigold (Source of Lutein).



Vet Care Digestive Care

🐾 Complete food for adult dogs of all breeds and ages 🐾

Analytical Constituents: Crude Protein 25%, Crude Fat 15.5%, Crude Fibre 4%, Crude Ash 7%.

Composition: Hydrolysed Freshly Prepared Turkey (26%), Sweet Potato, Potato, Hydrolysed Dried Turkey (11.5%), Turkey Fat (9%), Pea Protein, Lignocellulose (2.5%), Hydrolysed Turkey Gravy (2.5%), Minerals, Dried Yeast (*Saccharomyces cerevisiae*) (0.7%), Marigold (Source of Lutein).

What makes the Original range suitable for all life stages?

Our Original range is crafted with human-grade ingredients and expert nutritional guidance, offering balanced, high-quality meals tailored to your pet's age and needs—from energy-packed puppy formulas to weight-conscious senior blends with joint support.

Are the ingredients in the Sensitive range ethically sourced?

Yes, we use only high-quality human-grade and higher welfare meats, along with a range of fruits, vegetables, and herbs, ensuring ethical sourcing for all Natural Dog Food Company products.

Is the Sensitive range grain-free?

Yes, our Sensitive range provides a balanced and nutritious grain-free diet without compromising on taste or quality.

What is Highly Digestible Protein in the Vet Care range?

Highly Digestible Protein meats are enzymatically hydrolysed proteins designed to minimise allergic reactions while providing essential nutrients for optimal health.

Are there any artificial additives in your products?

No, all our products are free from artificial ingredients, including colours, flavours, and preservatives.

Can I switch between different flavours without transitioning gradually?

Yes, our recipes are formulated so that the basic constituents remain the same, allowing you to swap between flavours without digestive upset.

How should I transition my dog to your food?

We recommend changing gradually over a period of up to seven days, mixing a small amount of our food with the old food and gradually increasing the amount.

Are your products suitable for dogs with food allergies?

Yes, our Sensitive and Vet Care ranges are specifically formulated to cater to dogs with sensitivities and intolerances. We post a full ingredients list and never change it, so if your dog is happy now, he'll stay happy in the future.

Do you use any fillers or by-products in your food?

No, every ingredient used is of the highest available quality, and we do not include fillers, by-products, or derivatives.

How do you ensure the quality of your ingredients?

We use only 100% natural, human-grade ingredients specifically selected to represent the natural diet of the dog. Our team makes regular checks to all our suppliers and we have long term partnerships with farms we know and trust.

Is your packaging environmentally friendly?

Yes, our bags are made of Organic paper, water based inks and are fully compostable.

How long do your bags of food last?

We ensure that our bags have the longest shelf lives possible, up to 18 months.

Where is your food manufactured?

Our food is made entirely in the UK, we are a family-run business based in Lincolnshire.

Frequently Asked Questions

Can I feed your puppy food to small adult dogs?

Our puppy food is suitable for small breeds; however, feeding amounts should be monitored to prevent excess weight gain in adult dogs.

Do I need to add any other food to your products?

Our food is formulated as a balanced complete diet, providing everything your dog needs. Optional extras like fresh fruits or vegetables can be added, ensuring that our food makes up at least 90% of the total diet.

When should I switch my dog to senior food?

Around 7-8 years old is generally considered senior; however, this depends on the breed and individual dog. Our senior recipe includes herbs and vegetables tailored to help with joint strain, impaired major organ function, and reduced mobility.

How is your food made?

Our ingredients are chopped, combined, and gently steam-cooked to form biscuits, ensuring that the nutrients are preserved due to low temperatures and low pressure.



ORIGINAL

Why is the Original range ideal for dogs without dietary sensitivities?

Our Original range contains carefully selected, natural, human-grade ingredients that reflect a dog's natural diet. It's perfectly balanced for healthy dogs, offering complete nutrition without artificial additives or allergens.

Do I need to add supplements to the Original range?

No, the Original range is nutritionally complete, containing every vitamin and mineral your dog needs naturally, with no artificial supplementation necessary.

Can puppies eat the Original food, or should they have puppy-specific food?

We offer a specific Original Puppy variety designed to meet the unique nutritional requirements of growing puppies, ensuring proper development.

Are grains included in the Original range, and are they beneficial?

Yes, our Original recipes include carefully chosen whole grains to provide natural sources of fibre and energy, closely reflecting a dog's natural diet.

What makes your Original range 'hypoallergenic'?

Our Original recipes avoid common allergens like wheat, dairy, soya, and artificial additives, making them naturally hypoallergenic and easy to digest.

SENSITIVE

What makes the Sensitive range ideal for dogs with allergies or intolerances?

The Sensitive range is grain-free, using higher welfare meats and carefully selected ingredients, reducing the risk of dietary-related sensitivities.

Is the Sensitive range suitable for dogs prone to skin and coat issues?

Yes, our Sensitive recipes include omega-3 and omega-6 fatty acids, essential for healthy skin and a shiny coat, especially beneficial for dogs prone to skin conditions.

How can the Sensitive range support my dog's digestive health?

With added prebiotics such as Fructooligosaccharides and Mannanligosaccharides, our Sensitive recipes support digestive health by promoting beneficial gut bacteria.

Why do you use sweet potato in the Sensitive range?

Sweet potato is a highly digestible source of fibre and vitamins, providing sustained energy without the common allergens associated with grains.

Are the Sensitive range products suitable for all life stages?

Yes, our Sensitive range is formulated to meet the nutritional needs of adult dogs at any life stage, providing balanced nutrition for dogs requiring extra dietary care.



VET CARE

What exactly are Peptide Plus meats, and why are they beneficial for allergic dogs?

Peptide Plus meats are proteins enzymatically broken down into smaller peptides, dramatically reducing allergenic potential and making them ideal for allergic dogs.

How does your Vet Care range support joint health?

The Healthy Weight and Joint Care variety includes collagen peptides and green-lipped mussel, promoting joint health, reducing inflammation, and improving mobility.

Is the Digestive Care recipe suitable for dogs with chronic digestive conditions?

Yes, Digestive Care contains hydrolysed proteins, prebiotics, and lignocellulose fibre to aid digestion, soothe sensitive stomachs, and improve gut health.

Why is there collagen included in the Vet Care range?

Collagen peptides provide essential support for skin elasticity, joint health, and overall mobility, particularly beneficial for dogs needing targeted support.

Can I feed my dog your Vet Care range long-term, or should it only be temporary?

Our Vet Care range can safely be fed long-term as it provides complete, balanced nutrition designed for ongoing management of allergies, joint issues, skin conditions, or digestive sensitivities.



Nature Knows Best



T: 0800 848 8049

E: info@naturaldogfoodcompany.com

www.naturaldogfoodcompany.com



Natural Dog Food Company
Unit 3.2 | Sleaford Moor Enterprise Park
Enterprise Way | Sleaford | NG34 7DE