



FEEDING YOUR DOG NATURALLY



PRODUCT GUIDE

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GYMRU



MADE IN
WALES

About us

Established in 1982, Pero is a family run company that produces high-quality, premium pet foods from our farm in the foothills of the Snowdonia Mountains.

We have many years' experience creating all-natural recipes of the finest quality, with eight core recipes in the Pero range, and over 100 different recipes and blends through our Signature range, which lets you create your brand of dog foods personal to you and your business.

We take a strong stance against animal cruelty, and all of our products are certified cruelty free by several organisations, including PETA and UnCaged.

We only use the best ingredients in our foods and have something for everyone when it comes to flavours and varieties. Contact us today to learn more about stocking our premium foods and for more information on creating your brand of all-natural pet foods.

Order Online, 24 hours a day at our dedicated wholesale website www.pero.trade



Our Range

SIGNATURE

YOUR BRAND - YOUR RANGE

Signature puts you in control. With over 200 combinations to choose from, Signature allows you to create your own range of premium pet foods, giving you total control over your profit margins!



FEEDING YOUR DOG NATURALLY



FEEDING YOUR DOG NATURALLY

Originally developed in 1982, the Pero range of premium and cost-effective dog foods was born out of the need to create nutritious and complete foods for our dogs. Today the Pero range is comprised of eight core recipes in varying flavours and formulas to suit the needs of all dogs.

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Truline offers super-premium recipes of dog and cat foods that pets from all over the world find irresistible.

Truline is available in two varieties, both containing over 75% nutritious animal content, one of the highest available on the market. Truline has won various awards, including the prestigious Brand of the Year award for the dry dog food category, two years in a row (2017/18 & 2018/19)

[See Page 66 For More Information](#)





SIGNATURE

YOUR BRAND - YOUR RANGE

Welcome to Signature...

Developed by the country's leading nutritionists and produced in the Snowdonia Mountains, Wales. Signature provides you with what we believe to be the most extensive portfolio and comprehensive solution to starting your own brand of all-natural and ethical pet foods, with over 200 different recipes and products to choose from.

Signature recipes come in a wide variety of flavours, able to cater for all breeds, ages, and dietary requirements. We never compromise on quality, giving you peace of mind that the products you put your name on are some of the best on the market.

Your brand of Signature foods will help reinforce customer loyalty, and the quality of products will instil confidence in your brand. With Signature, becoming the owner of your own brand of pet foods is simple, and full sales & marketing support is available to help perfect your brand.

Your own range of ethically made pet foods will put you in complete control of your profits and promotions, without the hassle of wholesale.

With Signature, your range could consist of:

Grain Free Foods

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Wheat Gluten Free Foods

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Puppy Food

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Working Dog Food

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Wet Tray Range

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Cat Food Range

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Fish Treats

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Meaty Bites

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We're New!

Grain Free Range

SIGNATURE
YOUR BRAND - YOUR RANGE

Grain-free diets are quickly becoming the popular choice for dog owners

Grain-free foods are currently very popular with pet owners due to the increased hypo-allergenic, and dietary properties of grain-free feeding.

All Pero Grain-Free Signature recipes are a source of complete balanced nutrition for pets, with a range of recipes available.

The theory behind grain-free feeding is that our pet's ancestral diets contained very little to no grain, and as a result, our furry friends aren't as well equipped to properly digest some of the more complex carbohydrates found in grain.

Our recipes are packed with healthy, digestible carbohydrates such as potato and sweet potato, which are both ingredients that dogs digestive systems are more accustomed to.

Each ingredient used in Pero grain-free Signature recipes combine to create a complete nutrient profile for dogs, and ensure they are always provided with all necessary nutrition to help keep them fit and healthy.



*For allergen information contact our team today!



Chicken & Sweet Potato

A stand out recipe within the range containing 47% Chicken

Composition:

Dehydrated Chicken (29%), Fresh Chicken (18%), Sweet Potato (18%), Potato (16%), Chicken Oil, Alfalfa, Peas, Digest, Yeast Extracts, Salmon Oil, Whole Linseed, Minerals, Seaweed Meal, Pre-biotic MOS, Pre-biotic FOS, Pumpkin, Carrots, Apples, Tomatoes, Glucosamine, Yucca Extract, Chondroitin, Marigold, Rosemary, Fennel, Peppermint, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Fenugreek Seeds, Rubbed Mint, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 24,500 IU, Vitamin D3 - 2,540 IU, Vitamin E - 245 IU.

Trace Elements:

Zinc Chelate of Amino Acid Hydrate - 333 mg, Zinc Sulphate Monohydrate - 167 mg, Manganese Sulphate Monohydrate - 78 mg, Cupric Sulphate Pentahydrate - 40 mg, Calcium Iodate - 2.46 mg/kg, Selenised Yeast (Inactivated) - 87 mg, Antioxidants (A rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 28%, Oils & Fats - 16%, Crude Fibre -3.2%, Crude Ash - 8%.



Large Breed - Chicken & Sweet Potato

The same stand out recipe, with kibble to suit bigger dogs. Made-to-order

Composition:

Dehydrated Chicken (29%), Fresh Chicken (18%), Sweet Potato (18%), Potato (16%), Chicken Oil, Alfalfa, Peas, Digest, Yeast Extracts, Salmon Oil, Whole Linseed, Minerals, Seaweed Meal, Pre-biotic MOS, Pre-biotic FOS, Pumpkin, Carrots, Apples, Tomatoes, Glucosamine, Yucca Extract, Chondroitin, Marigold, Rosemary, Fennel, Peppermint, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Fenugreek Seeds, Rubbed Mint, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 24,500 IU, Vitamin D3 - 2,540 IU, Vitamin E - 245 IU.

Trace Elements:

Zinc Chelate of Amino Acid Hydrate - 333 mg, Zinc Sulphate Monohydrate - 167 mg, Manganese Sulphate Monohydrate - 78 mg, Cupric Sulphate Pentahydrate - 40 mg, Calcium Iodate - 2.46 mg/kg, Selenised Yeast (Inactivated) - 87 mg, Antioxidants (A rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 28%, Oils & Fats - 16%, Crude Fibre -3.2%, Crude Ash - 8%.



Small Bite - Chicken & Sweet Potato

Smaller kibble to suit smaller dogs with all the same nutritional benefits

Composition:

Dehydrated Chicken (29%), Fresh Chicken (18%), Sweet Potato (18%), Potato (16%), Chicken Oil, Alfalfa, Peas, Digest, Yeast Extracts, Salmon Oil, Whole Linseed, Minerals, Seaweed Meal, Pre-biotic MOS, Pre-biotic FOS, Pumpkin, Carrots, Apples, Tomatoes, Glucosamine, Yucca Extract, Chondroitin, Marigold, Rosemary, Fennel, Peppermint, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Fenugreek Seeds, Rubbed Mint, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 24,500 IU, Vitamin D3 - 2,540 IU, Vitamin E - 245 IU.

Trace Elements:

Zinc Chelate of Amino Acid Hydrate - 333 mg, Zinc Sulphate Monohydrate - 167 mg, Manganese Sulphate Monohydrate - 78 mg, Cupric Sulphate Pentahydrate - 40 mg, Calcium Iodate - 2.46 mg/kg, Selenised Yeast (Inactivated) - 87 mg, Antioxidants (A rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 28%, Oils & Fats - 16%, Crude Fibre -3.2%, Crude Ash - 8%.



High Meat, Duck with Sweet Potato & Orange

A nutritious and tasty, high-meat recipe with a hint of sweetness that dogs love!

Composition:

50% Duck (including; duck (28%), duck meal (20%), duck gravy (2%)), dried sweet potato (38%), dried potato (6%), beet pulp, linseed, vegetable stock, dried orange (0.75%), minerals, dried algae (as a source of DHA), dried cranberry, yeast (as a source of mannan-oligosaccharides (prebiotic MOS; 0.1%)), dried chicory root extract (as a source of fructo-oligosaccharides; (prebiotic FOS; 0.1%)), dried fennel, green lipped mussel powder, dried rosemary, glucosamine, chondroitin sulphate

Nutritional Additives (Per kg)

Vitamins: Vitamin A 35,000 IU, Vitamin D3 3,500 IU, Vitamin E 560 mg.

Trace Elements:

Zinc (as Zinc oxide) 70 mg, Zinc (as Zinc chelate of protein hydrolysates) 50 mg, Iron (as Iron (II) sulphate monohydrate) 40 mg, Copper (as Copper (II) sulphate pentahydrate) 5 mg, Manganese (as Manganese (II) oxide) 25 mg, Iodine (as Calcium iodate anhydrous) 1.5 mg, Selenium (as Sodium selenite) 0.2 mg; Antioxidants: Tocopherol extracts from vegetable oils 66 mg

Analytical Constituents:

Crude Protein 24%, Crude Fat 11%, Crude Fibre 3.5%, Crude Ash 9%, Metabolisable Energy: 350 kcal ME/100g.



High Meat, Lamb with Sweet Potato & Mint

High meat recipe with added mint to support healthy digestion

Composition:

50% Lamb (including; lamb (27%), lamb meal (21%), lamb gravy (2%)), dried sweet potato (32%), dried potato (6%), lamb fat, linseed, beet pulp, vegetable stock, dried mint (0.75%), minerals, dried algae (as a source of DHA), yeast (as a source of mannan-oligosaccharides (prebiotic MOS; 0.1%)), chicory root extract (as a source of fructo-oligosaccharides; (prebiotic FOS; 0.1%)), dried fennel, green lipped mussel powder, dried rosemary, glucosamine, chondroitin sulphate.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 35,000 IU, Vitamin D3 3,500 IU, Vitamin E 560 mg.

Trace Elements:

Zinc (as Zinc oxide) 70 mg, Zinc (as Zinc chelate of protein hydrolysates) 50 mg, Iron (as Iron (II) sulphate monohydrate) 40 mg, Copper (as Copper (II) sulphate pentahydrate) 5 mg, Manganese (as Manganese (II) oxide) 25 mg, Iodine (as Calcium iodate anhydrous) 1.5 mg, Selenium (as Sodium selenite) 0.2 mg; Antioxidants: Tocopherol extracts from vegetable oils 66 mg.

Analytical Constituents:

Crude Protein 24%, Crude Fat 12%, Crude Fibre 4%, Crude Ash 11%, Metabolisable Energy: 344 kcal ME/100g.



Pork & Sweet Potato with Apple

A classic recipe complimented by the sweet taste of apples

Composition:

Fresh Pork (21%), Pork Meal (19.5%), Potato Flakes, Sweet Potato (17%), Pure Chicken Oil, Peas, Pea Protein, Potato Protein, Alfalfa, Minerals, Chicken Digest, Yeasts, Linseed, Salmon Oil (1%), Dried Apple (0.3%), Prebiotic MOS, Prebiotic FOS, Yucca Extract, Glucosamine, Chondroitin, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 24,500 IU, Vitamin D3 2,450 IU, Vitamin E 245 IU.

