



Nature Knows Best

Trader Information Pack



Balanced
Formulations



100%
Natural



100%
Recyclable



A Message from Edward

Welcome to the Natural Dog Food Company.

We're a family-run British business making natural dog food with care, consistency and purpose. What began as a desire to do things properly has grown into a company supplying food for dogs in over 30 countries worldwide, with more than 125 million meals eaten to date.

Everything we make is produced here in the UK, using carefully selected ingredients and thoughtfully developed recipes supported by nutritional expertise. We focus on food that dogs genuinely thrive on – supporting digestion, skin and coat health – and food that owners can trust day after day.

Caring about quality is only part of the story. Delivering it consistently matters just as much. That's why we invest heavily in our processes, our people and our standards, ensuring every bag reflects the same level of care. It's an approach recognised by our customers, with 5-star Feefo-verified reviews across both our products and our service.

This brochure is an introduction to who we are and how we work. We're proud of what we've built and excited to share how Natural Dog Food Company can work for you and your customers.

Edward Creaser
Managing Director

Natural Dog Food Company at a Glance

20+

20+ years of experience

We've been making natural dog food for over two decades, with a clear focus on quality, consistency and long-term thinking.



125 million meals produced

Our food is fed to dogs every day, at real scale. That experience shows in our reliability and attention to detail.



Supplied in 30+ countries worldwide

Trusted by customers and partners across Europe and beyond, with products that meet international standards.



Made in the UK

All of our food is produced here in Britain, supporting local supply chains and allowing us full control over quality.



Natural, honest recipes

Carefully selected ingredients, no artificial additives, and recipes designed to support everyday health.



Trusted by customers

Rated 5 stars on Feefo for both our products and our customer service.



Built for consistency

The same recipes, the same standards, the same care — bag after bag.



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



sensitivities and intolerances

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



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.



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.



What's new in our Online Retailer Portal

Once logged in, you'll have access to a wide range of retailer-only features designed to make ordering and account management easier.

What you can do in the Retail Portal

Ordering



Live Pricing



**Bulk Discounts
2-8%**



**2% Pay Today
Discount**

Place orders online with live trade pricing. Benefit from automatic bulk order discounts. Receive a 2% Pay Today discount when paying instantly.

