



Nature Knows Best

Information Pack



Balanced
Formulations



100%
Natural



100%
Recyclable



A Message from Edward

Welcome to the Natural Dog Food Company.

We believe feeding your dog well shouldn't be complicated. That's why we make natural dog food using carefully chosen ingredients and simple, honest recipes that dogs genuinely enjoy and thrive on.

We're a family-run British business, and everything we make is produced here in the UK. Over the years, our food has been fed to dogs in more than 30 countries worldwide, with over 125 million meals made so far — each one created with the same care and attention as the first.

Our focus has always been on quality you can trust. From how we source ingredients to how we make our food, consistency matters. It's also why so many dog owners stay with us, and why we're proud to be rated 5 stars on Feefo for both our products and our customer service.

This brochure will give you a feel for who we are, how our food is made, and how it can support your dog's health every day. We're glad you're here and hope you enjoy learning more about what we do.

Edward Creaser
Managing Director



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





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**

Crafted with human-grade ingredients and expert care, our Sensitive range offers gentle balanced meals.

Each recipe supports digestion and skin health, protecting wellbeing without sacrificing quality or taste. Made with carefully selected, high-welfare ingredients, it's a natural choice for dogs who need extra care in their diet.



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



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.



Joint Support & Weight Control:

Supports weight management and joint health



Skin & Coat:

Addresses dry, itchy skin and coat issues



Digestive Support:

Supports digestive health and overall wellbeing



Dental Support:


Enhanced gum health and plaque protection



Daily Health:

Supporting joints and cognitive vitality for everyday balance

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:

Better Value

Our nutrient-rich food means smaller portions are needed, helping food last longer and reducing waste.

Less Waste, Happier Tummies

Quality ingredients are easier to digest, which often results in smaller, firmer stools and less mess to clear up.

Ethically Sourced

We choose higher-welfare meats and work closely with trusted suppliers who share our values.

Made in the UK

Prepared here in the UK, supporting local businesses while keeping food miles and environmental impact low.



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 adult dogs of all breeds and ages 🐾

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

Nutritional Information



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) Mannanooligosaccharides (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) Mannanooligosaccharides (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.



Nutritional Information



Vet Care Joint Support & Weight Control

🐾 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

Vet Care Skin & Coat

🐾 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 (4%), Beet Pulp, Soya Oil (3%), Hydrolysed Salmon Gravy (2.5%), Minerals, Dried Algae (Schizochytrium sp.) (0.2%), Borage Oil (0.2%), Marigold



Vet Care Digestive Support

🐾 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, FOS (1350 mg/kg), MOS (565 mg/kg), Marigold

Vet Care Dental Support

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

Analytical Constituents: Crude Protein 21%, Crude Fat 14.5%, Crude Fibre 5%, Crude Ash 8.5%.

Composition: Freshly Prepared Hydrolysed Turkey (29.5%), Sweet Potato, Potato, Hydrolysed Dried Salmon (12.5%), Turkey Fat (8%), Beet Pulp, Cellulose (2.5%), Hydrolysed Turkey Gravy (2%), Minerals, Sodium Hexametaphosphate 6.150 mg/kg, Seaweed 0.6%, Peppermint 0.4%, Cranberry 0.2%, Green Tea Extract 0.2%, Marigold, FOS (175 mg/kg), MOS (50 mg/kg)



Vet Care Daily Health

🐾 Complete food for dogs of all breeds and all life stages 🐾

Analytical Constituents: Crude Protein 24%, Crude Fat 15.5%, Crude Fibre 2.5%, Crude Ash 8.5%.

Composition: Freshly Prepared Hydrolysed Salmon (32.5%), Potato, Sweet Potato, Hydrolysed Dried Salmon (15.5%), Salmon Oil (6%), Hydrolysed Salmon Gravy (2.5%), Coconut Oil (2%), Beet Pulp, Minerals, Seaweed 0.1%, Turmeric 0.1%, Orange 0.1%, Linseed 0.1%, Carrot 0.1%, Chamomile 0.1%, FOS (175 mg/kg), MOS (50 mg/kg), Marigold

Frequently Asked Questions

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 Mannanoligosaccharides, 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?

Our Sensitive range is formulated to meet the nutritional requirements of adult and senior dogs, providing balanced nutrition for dogs requiring extra dietary care.

VET CARE

What exactly are Highly Digestible Protein meats, and why are they beneficial for allergic dogs?

HDP 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?

Joint Support & Weight Control includes collagen peptides and green-lipped mussel, promoting joint health, reducing inflammation, and improving mobility.

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

Yes, Digestive Support 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.co.uk



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