Trace Elements:

Zinc chelate of amino acid hydrate 333 mg, Zinc sulphate monohydrate 194 mg, Manganese sulphate monohydrate 78 mg, Cupric sulphate pentahydrate 40 mg, Calcium iodate 2.46 mg/kg, Selenised yeast (inactivated) 87 mg. Antioxidant (rosemary extract)

Analytical Constituents:

Crude Protein 28%, Crude Oils & Fats 16%, Crude Fibre 3.2%, Crude Ash 8%.



Salmon & Trout with Sweet Potato & Asparagus

An all natural fish recipe that's tasty and nutritious, suitable for all breeds!

Composition:

50% Salmon and Trout (including; trout (23%), salmon meal (21%), salmon (4%), salmon stock (2%)), dried sweet potato (30.5%), dried potato (6%), beet pulp, dried asparagus (4%), linseed, minerals, vegetable stock, dried algae (as a source of DHA), yeast (as a source of mannan-oligosaccharides (prebiotic MOS; 0.1%)), dried chicory root extract (as a source of fructo-oligosaccharides; (prebiotic FOS; 0.1%)), dried fennel, green lipped mussel powder, dried rosemary, glucosamine, chondroitin sulphate.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 35,000 IU, Vitamin D3 3,500 IU, Vitamin E 560 mg;

Trace Elements:

Zinc (as Zinc oxide) 70 mg, Zinc (as Zinc chelate of protein hydrolysates) 50 mg, Iron (as Iron (II) sulphate monohydrate) 40 mg, Copper (as Copper (II) sulphate pentahydrate) 5 mg, Manganese (as Manganese (II) oxide) 25 mg, Iodine (as Calcium iodate anhydrous) 1.5 mg, Selenium (as Sodium selenite) 0.2 mg; Antioxidants: Tocopherol extracts from vegetable oils 66 mg

Analytical Constituents:

Crude Protein 26%, Crude Fat 14%, Crude Fibre 3%, Crude Ash 9%
Metabolisable Energy: 368 kcal ME/100g



Salmon & Trout with Sweet Potato & Asparagus - Light & Mature

Designed to suit the needs of older dogs

Composition:

47% Trout and Salmon (including; salmon (22%), salmon meal (17.5%), trout (5%), salmon stock (2.5%)), dried sweet potato (34%), dried potato (6%), beet pulp, dried asparagus (4%), minerals, linseed, vegetable stock, dried algae (as a source of DHA), dried cranberry, yeast (as a source of mannan-oligosaccharides (prebiotic MOS; 0.1%)), chicory root extract (as a source of fructo-oligosaccharides; (prebiotic FOS; 0.1%)), green lipped mussel powder, dried fennel, dried rosemary, glucosamine (0.017%), methylsulphonylmethane (MSM; 0.017%), chondroitin sulphate (0.0125%)

Nutritional Additives (Per kg)

Vitamins: Vitamin A 35,000 IU, Vitamin D3 3,500 IU, Vitamin E 560 mg, L-Carnitine 500 mg.

Trace Elements:

Zinc (as Zinc oxide) 70 mg, Zinc (as Zinc chelate of protein hydrolysates) 50 mg, Iron (as Iron (II) sulphate monohydrate) 40 mg, Copper (as Copper (II) sulphate pentahydrate) 5 mg, Manganese (as Manganese (II) oxide) 25 mg, Iodine (as Calcium iodate anhydrous) 1.5 mg, Selenium (as Sodium selenite) 0.2 mg; Antioxidants: Tocopherol extracts from vegetable oils 66 mg

Analytical Constituents:

Crude Protein 25%, Crude Fat 10%, Crude Fibre 3%, Crude Ash 8.5%
Metabolisable Energy: 350 kcal ME/100g



Sporting Beef

A complete high-performance food for active and sporting adult dogs with over 40% beef content!

Composition:

Beef Meal (25%), Beef (20%), Sweet Potato, Beef Fat, Peas, Potato, Beet Pulp, Linseed, Buckwheat, Brewers Yeast, Minerals, Dried Apple, Dried Nettle, Dried Cranberry, Dried Courgette, Dried Fennel, Dried Dandelion, Green Lipped Mussel, Dried Blueberry, Prebiotic MOS, Prebiotic FOS, Yucca Extract, Citrus Extract, Rosemary Extract.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 19000 IU, Vitamin D3 1900 IU, Vitamin E 110mg.

Trace Elements:

Iron (Ferrous Sulphate Monohydrate): 40mg, Copper (Cupric Sulphate Pentahydrate): 7mg, Manganese (Manganous Sulphate Monohydrate): 30mg, Zinc (Zinc Sulphate Monohydrate): 100mg, Iodine (Calcium Iodate Anhydrous): 1mg, Selenium (Sodium Selenite): 0.25mg. Technological Additives: Antioxidants (Natural Mixed Tocopherols).

Analytical Constituents:

Crude Protein 33%, Oil & Fat Content 20%, Inorganic Matter 9%, Crude Fibre 3%.

*Recipe only available in the UK, not available for export market



Salmon & Sweet Potato

A super healthy recipe packed with Omega-3 and vitamins to help support overall well-being

Composition:

Dehydrated Salmon (24%), Fresh Salmon (18%), Sweet Potato (18%), Potato (18%), Chicken Oil, Peas, Alfalfa, Whole Linseed, Digest, Yeast Extracts, Minerals, Seaweed Meal, Prebiotic MOS, Prebiotic FOS, Pumpkin, Carrots, Apples, Tomatoes, Glucosamine, Yucca extract, Chondroitin, Marigold, Rosemary, Fennel, Peppermint, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Fenugreek Seeds, Rubbed Mint, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 24,500 - IU, Vitamin D3 - 2,450 IU, Vitamin E - 245 IU

Trace Elements:

Zinc chelate of amino acid hydrate - 333 mg, Zinc sulphate monohydrate - 167 mg, Manganese sulphate monohydrate - 78 mg, Cupric sulphate pentahydrate - 40 mg, Calcium iodate - 2.46 mg/kg, Selenised yeast (Inactivated) - 87 mg, Antioxidants (a rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 28%, Oils & Fats - 16%, Crude Fibre - 3.2%, Crude Ash - 9%



Lamb & Sweet Potato

Packed with essential amino acids and a good source of dietary fats to help sustain energy

Composition:

Dehydrated Lamb (26%), Fresh Lamb (18%), Sweet Potato (15%), Potato (14%), Chicken Oil, Yeast & Yeast Extracts, Peas, Alfalfa, Digest, Salmon Oil, Whole Linseed, Minerals, Seaweed Meal, Prebiotic MOS, Prebiotic FOS, Pumpkin, Carrots, Apples, Tomatoes, Glucosamine, Yucca extract, Chondroitin, Marigold, Rosemary, Fennel, Peppermint, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Fenugreek Seeds, Rubbed Mint, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 24,500 IU, Vitamin D3 - 2,450 IU, Vitamin E - 245 IU.

Trace Elements:

Zinc chelate of amino acid hydrate - 333 mg, Zinc sulphate monohydrate - 167 mg, Manganese sulphate monohydrate - 78mg, Cupric sulphate Pentahydrate - 40 mg, Calcium iodate - 2.46 mg/kg, Selenised Yeast (Inactivated) - 87 mg, Antioxidants (a rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 28%, Oils & Fats - 16%, Crude Fibre - 3.2%, Crude Ash - 9.8%.



Duck & Sweet Potato

Rich in Iron with an easy to digest source of protein

Composition:

Dehydrated Duck (26%), Fresh Duck (18%), Sweet Potato (18%), Potato (16%), Chicken Oil, Alfalfa, Peas, Digest, Yeast, Extracts, Salmon Oil, Whole Linseed, Minerals, Seaweed Meal, Prebiotic MOS, Prebiotic FOS, Pumpkin, Carrots, Apples, Tomatoes, Glucosamine, Yucca Extract, Chondroitin, Marigold, Rosemary, Fennel, Peppermint, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Fenugreek Seeds, Rubbed Mint, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 24,500 IU, Vitamin D3 - 2,450 IU, Vitamin E - 245 IU.

Trace Elements:

Zinc Chelate of Amino Acid Hydrate - 333 mg, Zinc Sulphate Monohydrate - 167 mg, Manganese Sulphate Monohydrate - 78 mg, Cupric Sulphate Pentahydrate - 40 mg, Calcium Iodate - 2.46 mg/kg, Selenised Yeast (Inactivated) - 87mg, Antioxidants (A rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 28%, Oils & Fats - 16%, Fibre - 3.2%, Crude Ash - 8%.



Duck & Potato

Full of nutrients and a good source of carbohydrates to suit all breeds

Composition:

Potato (29%), Duck Meal (26%), Peas, Beet Pulp, Poultry Fat, Brewers Yeast, Poultry Gravy, Linseed, Minerals.

Nutritional Additives (Per kg)

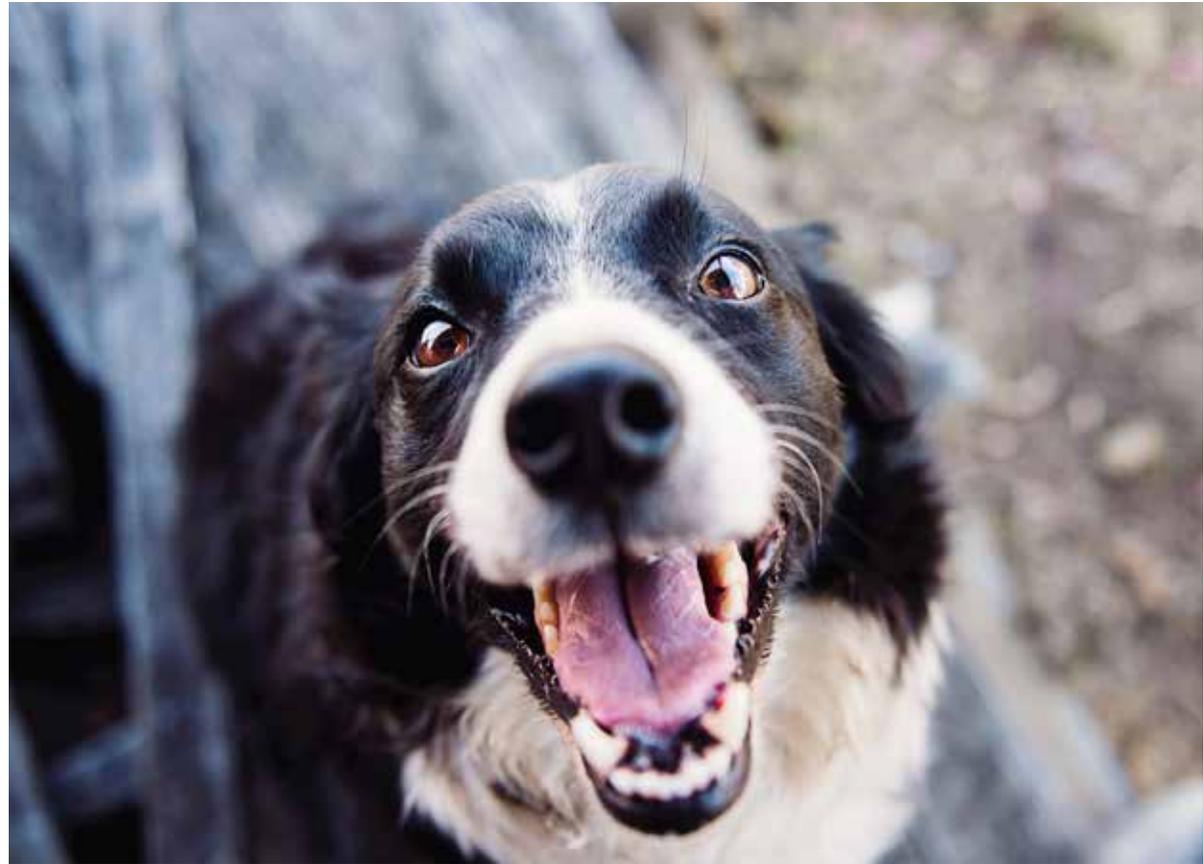
Vitamin A 19000 IU, Vitamin D3 1900 IU, Vitamin E 110 mg

Trace Elements:

Ferrous sulphate monohydrate 133 mg, Copper sulphate pentahydrate 28 mg, Manganese sulphate monohydrate 94 mg, Zinc sulphate monohydrate 278 mg, Calcium iodate 1.6 mg, Sodium selenite 0.55 mg. Technological Additives: Antioxidants (natural mixed tocopherols).