Account Management



**28-day
Credit**

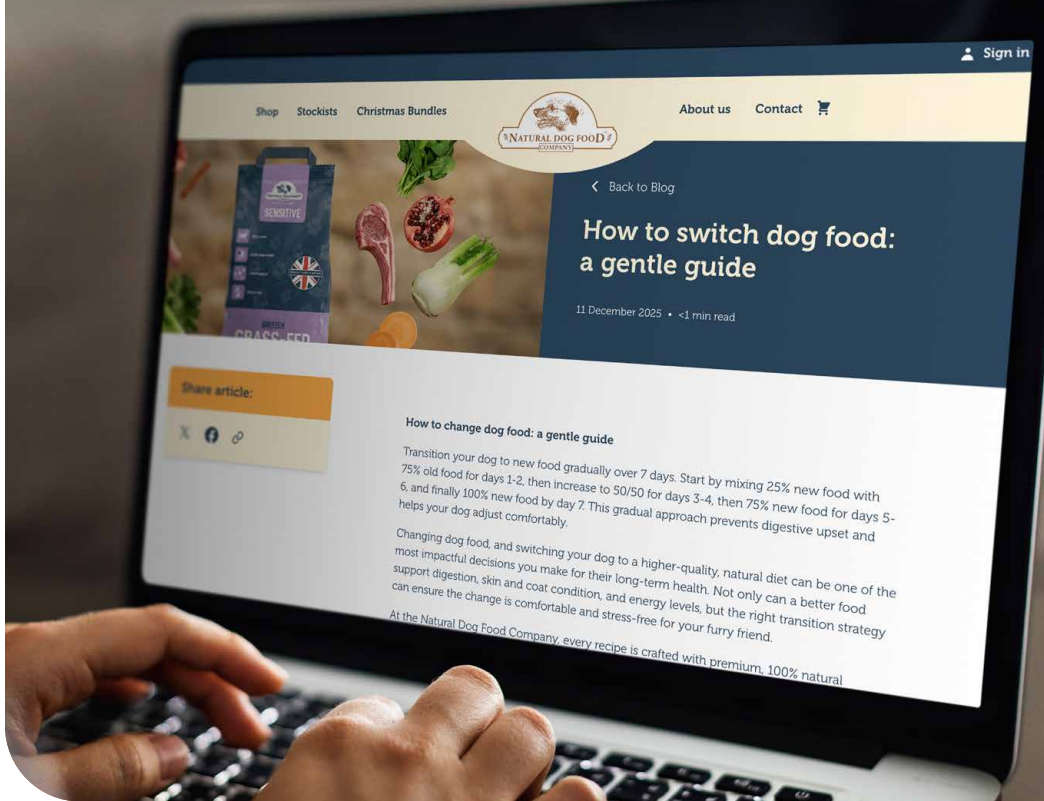


**Order History
& Invoices**



**Check
Balances**

Use your approved 28-day credit account. View order history and download PDF invoices. Check outstanding balances and available credit.



Resources & Offers



**Retailer-Only
Materials**



**Exclusive
Offers**



**Training
Resources**

Access retailer-only articles, brochures, POS materials, and training resources.
View exclusive offers available only to logged-in retailers.

**The portal is there to give you more control, visibility
and flexibility whenever it suits you.**

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%.

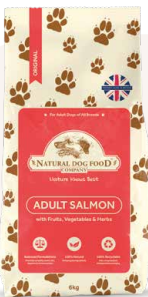
Composition: 44% Chicken (includes 26% Freshly Prepared Chicken, 12% Dried Chicken, 3% Chicken Fat, 3% Chicken Gravy), Brown Rice, Oats, Fruits*, Vegetables*, Herbs*, Linseed, Sugar Beet, Brewers Yeast. *9% combined inclusion.

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 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) Mannanligosaccharides (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) Mannanligosaccharides (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

Why should we stock Natural Dog Food Company?

Because you're offering your customers a well-established, British-made natural food they can trust. We've been producing natural dog food for over 20 years, with more than 125 million meals fed worldwide. Our focus on quality, consistency and honest recipes makes the range easy to recommend and easy to repeat sell.

Is the brand already known to customers?

Yes. We have a strong UK direct-to-consumer customer base and supply over 30 countries internationally. Many customers already recognise the brand, and others are actively looking for high-quality natural alternatives recommended by knowledgeable local shops.

Is this a premium product, and will it sell in our store?

Our food sits firmly in the premium category, but it's valued for quality rather than marketing hype. Because the recipes are nutritionally dense, dogs need smaller portions, which helps owners see value and encourages repeat purchase.

What support do you offer independent shops?

We provide practical support that helps you sell confidently: POS materials, samples, product information, and inclusion on our online stockist finder. When customers contact us looking for local stockists, we actively direct them to nearby independent shops.

What if the range doesn't sell as expected?

We want you to feel comfortable trying the range. That's why we offer sale-or-return, along with long shelf life and no minimum orders, giving you time to build awareness without pressure.

Is the food suitable for dogs with sensitivities?

Yes. Alongside our Original range, we offer Sensitive and Vet Care recipes designed for dogs with intolerances, allergies or specific health needs. Clear ranges make it easy for staff to recommend the right product.

Where is the food made?

All of our food is produced in the UK. This allows us to maintain high standards, consistent recipes and reliable supply.

Do customers need to transition slowly?

We recommend a gradual transition over around seven days, but our consistent recipes mean dogs generally adapt very well, and flavours can often be rotated without upset once settled.

How long has the brand been established?

Natural Dog Food Company has been producing natural dog food for over 20 years, growing steadily through customer trust and repeat feeding rather than short-term trends.

Who do we contact if we need help or advice?

You'll deal directly with our team – no call centres. We're here to help with orders, product questions or customer support whenever you need it.

T: 0800 848 8049

E: info@naturaldogfoodcompany.com

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



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www.naturaldogfoodcompany.co.uk



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