Analytical Constituents:

Crude Protein 25 %, Crude Oils and Fats 10 %, Crude Fibre 3 %, Crude Ash 10 %



All of our Grain-Free recipes are nutritionally complete, super tasty, hypo-allergenic and contain no artificial colours, flavours, or preservatives!

Case Study

Dog Digestion - Common digestive issues discussed

Dogs are known for having a fairly robust and strong digestive system, which allows them to eat a wide variety of foods, coping well with all kinds of meat and vegetables.

Even the strongest of dogs can encounter some foods that don't always agree with them, and unlike humans, dogs aren't able to explain their symptoms, so it's important to keep a close eye on their behaviour for any signs of discomfort.

Most owners will never have to encounter any serious illnesses with their dogs, but some common digestive issues can include:

- The Inflammation of the Digestive Tract
- Viruses and Infection
- Bacteria or Parasites
- Pancreatitis

Many digestive issues that affect dogs are caused by them eating something they shouldn't have. Sometimes, a slight deviation from a dog's regular diet can cause numerous irritations and prove to be problematic.

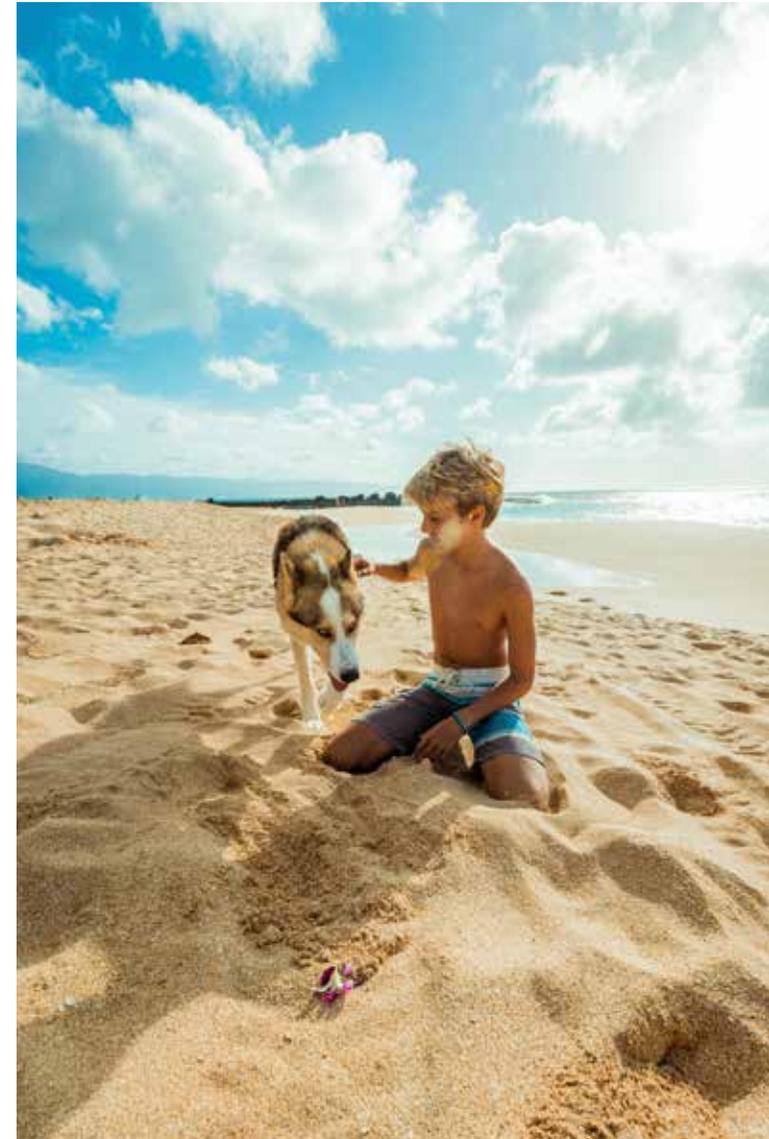
Foods high in fat, like bacon or sausages, which can often be given to dogs from table scraps can cause inflammation or irritate the pancreas, and avoiding giving them too many scraps as treats is an easy way to avoid encountering any problems.

Symptoms of digestive issues can include vomiting, diarrhoea, increased frequency, loss of appetite, or bloating. It is always advised to seek veterinary advice when symptoms occur to make sure pets get the best care.

Of course, no owner can be all-seeing, and many dogs can pick up illnesses and parasites from what they pick up on walks or when exploring the garden. Avoiding giving dogs the wrong kinds of foods as treats and maintaining a consistent diet can all help avoid potential digestive irritations.

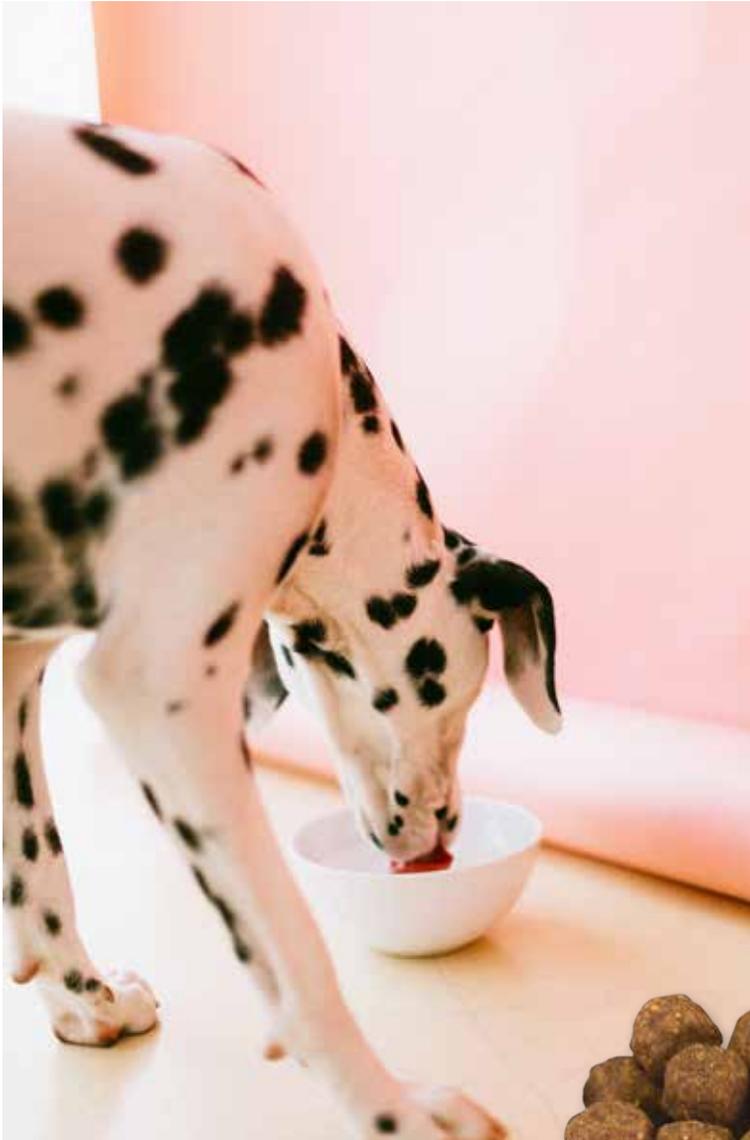


We recommend our Super Sensitive recipe for dog's with digestive or bowel issues



Case Study

A Brief History of Kibble



The idea that dogs and cats should not eat raw meat came about in the mid-1800s when the industrial revolution brought about a growth of the middle class and with that came many societal changes. One of which is that dogs and cats more commonly became pets, and as a result often lived in the house.

Many people believed they should be 'civilised', and since wild and working dogs ate raw meat, and cats were kept as mousers, their pets should eat cooked food. Since the middle classes were also more affluent they were a ready market for commercially prepared foods.

Kibble (dry, crunchy food) was first commercially produced in Britain in the 1860s, but the dog food industry was initially slow to develop. Then in 1931, through various British and American companies, dog foods and biscuits started to appear on shelves in grocery stores up and down the country, and into the hands of the masses.

Dry dog food gained popularity during the Second World War when the meat and metal typically used in tinned dog food became a rationed product. This change launched dry foods into peak popularity, much to the delight of consumers thanks to the easier, less messy, and less aromatic nature of dry foods. Dogs and cats appreciated the change too, as due to the variety of flavours available they quickly gobbled up their new meals.

By the 1950s specialist cereal extrusion machinery was available to more quickly produce palatable dog foods, with the cat food industry following right along with the trend.

By the 1960s kibble had become the main food in which consumers turned to when it came to high-quality feeding. Advertising campaigns were launched and helped cement kibble's position as a feeding staple for both dogs and cats.

Wheat Gluten Free Range

SIGNATURE
YOUR BRAND - YOUR RANGE

**Premium, all-natural,
hypo-allergenic, 100%
wheat gluten-free foods**

Simpler recipes, for sensitive dogs.

Much like humans dogs can be sensitive to the ingredients found in their food. Unlike humans, however, dogs don't suffer from the same typical symptoms, but like humans, the food they eat can greatly affect their gut microbiome.

A gluten-free diet has been shown to help aid with a number of health issues that can affect dogs of all breeds and ages including allergies, joint pain, ear infections, and other chronic health problems.

A small number of dogs have been shown to suffer from a congenital disease that results in intolerance to gluten.

A gluten-free diet can help dogs that may suffer from:

- Itchiness
- Excessive hair loss
- Bald Patches
- Inflamed Skin
- Sores and scabs



*For allergen information contact our team today!



Chicken & Rice

An all-natural recipe that helps maintain healthy digestion

Composition:

Rice (37%), Chicken Meal (24%), Maize, Chicken Stock, Beet Pulp, Chicken Digest, Minerals, Prebiotic FOS, Linseed, Fish Oil, Yeast, Yucca Extract.

Nutritional Additives (Per kg)

Nutritional per kg: Vitamin A 19000 IU/kg, Vitamin D3 1900 IU/kg, Vitamin E 110mg/kg.

Trace Elements:

Ferrous sulphate monohydrate 133 mg/kg, Copper sulphate pentahydrate 28 mg/kg, Manganese sulphate monohydrate 94 mg/kg, Zinc sulphate monohydrate 278 mg/kg, Calcium iodate 1.6 mg/kg, Sodium selenite 0.55mg/kg.

Technological Additives

Antioxidants (natural mixed tocopherols)

Analytical Constituents:

Crude Protein - 20.5%, Oils & Fats - 12%, Crude Fibre - 2%, Crude Ash - 9%.



Lamb & Rice Performance - Single Source Protein (No Chicken)

A Stand out new recipe containing 39% lamb. Full of protein and perfect to help sustain energy

Composition:

Lamb (39%), Rice (26%), Lamb Tallow, Barley, Potato Starch, Pea Protein, Beet Pulp, Dried Brewer's Yeast, Flaxseed, Lamb Gravy, Minerals, Seaweed, Prebiotic Mannan - Oligosaccharide, Yucca Extract,, Glucosamine, Chondroitin, Cranberry

Nutritional Additives (Per kg)

Vitamins: Vitamin A 26,000 IU, Vitamin D3 3,050 IU, Vitamin E 270 mg

Trace Elements:

Zinc (as Zinc Chelate of Protein Hydrolysate) 50mg, Zinc (as Zinc Sulphate Monohydrate) 70mg, Iron (as Iron (II) Sulphate Monohydrate) 30mg, Manganese (as Manganous Sulphate Monohydrate) 25mg, Copper (as Copper (II) Sulphate Pentahydrate) 10mg, Iodine (as Calcium Iodate Anhydrous) 1.6mg, Selenium (as Organic Selenium) 0.25mg.

Analytical Constituents:

Crude Protein 27%, Fat Content 15%, Inorganic Matter 10%, Crude Fibre 2%, Calcium 1.8%, Phosphorus 0.9%.



Salmon & Rice

Easily digestible and packed with anti-oxidants which help maintain healthy joints

Composition:

Salmon meal (26%), Rice (26%), Whole Maize, Whole Barley, Beet Pulp, Chicken Oil, Yeasts, Dehydrated Egg, Digest, Salmon Oil, Seaweed Meal, Pre-biotic MOS, Minerals.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 24,500 IU, Vitamin D3 - 2,450 IU, Vitamin E - 245 IU.

Trace Elements:

Zinc chelate of amino acid hydrate - 333 mg, Zinc sulphate monohydrate - 167 mg, Manganese sulphate monohydrate - 78 mg, Cupric sulphate pentahydrate - 40 mg, Calcium iodate - 2.46 mg/kg, Selenised yeast (inactivated) - 87 mg. Antioxidants (a rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein - 23%, Oils & Fats - 12%, Crude Fibre - 2.5%, Crude Ash - 6%.



Light & Mature – Chicken & Rice

A complete nutritional profile, made with kibbles to suit older dogs

Composition:

Maize, Rice (29%), Chicken Meal (19%), Beet Pulp, Chicken Stock, Linseed, Minerals, Prebiotic FOS, Chicken Digest, Glucosamine, Brewers Yeast, Fish Oil, Chondroitin, Yucca Extract.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 19,000 IU, Vitamin D3 - 19,000 IU, Vitamin E - 110 mg/kg.

Trace Elements:

Ferrous sulphate monohydrate 133 mg/kg, Copper sulphate pentahydrate 28mg/kg, Manganese sulphate monohydrate 94 mg/kg, Zinc sulphate monohydrate 278 mg/kg, Calcium iodate 1.6 mg/kg, Sodium selenite 0.55 mg/kg. Technological Additives: Antioxidants (natural mixed tocopherols).

Analytical Constituents:

Crude Protein - 18%, Oils & Fats - 8.5%, Crude Fibre - 2%, Crude Ash - 9%.



Salmon & Potato

A super healthy recipe packed with Omega-3 and vitamins to help support overall well-being

Composition:

Salmon 37% (Salmon 18%, Salmon meal 18%), Potato (27%), Maize, Oats, Poultry Fat, Beet Pulp, Minerals, Yucca extract.

Nutritional Additives (Per kg)

Vitamin A 15,000 IU, Vitamin D3 2,750 IU, Vitamin E 100 mg.

Trace Elements:

Zinc chelate of amino acid hydrate 33 mg, Ferrous sulphate monohydrate 167 mg, Zinc Oxide 132 mg, Manganous Oxide 32 mg, Cupric sulphate pentahydrate 60 mg, Calcium Iodate Anhydrous 3.28 mg, Sodium Selenite 0.22 mg. Technical Additives: Antioxidants (natural mixed Tocopherols).

Analytical Constituents:

Crude Protein - 24%, Oils & Fats -12%, Crude Fibre - 2.5%, Crude Ash - 7%.



Small Bite – Salmon & Potato

The same super recipe in a smaller kibble for smaller breeds

Composition:

Salmon 37% (Salmon 18%, Salmon meal 18%), Potato (27%), Maize, Oats, Poultry Fat, Beet Pulp, Minerals, Yucca extract.

Nutritional Additives (Per kg)

Vitamin A 15,000 IU, Vitamin D3 2,750 IU, Vitamin E 100 mg.

Trace Elements:

Zinc chelate of amino acid hydrate 33 mg, Ferrous sulphate monohydrate 167 mg, Zinc Oxide 132 mg, Manganous Oxide 32 mg, Cupric sulphate pentahydrate 60 mg, Calcium Iodate Anhydrous 3.28 mg, Sodium Selenite 0.22 mg. Technical Additives: Antioxidants (natural mixed Tocopherols).

Analytical Constituents:

Crude Protein - 24%, Oils & Fats -12%, Crude Fibre - 2.5%, Crude Ash - 7%.



Lamb & Rice

The highest lamb content of any 'Lamb & Rice' recipe on the market

Composition:

Lamb (40%, of which Fresh Lamb 18%, Lamb Meal 22%), Rice (22%), Barley, Maize, Poultry Fat, Peas, Lucerne, Beet Pulp, Poultry Gravy, Minerals, Basil

Nutritional Additives (Per kg)

Vitamin A 19000 IU, Vitamin D3 1900 IU, Vitamin E 110 mg.

Trace Elements:

Ferrous sulphate monohydrate 133 mg, Copper sulphate pentahydrate 28 mg, Manganese sulphate monohydrate 94 mg, Zinc sulphate monohydrate 278 mg, Calcium iodate 1.6 mg, Sodium selenite 0.55 mg.

Analytical Constituents:

Crude Protein - 21%, Oils & Fats - 11%, Crude Fibre - 2.5%, Crude Ash - 8.5%.



Turkey & Rice

Tasty and nutritious, packed with essential nutrients and protein

Composition:

Rice (22% white, 4.5% brown), Turkey Meal (26%), Oats, Barley, Chicken Fat, Beet Pulp, Chicken Digest, Linseed, Peas, Lucerne, Salmon Oil, Minerals, Seaweed, Prebiotic FOS, Yucca Extract.

Nutritional Additives (Per kg)

Vitamin A 26,600 IU, Vitamin D3 2660 IU, Vitamin E 154 mg

Trace Elements:

Ferrous Sulphate Monohydrate 186.62 mg, Copper Sulphate Pentahydrate 39.2mg, Manganese Sulphate Monohydrate 131.32 mg, Zinc Sulphate Monohydrate 388.92 mg, Calcium iodate 2.24 mg, Sodium Selenite 0.77 mg. Technological Additives: Antioxidants (natural mixed tocopherols).

Analytical Constituents:

Crude Protein - 22%, Oils & Fats - 12%, Crude Fibre - 3.3%, Crude Ash - 8%.



Large Breed - Chicken & Rice with Joint Care

Our classic recipe with added joint care to support dogs with big bones

Composition:

Rice (37%), Chicken Meal (24%), Maize, Chicken Stock, Beet Pulp, Chicken Digest, Minerals, Prebiotic FOS, Linseed, Yeast, MSM (150mg/kg), Glucosamine (150mg/kg), Chondroitin Sulphate (150mg/kg), Yucca Extract.

Nutritional Additives (Per kg)

Vitamin A 19000 IU/kg, Vitamin D3 1900 IU/kg, Vitamin E 110 mg/kg.

Trace Elements:

Ferrous sulphate monohydrate 133 mg/kg, Copper sulphate pentahydrate 28 mg/kg, Manganese sulphate monohydrate 94 mg/kg, Zinc sulphate monohydrate 278 mg/kg, Calcium iodate 1.6 mg/kg, Sodium selenite 0.55 mg/kg. Technological Additives: Antioxidants (natural mixed tocopherols).

Analytical Constituents:

Crude Protein - 23%, Oils & Fats - 12%, Crude Fibre - 2.5%, Crude Ash - 6%.

Premium Puppy

New and improved recipes, formulated especially for puppies

Energetic, playful, cute, and full of energy – puppies can sometimes be completely different from their adult counterparts, and as a result, have completely different nutritional needs.

A puppy's nutritional needs can be much more expansive than that of an adult dog. The reason being is that puppies need a higher calorie intake during key growth stages, in addition to all the additional nutrients they require for growing bodies and healthy bones.

Every calorie a puppy eats needs to be packed with nutrition, getting the most out of every mouthful.

Puppies stomachs aren't as big as an adult dog, so a diet consisting of smaller kibbles, fed more often creates the perfect balance for healthy development.

Large breed puppies require an even more calorie-dense starting diet, and Pero produces specialist recipes to cater to their every need.



As natural as it gets – all of our foods are made on our farm at the foothills of the Snowdonia mountains.

*For allergen information contact our team today!



Premium Puppy Complete

A New and Improved recipe to give pups the best possible start!

Composition:

Chicken Meal (30%), Rice, Chicken Stock, Maize, Brewers Yeast, Maize Gluten, Beet Pulp, Fish Meal, Linseed, Milk Powder, Minerals, Chicken Digest, L-Carnitine, Yucca Extract

Nutritional Additives (Per kg)

Vitamin A 26000 iu, Vitamin D3 2660 iu, Vitamin E 154mg

Trace Elements:

Ferrous sulphate monohydrate 133 mg, Copper sulphate pentahydrate 28 mg, Manganese sulphate monohydrate 94 mg, Zinc sulphate monohydrate 278 mg, Calcium iodate 1.6 mg, Sodium selenite 0.55 mg.



Large Breed Puppy – Salmon & Potato

Dense nutrition to support a healthy, high growth rate for large breed puppies

Composition:

Salmon (24%), Potato (15%), Salmon Meal (11%), Potato Protein (11%), Poultry Fat, Barley, Oats, Peas, Beet Pulp, Poultry Digest, Fish Oil, Minerals.

Nutritional Additives (Per kg)

Vitamin A 19000 IU, Vitamin D3 1900 IU, Vitamin E 110 mg.

Trace Elements:

Ferrous sulphate monohydrate 133 mg, Copper sulphate pentahydrate 28 mg, Manganese sulphate monohydrate 94 mg, Zinc sulphate monohydrate 278 mg, Calcium iodate 1.6 mg, Sodium selenite 0.55 mg. Technological Additives: Antioxidants (natural mixed tocopherols).

Analytical Constituents:

Crude Protein – 27%, Oils & Fats – 15.5%, Crude Fibre – 3%, Crude Ash – 7%.



Grain Free – Chicken & Sweet Potato

Our Signature Chicken & Sweet Potato recipe, specially formulated for puppies!

Composition:

Chicken 47% (Poultry Meal 29%, Chicken 18%), Sweet Potato (18%) Potato (16%), Chicken Oil, Alfalfa, Peas, Digest, Salmon Oil, Whole Linseed, Minerals, Seaweed Meal, Prebiotic MOS, Prebiotic FOS, Carrots, Tomatoes, Glucosamine, Yucca extract, Chondroitin, Rosemary, Spinach, Thyme, Marjoram, Oregano, Parsley, Sage, Green Tea, Cranberry.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 24,500 IU, Vitamin D3 2,450 IU, Vitamin E 245 IU.

Trace Elements:

Zinc chelate of amino acid hydrate 333 mg, Zinc sulphate monohydrate 167 mg, Manganese sulphate monohydrate 78 mg, Cupric sulphate pentahydrate 40 mg, Calcium iodate 2.46 mg/kg, Selenised yeast (inactivated) 87 mg. Antioxidants (a rich blend of mixed tocopherols and rosemary extract).

Analytical Constituents:

Crude Protein – 28%, Oils & Fats – 16%, Crude Fibre – 3.2%, Crude Ash – 8%.



SIGNATURE
YOUR BRAND - YOUR RANGE

Grain Free – Chicken with Turkey & Salmon

Our meatiest puppy recipe – packed with protein to support healthy growth!

Composition:

55% Chicken, Turkey and Salmon (including; chicken (15%), poultry meal (14%), salmon (7.5%), turkey meal (7.5%), turkey (5.5%), salmon meal (3%), chicken gravy (2.5%)), dried sweet potato (20%), dried potato (9.5%), poultry fat, beet pulp, linseed, dried carrot, vegetable stock, minerals, dried algae (as a source of DHA), yeast (as a source of mannan-oligosaccharides (prebiotic MOS; 0.1%)), chicory root extract (as a source of fructo-oligosaccharides; (prebiotic FOS; 0.1%)), yeast (as a source of high nucleotide yeast extract), dried fennel, green lipped mussel powder, dried rosemary, glucosamine (0.017%), methylsulphonylmethane (MSM; 0.017%), chondroitin sulphate (0.0125%)

Nutritional Additives (Per kg)

Vitamin A 35,000 IU, Vitamin D3 3,500 IU, Vitamin E 560 mg;

Trace Elements:

Zinc (as Zinc oxide) 70 mg, Zinc (as Zinc chelate of protein hydrolysates) 50 mg, Iron (as Iron (II) sulphate monohydrate) 40 mg, Copper (as Copper (II) sulphate pentahydrate) 5 mg, Manganese (as Manganese (II) oxide) 25 mg, Iodine (as Calcium iodate anhydrous) 1.5 mg, Selenium (as Sodium selenite) 0.2 mg; Antioxidants: Tocopherol extracts from vegetable oils 66 mg

Analytical Constituents:

Crude Protein – 29%, Oils & Fats – 15%, Crude Fibre – 3%, Crude Ash – 9.5%.

Metabolisable Energy: 372 kcal ME/100g

Working Dog Range

SIGNATURE
YOUR BRAND - YOUR RANGE

**Specially formulated
blends for working dogs to
provide all-day energy**

Pero was founded by a farmer and his dog, on the premise that working dogs need a more complete nutritional balance compared to pet dogs, requiring more calorie-dense food to provide the energy they need to help keep the farm going!

Pero has been manufacturing working dog foods since 1985, so we know a thing or two about the nutritional requirements of working breeds.

All of our working dog recipes are balanced and complete and formulated to provide unmatched calorific content to keep dogs' energy levels high.





Lamb & Rice Performance

A Stand out new recipe containing 39% lamb. Full of protein and perfect to help sustain energy

Composition:

Lamb (39%), Rice (26%), Lamb Tallow, Barley, Potato Starch, Pea Protein, Beet Pulp, Dried Brewer's Yeast, Flaxseed, Lamb Gravy, Minerals, Seaweed, Prebiotic Mannan – Oligosaccharide, Yucca Extract,, Glucosamine, Chondroitin, Cranberry

Nutritional Additives (Per kg)

Vitamins: Vitamin A 26,000 IU, Vitamin D3 3,050 IU, Vitamin E 270 mg

Trace Elements:

Zinc (as Zinc Chelate of Protein Hydrolysate) 50mg, Zinc (as Zinc Sulphate Monohydrate) 70mg, Iron (as Iron (II) Sulphate Monohydrate) 30mg, Manganese (as Manganous Sulphate Monohydrate) 25mg, Copper (as Copper (II) Sulphate Pentahydrate) 10mg, Iodine (as Calcium Iodate Anhydrous) 1.6mg, Selenium (as Organic Selenium) 0.25mg.

Analytical Constituents:

Crude Protein 27%, Fat Content 15%, Inorganic Matter 10%, Crude Fibre 2%, Calcium 1.8%, Phosphorus 0.9%.



High Energy Beef (Sporting Dog)*

A complete high-performance food for active sporting adult dogs with over 40% beef content!

Composition:

Beef Meal (25%), Beef (20%), Sweet Potato, Beef Fat, Peas, Potato, Beet Pulp, Linseed, Buckwheat, Brewers Yeast, Minerals, Dried Apple, Dried Nettle, Dried Cranberry, Dried Courgette, Dried Fennel, Dried Dandelion, Green Lipped Mussel, Dried Blueberry, Prebiotic MOS, Prebiotic FOS, Yucca Extract, Citrus Extract, Rosemary Extract.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 19000 IU, Vitamin D3 1900 IU, Vitamin E 110mg.

Trace Elements:

Iron (Ferrous Sulphate Monohydrate): 40mg, Copper (Cupric Sulphate Pentahydrate): 7mg, Manganese (Manganous Sulphate Monohydrate): 30mg, Zinc (Zinc Sulphate Monohydrate): 100mg, Iodine (Calcium Iodate Anhydrous): 1mg, Selenium (Sodium Selenite): 0.25mg. Technological Additives: Antioxidants (Natural Mixed Tocopherols).

Analytical Constituents:

Crude Protein 33%, Oil & Fat Content 20%, Inorganic Matter 9%, Crude Fibre 3%.

*UK exclusive recipe, not available for export market



Complete Meaty Mix - With Real Meaty Chunks

Packed with animal protein and containing real meaty chunks for greater palatability

Composition:

Whole Wheat, Dried Meat Chunks (12%), Wheatfeed, Beef Meat Meal, Flaked Peas, Poultry Oil, Whole Maize, Poultry Meat Meal, Maize Gluten Meal, Brewers Yeast, Fish Meal, Soya Oil, Limestone Flour, Yucca Schidigera Extract.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 15,000 IU/kg, Vitamin D3 - 1,400 IU/kg, Vitamin E - 81 mg/kg (as alpha tocopherol).

Trace Elements:

Ferrous sulphate monohydrate - 148 mg/kg, Zinc Oxide - 103 mg/kg, Manganese oxide - 30 mg/kg, Cupric sulphate pentahydrate - 15 mg/kg, Calcium iodate anhydrous - 1.21 mg/kg, Sodium selenite - 0.24 mg/kg. Antioxidants and Colourants.

Analytical Constituents:

Crude Protein - 23%, Oils & Fats - 11.0%, Crude Fibres - 3%, Crude Ash - 5%.



Complete Economy

Everything a working dog needs to get the job done!

Composition:

Wheat, Meat and Bone Meal, Wheatfeed, Oats, Soya, Chicken Fat, Minerals.

Nutritional Additives (Per kg)

Nutritional per kg: Vitamin A 19000 IU/kg, Vitamin D3 1900 IU/kg, Vitamin E 110 mg/kg

Trace Elements:

Ferrous sulphate monohydrate 133 mg/kg, Copper sulphate pentahydrate 28 mg/kg, Manganese sulphate monohydrate 94 mg/kg, Zinc sulphate monohydrate 278 mg/kg, Calcium iodate 1.6 mg/kg, Sodium selenite 0.55 mg/kg. Technological Additives: Antioxidants.

Analytical Constituents:

Crude Protein - 21%, Oils & Fats - 7.5%, Crude Fibre - 4%, Crude Ash - 9%.



Muesli Complete Meal

Nutritious and digestible, keeping dogs full of energy that lasts all day

Composition:

Wheat, Maize, meat and animal derivatives, vegetables, oils and fats, fish and fish derivatives, minerals and vitamins.

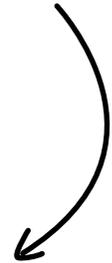
Nutritional Additives (Per kg)

Vitamins: Vitamin A - 14,220 IU/kg, Vitamin D3 - 1,044 IU/kg, Vitamin E - 90 IU/kg.

Trace Elements:

Zinc sulphate monohydrate - 228 mg/kg, Ferrous sulphate monohydrate - 37 mg/kg, Manganese sulphate monohydrate - 31 mg/kg, Copper sulphate pentahydrate - 7mg/kg, Calcium iodate anhydrous - 0.26 mg/kg, Selenium selenite - 0.21 mg/kg. Antioxidants

Our Premium Truline Recipes are also available for working dogs!



Nearly all of our Signature recipes are available in a working dog variety!

If you'd like a Working Dog variety of any of our other recipes, contact our team for more information today!

Case Study

Importance of Play – How Dogs Learn



There's nothing better than watching two dogs play, or playing with your own dog. Studies have found that dogs playing serves several functions in their development, cognitive ability, and as a means of communication.

Play is important for dogs from a young age, as it teaches puppies vital motor skills, and acts as a form of exercise to help strengthen muscles and bones.

Dogs interact with the world through their mouths, a key benefit of play for puppies is learning bite inhibition, letting them know how to appropriately grip and hold things.

The play also teaches dogs all about appropriate social behaviour. A code of conduct between canines. All dogs love to play, and have subtle ways to signal to other dogs that they either want to initiate or continue play.

To do this dogs use what's known as 'play bows'. A crouched posture with the head and elbows to the ground and the hind end in the air, signalling that they want to initiate play.

This isn't just reserved for other dogs, as they will often do this to signal play with humans too.

Play is common between all species of canine, including wolves, foxes and even coyotes, which have all been observed performing the play bow.

Play fulfils several important functions for dogs. It's more than just fun, it's an opportunity to practice important and useful skills, as well as a means of building social relationships.

Playing with dogs also helps strengthen the bond they have with their owner – and most importantly is great fun!

Wet Tray Range

SIGNATURE
YOUR BRAND - YOUR RANGE

High meat, high-profit margins. Learn more about our wet tray range!

Highly palatable and super tasty, Pero wet trays are the perfect alternative to dry dog food.

Nutritious and complete, with a good percentage of meat in each recipe, all mixed together in a rich gravy.

Each tray is supplied at 395 grams, making portion control easier than ever, not requiring specific measurements or guesswork.

Each tray comes individually wrapped in your own unique branding, and supplied in boxes of ten, meaning you can be flexible in your offering, selling the trays individually or as a bulk item.





Grain Free – Salmon & Ocean Fish

Packed with Omega-3 and nutritious minerals to support overall well-being

Composition:

Salmon (40%) Ocean Fish (26%), Sweet potato (4%), Mixed Herbs (0.5%), Sunflower oil (0.1%), Prebiotic Mannan-Oligosaccharides (111mg/kg), Seaweed (55.6mg/kg), Glucosamine (38.9mg/kg), Chondroitin (22.2mg/kg), Yucca Extract (22.2mg/kg), Cranberry Extract (22.2mg/kg), Yeast Extract (11.1mg/kg), vegetables, vitamins & minerals.

Nutritional Additives (Per kg)

Vitamins: Vitamin A 2,250 IU, Vitamin D3 328 IU, Vitamin E 26 mg Trace Elements: Zinc sulphate monohydrate 66.7mg, Iron sulphate monohydrate 41.7mg, Copper sulphate pentahydrate 9.6mg, Manganese sulphate 6.25mg, Calcium iodate anhydrous 0.714mg, Sodium selenite 0.089mg.

Analytical Constituents:

Crude Protein - 9.5%, Oils & Fats - 8%, Crude Fibre - 0.5%, Crude Ash - 3%



Grain Free – Chicken with Sweet Potato & Veg

Over 65% chicken content with nutritious sweet potato and vegetables

Composition:

Chicken (65%), Sweet potato (4%), Carrot (4%), Peas (1%), Broccoli (1%), Mixed Herbs (0.5%), Sunflower oil (0.1%), Prebiotic Mannan-Oligosaccharides (111mg/kg), Seaweed (55.6mg/kg), Glucosamine (38.9mg/kg), Chondroitin (22.2mg/kg), Yucca Extract (22.2mg/kg), Cranberry Extract (22.2mg/kg), Yeast Extract (11.1mg/kg), vegetables, vitamins & minerals.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 2,250 IU, Vitamin D3 - 328 IU, Vitamin E - 26 mg Trace Elements: Zinc sulphate monohydrate - 66.7mg, Iron sulphate monohydrate - 41.7mg, Copper sulphate pentahydrate - 9.6mg, Manganese sulphate - 6.25mg, Calcium iodate anhydrous - 0.714mg, Sodium selenite - 0.089mg.

Analytical Constituents:

Crude Protein - 9.5%, Oils & Fats - 9%, Crude Fibre - 0.5%, Crude Ash - 3%, Moisture - 72%.



Chicken & Vegetables

High protein recipe to suit the needs of all breeds

Composition:

Chicken (60%), Rice (5%), Peas (2%), Carrots (2%), Salmon Oil, Seaweed, herbs, Glucosamine, Chondroitin, Yucca Extract, Cranberry Extract, Yeast Extract, Vitamins and Minerals.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 2,250 IU, Vitamin D3 - 328 IU, Vitamin E - 26 mg. Trace Elements: Zinc sulphate monohydrate - 67 mg, Iron sulphate monohydrate - 42 mg, Copper sulphate pentahydrate - 9.6 mg, Manganese sulphate - 6.3 mg, Calcium iodate anhydrous - 0.71 mg, Sodium selenite - 0.09 mg.

Analytical Constituents:

Protein - 10%, Fat Content - 7%, Crude Fibres - 0.3%, Ash - 3%, Moisture - 72.5%. Moisture - 73%.



Lamb & Vegetables

Nutritious and complete, a unique recipe with over 60% Lamb content

Composition:

Lamb (60%), Rice (5%), Peas (2%), Carrots(2%), Salmon Oil, Seaweed, herbs, Glucosamine, Chondroitin, Yucca Extract, Cranberry Extract, Yeast Extract, Vitamins and Minerals.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 2,250 IU, Vitamin D3 - 328 IU, Vitamin E - 26 mg. Trace Elements: Zinc sulphate monohydrate - 67 mg, Iron sulphate monohydrate - 42mg, Copper sulphate pentahydrate - 9.6 mg, Manganese sulphate - 6.3 mg, Calcium iodate anhydrous - 0.71 mg, Sodium selenite - 0.09 m.

Analytical Constituents:

Protein - 10%, Fat Content - 7%, Crude Fibres - 0.3%, Ash - 3%, Moisture - 72.5%.Moisture - 73%.



Chicken & Rice for Puppies

Our classic chicken and rice recipe specially formulated as a wet tray for puppies

Composition:

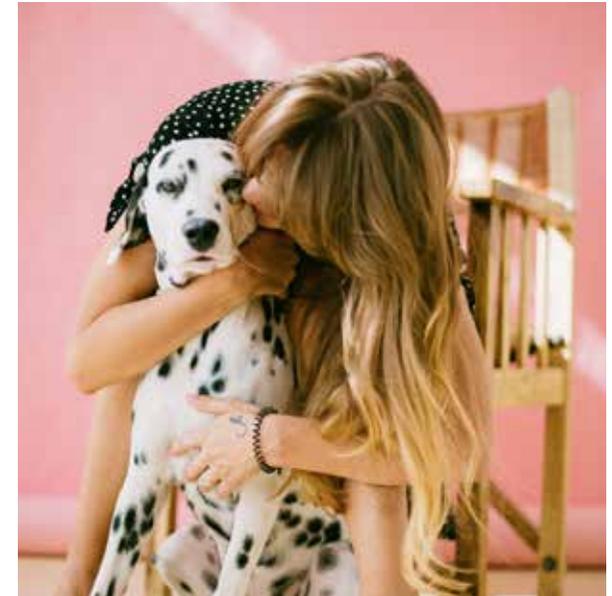
Chicken (60%), Rice (5%), Peas (2%), Carrots (2%), Salmon Oil, Seaweed, herbs, Glucosamine, Chondroitin, Yucca Extract, Cranberry Extract, Yeast Extract, Vitamins and Minerals.

Nutritional Additives (Per kg)

Vitamins: Vitamin A - 2,250 IU, Vitamin D3 - 328 IU, Vitamin E - 26 mg. Trace Elements: Zinc sulphate monohydrate - 67 mg, Iron sulphate monohydrate - 42 mg, Copper sulphate pentahydrate - 9.6 mg, Manganese sulphate - 6.3 mg, Calcium iodate anhydrous - 0.71 mg, Sodium selenite - 0.09 mg.

Analytical Constituents:

Protein - 10%, Fat Content - 7%, Crude Fibres - 0.3%, Ash - 3%, Moisture - 72.5%.Moisture - 73%.



**Complete
Nutrition – All
Pero Wet Trays
contain over
50% meat
content.**

Case Study

Making the Most of Training



One of the most rewarding parts of dog ownership is successfully training your dog and creating a long-lasting bond that promotes a good relationship.

All dogs can benefit from learning some basic commands – dogs are natural pack animals and do well following by a leader's example!

Training dogs basic obedience like sit, wait and come back when called gives them the freedom to run around, but teaches them to know when they need to come back. Dogs are intelligent animals and love to learn!

Dogs learn quickly and can be trained to respond to a variety of commands. For more difficult commands, introducing treats can be a great way to speed up the process of training – and making the process more enjoyable for your dog!

Pero has a range of treats available in both our Signature range and Pero range that are just perfect for aiding training sessions, from our tasty fish treats, and meaty bites in the Signature range to our Ocean Fish and Tapioca Training treats in the Pero range.

For more information on introducing treats to our own range, or on becoming a stockist of Pero's training treats, contact our team today!



Food For Cats

SIGNATURE
YOUR BRAND - YOUR RANGE

100% all-natural cat food to provide a complete nutritional profile

Cats are carnivores, and all Pero cat food recipes are packed to the brim with hearty goodness to ensure optimum health and vitality.

Highly palatable recipes ensure all cats will love our food, and feel the benefits of a complete diet almost immediately.





Fish Variety

Full of fishy goodness that cats just love

Composition:

Fish meal, Rice, Fish oil, Maize, Poultry meal, Barley, Hydrolysed Poultry Liver Maize gluten meal, Hydro-lysed protein, Beet pulp, Yeast, Egg powder, Poultry Fat, Minerals & Vitamins, Fructo Oligo Saccharides (min. 0,5% FOS), Lecithine, Choline chloride.

Nutritional Additives (Per kg)

Copper (Cupric (II) sulphate pentahydrate) - 3.0mg, Zinc (zinc sulphate monohydrate) - 65.0mg, Iron (ferrous sulphate monohydrate) - 75.0mg, Manganese (manganous(II) Oxide) - 30.0mg, Iodine (calcium iodate) - 1.5mg, Vitamin A - 22000 IU/IE, Vitamin D3 - 2000 IU/IE, Vitamin E - 120 IU/IE, Vitamin C - 22mg.

Analytical Constituents:

Crude Protein - 32%, Crude Oils & Fats - 18%, Crude Fibre - 2%, Crude Ash - 6.5%, Calcium - 1.1%, Phosphorous - 1%.



Chicken Variety

Packed with protein giving cats the a complete diet to keep them full of vitality

Composition:

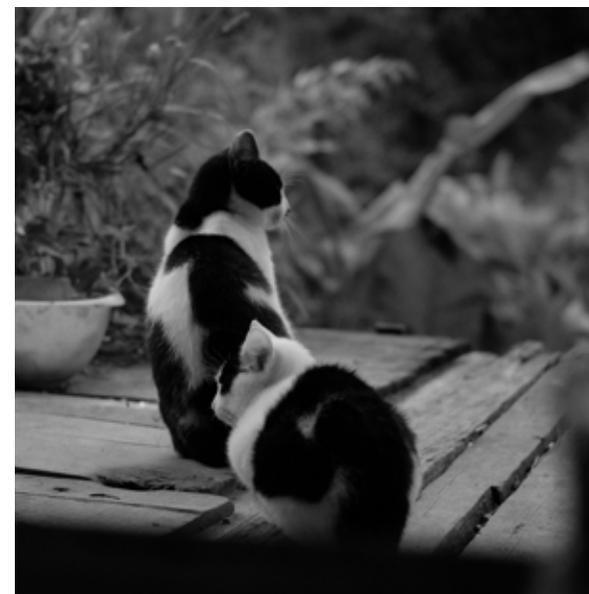
Poultry meal, Rice, Maize, Poultry Fat, Fish meal, Barley, Hydrolysed Poultry Liver Maize gluten meal, Hydrolysed protein, Beet pulp, Yeast, Egg powder, Fish oil, Minerals & Vitamins, Fructo Oligo Saccharides (min. 0,5% FOS), Lecithine, Choline chloride.

Nutritional Additives (Per kg)

Copper (Cupric (II) sulphate pentahydrate) - 3.0mg, Zinc (zinc sulphate monohydrate) - 65.0mg, Iron (ferrous sulphate monohydrate) - 75.0mg, Manganese (manganous(II) Oxide) - 30.0mg, Iodine (calcium iodate) - 1.5mg, Vitamin A - 22000 IU/IE, Vitamin D3 - 2000 IU/IE, Vitamin E - 120 IU/IE, Vitamin C - 22mg.

Analytical Constituents:

Crude Protein - 32%, Crude Oils & Fats - 18%, Crude Fibre - 2%, Crude Ash - 6.5%, Calcium - 1.1%, Phosphorous - 1%.



**To find out
more about
introducing Cat
Food to your
range - contact
one of our team
today!**

Fantastic Fish Treats

Fish is a fantastic source of nutrition for dogs. Our range of dried fish skins provides dogs with a nutritious and delicious treat that they can't get enough of!

Fish is a super source of protein for dogs, whilst being relatively low in saturated fats - meaning dog owners can let their furry friends snack away guilt-free, without having to be concerned about weight control.

Our range of fish treats are packed with Omega oils and essential fatty acids, introducing these to a dog's diet can have big health benefits which include strengthened immune systems, improving joint mobility, calming itchy skin, keeping coats healthy and aiding cognitive functions like hearing and vision.



All-natural, air-dried fish skins

All the fish treats in our range are naturally produced, with extra care taken to ensure that only the highest quality human-grade fish, that is ethically sourced from sustainable fisheries.

Hand made in the UK being twirled and shaped when the skin is still fresh, our fish treats are made using only the highest quality fish products that are then air dried over several days to retain essential proteins and the intrinsic nutritional properties of the fish.

Our range includes:

- Fish Bites
- Fish Skin Throw Sticks
- Salmon Skin Flatties
- Luxury Whitefish Cubes
- ...and Much More!

All of our fish skin treats are available as part of the Signature, own-brand range, and can be supplied with labelling to suit your personal brand.





Fish Bites

Air-dried, crunchy cubes!

Made from 100% fish skin, air-dried to retain taste, these mini treats have a fantastic crunch and a rough texture that helps remove tartar build-up and keep dogs teeth clean and healthy.

Low in fat and packed with an abundance of health benefits to help care for skin, coat, joints, heart, eyes, and weight, as well as Omega-3 which helps support cognitive ability, supporting extended focus, memory, and better behaviour!

A natural treat, our fish bites are 2cm x 2cm approx.

Nutritional Breakdown

Ingredients: 100% Fish Skin

Analytical Constituents: Moisture: 7.13% Protein: 87.8% Fat: 2.56% Fibre: 1.0% Ash: 11.7%

Energy: kCal/100g 374

Pack Size: 70g



Fish Skin Throw Sticks

A durable long-lasting treat!

Fish skin throw sticks are the most durable, long-lasting treat in the range, and provide plenty of chewing time to even the strongest dogs.

An abrasive crunchy centre wrapped in a tough outer skin, fish sticks act as a great tooth brush helping to remove plaque as dogs chew.

Gluten-free and hypo-allergenic, made from responsibly sourced fish, throw sticks that offer a healthy treat for dogs.

Sticks are approx 2.5cm in length

Nutritional Breakdown

Ingredients: 100% Fish Skin

Analytical Constituents: Moisture: 7.13% Protein: 87.8% Fat: 2.56% Fibre: 1.0% Ash: 11.7%

Energy: kCal/100g 374

Pack Size: 6 per pack



Fish Skin Flatties

100% air-dried fish skins!

The perfect, completely natural, delicious and nutritious dog treats, free from artificial colours, flavours or preservatives.

Packed with protein, averaging 87% per treat, our fish skins are incredibly low in fat, and serve as a fantastic source of Omega 3, which helps maintain a dogs joints, skin, coat, eyes as well as aid in weight management.

Medium-sized flatties are **typically 18-28cm in length**, and are shaped so that dogs can hold the treat with their paws, and enjoy over 15 minutes of chewing!

Nutritional Breakdown

Ingredients: 100% Fish Skin

Analytical Constituents: Moisture: 7.13% Protein: 87.8% Fat: 2.56% Fibre: 1.0% Ash: 11.7%

Energy: kCal/100g 374

Pack Size: 6 per pack



Wolf Fish Skin Throw Sticks

Made with Wolf Fish skin for an extra chew!

Throw sticks made with Wolf fish skins, pressed and rolled to add more durability and to provide a texture that helps clean dogs teeth.

Wolf fish is very rich in nutrients and proteins, and contains more oils than cod varieties, resulting in higher natural fats.

Tougher giving more chewing time, our **wolf fish sticks are approx 20cm** in length and are perfectly formed for dogs to hold on to.

Nutritional Breakdown

Ingredients: 100% Wolf Fish Skin

Analytical Constituents: Moisture: 4.76% Protein: 90.9% Fat: 8.66% Fibre: 0.1% Ash: 3.06%

Energy: kCal/100g 412

Pack Size: 6 per pack

Wolf Fish Skin Flatties

Made with Wolf Fish skin for an extra chew!

Rolled and pressed wolf fish skin flatties, air-dried to retain all of the fishy goodness.

Wolf fish is very high in protein and packed with Omega 3's and 6's which are important for skin and coat condition, cardiovascular health and joint mobility.

Wolf fish sticks are approx 18 – 28cm in length and are perfectly formed for dogs to hold on to.

Nutritional Breakdown

Ingredients: 100% Wolf Fish Skin

Analytical Constituents: Moisture: 4.76% Protein: 90.9% Fat: 8.66% Fibre: 0.1% Ash: 3.06%

Energy: kCal/100g 412

Pack Size: 8 per pack

Salmon Skin Flatties

100% Salmon, 100% Natural

Our durable Salmon skin dog chews have an abrasive texture designed to help remove plaque from dogs teeth as they chew.

They are made with 100% Salmon, a rich source of Omega-3, Vitamins B & D and minerals.

They are also naturally low in fat and hypo-allergenic.

Our salmon flatties offer a long-lasting chewy treat and are perfectly shaped for dogs to hold in their paws.

A natural treat, our fish bites are 20cm – 27cm approx.

Nutritional Breakdown

Ingredients: 100% Salmon

Analytical Constituents: Protein: 74%, Ash: 8%, Fat: 10%, Omega 3&6: 3.4%, Fibre 0.8%

Energy: kCal/100g 374

Pack Size: 6 per pack.



Dried White Dover Soles

100% Dover Sole, caught inshore!

Caught inshore and gently air-dried to retain all of the beneficial intrinsic values.

A lean fish high in essential vitamins and minerals like Selenium, Phosphorus, Niacin (B3), Magnesium and Chlorine, which are all important for maintaining a healthy immune system, supporting muscle control, sleep, memory and lowering cholesterol.

Our dried Dover Soles are also naturally wheat-gluten free and hypo-allergenic.

As a natural product, colour and size may vary.

Nutritional Breakdown

Ingredients: 100% Dover Sole

Analytical Constituents: Protein: 74%, Ash: 8%, Fat: 10%, Omega 3&6: 3.4%, Crude Fibre: 0.8%

Energy: kCal/100g 379

Pack Size: 6 per pack.



Dried Sprats

Great when added with dinner or as a treat!

100% sprats, gently air-dried to retain their natural goodness and intrinsic values. Great for sprinkling on top of your dogs dinners, or using as a tasty, natural, pure fish training treat or reward.

Nutritional Breakdown

Ingredients: 100% Sprats

Analytical Constituents: Moisture: 8.1% Protein: 52.2% Fat: 21.3%, Ash: 17.3%

Energy: kCal/100g 405

Pack Size: 150g



Luxury Cod & Haddock Cubes

A Luxury Fishy Treat that Dogs Love!

Our Whitefish cubes are the perfect protein boost for active dogs!

Completely natural and packed with over 90% protein, they make incredible treats for working dogs, agility and other canine sports.

Made with 100% Whitefish, caught from sustainable sources and hand-made in the UK, they're also extremely low in fat and free from any preservatives or additives.

Cubes are small and vary from 1cm to 1.5cm in size.

Nutritional Breakdown

Ingredients: 100% White Fish

Analytical Constituents: Crude protein: 89%, Fats & Oils: 5.1%, Crude Fibre: 0.33%, Ash: 5.2%

Energy: kCal/100g 383

Pack Size: 90g



**100% Natural,
you'll find
no artificial
flavours,
colours or
additives in
our treats!**

Magnificent Meaty Bites

ONLY THE BEST, DIRECT FROM NATURE!

We believe in keeping all of our products as close to nature as possible, and our new range of magnificent meat bites helps us do just that.

Available in a range of flavours, packed with all-natural goodness and texture that dogs just love, our latest range of meaty bites are a completely natural line of snacks and treats for dogs.

We don't believe in the use of artificial additives or flavour enhancers in our treats and use only the highest-quality raw ingredients, and our treats are available in meats including beef, lamb, chicken, and duck.



Balanced and natural dog treats

Produced naturally and containing absolutely no artificial additives, ingredients or colourants our brand new meat bites are a guaranteed hit with all dogs large or small.

The range is comprised of 100% natural meat bites, made from 100% real meat, and nothing else.

Offering a whole host of nutritional benefits including being packed with protein to give dogs all the energy they need to maintain an active lifestyle.

Naturally dried for a crunchy texture, our meat bites make for the perfect training companion, ideally shaped and suited for life with dogs on-the-go!

Available in five exciting flavours including beef, chicken, duck, lamb and venison, these high-quality treats are sure to keep dogs coming back for more!

At a glance:

- Made with 100% real meat.
- No artificial additives.
- Gluten & Lactose-free.
- Rich in vitamins & minerals.
- Support dental hygiene.
- Easy to portion.

Actual
Size!



**Our meat bites are a natural product and can vary in size. Typical size between 1.5 to 2cm.*



**You'll find
zero artificial
flavours,
colours,
enhancers or
preservatives in
our treats!**



Beef Bites

Tasty, aromatic, single-ingredient beefy bites!

High-quality Beef cut up into handy cubes make an ideal treat during training sessions or simply as a little snack between meals.

Our Beef Bites are carefully dried to seal in all that savoury flavour, resulting in an aromatic and yummy treat for dogs!

Beef is a rich source of **high-quality protein** and is full of various vitamins and minerals, including B-12.

Our all-natural beef bites have a great, crispy texture that doges love, and are a perfect compliment to a healthy diet and lifestyle.

Nutritional Breakdown

Ingredients: 100% Beef

Analytical Constituents: Raw Protein: 48.2%, Raw Fat: 40.7%, Raw Ash: 5.4%

Energy: kCal/100g 534

Pack Size: 200g



Duck Bites

High-quality, super-tasty duck meat bites!

A great source of protein with many nutritional benefits, Duck meat is high in fat making it great for active or sporting dogs, or even as a treat to help weight gain.

Duck is also an excellent source of Omega-3 and 6 fatty acids, which help provide healthy skin and coat.

The duck fillet is gently dried, which preserves the nutrients and minerals in the meat, and intensifies flavour. 100% all-natural, made from fresh duck, nothing else, no additives, colours or preservatives!

Nutritional Breakdown

Ingredients: 100% Duck

Analytical Constituents: Raw Protein: 45.5%, Raw Fat: 39.1%, Raw Ash: 6.5%

Energy: kCal/100g 520

Pack Size: 200g



Chicken & Herb Bites – with Chia Seeds

Delicious & healthy snack with super-food Chia!

High-quality chicken meat meets the queen of superfoods, the Chia seed in these tasty treats!

Chia seeds have a whole host of health benefits and are known for their ability to help relieve joint pain.

By weight, Chia seeds have **10 x the amount of Omega-3** fatty acids than salmon, more calcium than whole milk, more iron than raw spinach and more magnesium than broccoli.

Combined with delicious chicken, these treats are perfect for all dogs and are great when on-the-go!

Nutritional Breakdown

Ingredients: 96% Chicken, 4% Chia Seeds

Analytical Constituents: Raw Protein: 49.9%, Raw Fat: 25.7%, Raw Ash: 7.2%, Raw Fibre 1.8%

Energy: kCal/100g 438

Pack Size: 150g

Lamb Bites

100% lamb! Gluten & Lactose-Free!

Tasty, healthy and particularly suitable for sensitive dogs with food allergies, be assured dogs will love our lamb bites!

Lamb bites are high in single protein and help provide the kind of energy that dogs need. Puppies and senior dogs can equally enjoy these treats due to the **softer consistency** and texture of the product.

Completely natural, made from 100% lamb with no artificial additives, these are an excellent treat for dogs with lactose and gluten intolerances.

Nutritional Breakdown

Ingredients: 100% Lamb

Analytical Constituents: Raw Protein: 51.9%, Raw Fat: 36.8%, Raw Ash: 5.5%

Energy: kCal/100g 515

Pack Size: 200g

Venison Bites

100% Venison, perfect as a reward for training!

A healthy, all-natural dog treat in bite-size chunks. Made with 100% real meat, our Venison bites are gently dried for optimal nutrition.

Venison meat is easy to digest, and is an allergy-friendly treat for dogs. **It has fewer calories, less fat and more iron than any other type of meat** – a healthy power snack for both large and small dogs.

Free-range venison raised without the use of antibiotics or hormones, naturally low in cholesterol and super tasty!

Nutritional Breakdown

Ingredients: 100% Venison

Analytical Constituents: Raw Protein: 42.2%, Raw Fat: 36.8%, Raw Ash: 14.4%

Energy: kCal/100g 478

Pack Size: 200g

Packaging Options

SIGNATURE
YOUR BRAND - YOUR RANGE



Choose from a range of packaging options to add the finishing touches to your range.

We have a range of packaging options available which allows you to customise your range even further, helping meet the needs of your customers, as well as to differentiate your personal brand from other brands on the shelf.

Follow your own path...



Standard Signature Packaging

High-quality gloss-finished bags with clear side gussets.

Core recipe declarations are printed on the rear of the bag ensuring all information is as clear as possible.

Your personal branding will be placed within the blank space at the front of the bag, designed to meet your brand specifications.

Available in 2kg & 12kg.



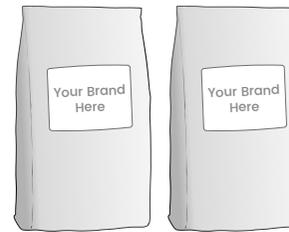
High-Gloss Plain Black

High-quality gloss-finished bags, all black with no print on the bag.

Perfect for smaller quantities or more premium recipes that require a sleek and modern look.

The all-black finish ensures your branding really stands out.

Made to order.



Clear Packaging

The ideal solution for working dog varieties, the clear bags making food easy to see.

Appealing to the value-seeking customer.

Completely clear bags, only available in large sizes.

Made to order.



Paper Packaging

New for 2020, we are now able to offer an eco-friendly packaging option that adds a rustic look and feel to the product.

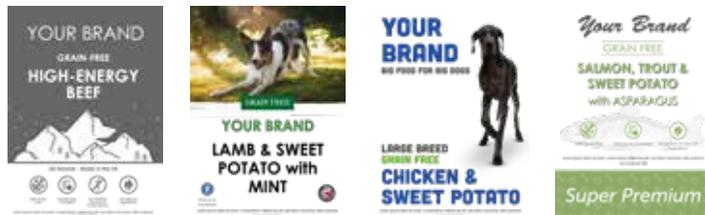
Perfect for stores looking to reduce their carbon footprint, while adding a nostalgic and rustic feel to products.

Made to order.

Branding

Choose from a range of templates or work with our design team to produce bespoke labels to suit your brand.

Use your own logo, images fonts and colours, we'll work with you to ensure your branding suits all your store's needs.



Completely bespoke to match your brand!

Marketing Support

We want you to succeed with us, and we offer marketing support to help kick-start your brand.

We'll work with you to create dynamic promotional material and provide support for future marketing endeavours, providing artwork for promotions, in-store posters, website banners, point of sale and much more.

For more information on what services we can provide, contact our marketing team today.



Case Study

Is fish good for dogs?

Fish is frequently on the menu for dogs and can be found in a number of dog food recipes. Dogs love the strong smell of fish, and there is a good reason for this – Protein!

Fish is a great source of healthy protein, and is packed to the brim with rich nutrients and is a great substitute for common ingredients like chicken.

Fish protein is extremely easy to digest, making it a perfect source of protein for dogs, especially in dogs who may have a sensitive stomach or allergies.

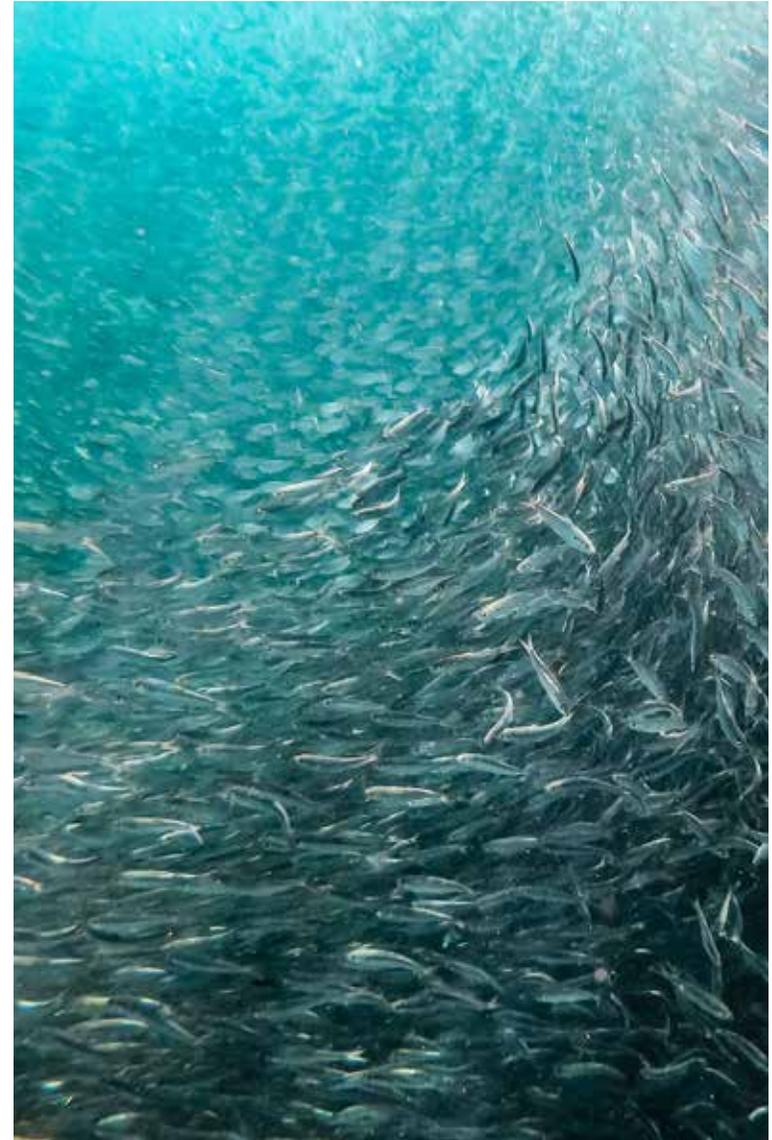
Protein isn't the only benefit of fish for dogs. Fish is rich in Omega-3 fatty acids, which are known to have many health benefits such as decreasing inflammation and aiding dogs hearing and vision, as well as supporting healthy cognitive development.

There are many types of fish that dogs can eat, though the more typical species used in dog foods include salmon, ocean whitefish, lake whitefish, herring, walleye, flounder and Arctic Char. With so many fish to choose from, there's plenty of choices out there for dogs who love fish.

As with any food for dogs, owners should be considerate in diet and portion control to ensure their dog stays fit and healthy and does not suffer from being overweight or obese and the illnesses it can cause. Adequate exercise is always recommended alongside any diet for dogs.

All of Pero's fish recipes provide a complete and balanced diet, ensuring that each recipe meets all of a dogs nutritional requirements.

For more information on how fish can benefit dogs, and to find out more about our fish recipes, contact our team today!



Case Study

Puppy Food - What's it all about?



There are important differences to consider when choosing between regular, adult dog food, and specialist puppy foods.

Puppies need a different balance of nutrients than adult dogs, to promote healthy growth and development.

A higher concentration of protein is required for puppies, or more specifically higher concentrations of certain amino acids, fats, and minerals.

Growth and development take a lot of energy, puppies need an average of twice the calories found in adult dog food, so a higher calorific density is required in puppy food, so they get more bang for their buck with their smaller portions.

Pero Super Start Premium Puppy has been carefully formulated to give puppies the absolute best start possible. Packed with protein and containing over 40% chicken, perfectly balanced with natural digestive aids including nettle, parsley, and camomile.

Pero Super Start Puppy is packed with nutrition and has everything a growing pup could need!





FEEDING YOUR DOG NATURALLY

The Pero Way...

The Pero way means we are an ethical, family-run company that takes a stand against animal testing as well as animal cruelty.

We practice a zero-tolerance policy on animal testing and our foods and methods are endorsed by numerous animal well-being organisations – and Pero is one of the few companies endorsed by UnCaged, the Animal Welfare charity.

Our philosophy, values, and nutritional expertise will keep your dogs healthy and active, from weaning right into their twilight years.

Our products are recommended by veterinary surgeons and all our recipes are 100% delicious and complete, just as nature intended.

We do not use artificial colours, additives, or preservatives in any of our foods.



Created by dog owners, for dog owners

Established in 1982 by a farmer and his dog, Pero is a family run company that produces high quality, premium pet foods.

Based on our farm in the beautiful foothills of the Snowdonia national park, Pero has many years of experience creating all-natural recipes of the finest quality, with eight core recipes and over 100 different recipes and blends to cater to the needs of every dog.

Pero was originally developed in response to our dogs being reluctant to eat any of the foods that were available in the '80s. Standards for pet food weren't what they are today, and we wanted to help make a change.

It was super important to us that the nutritional needs of our dogs were met, making sure that they were fit and healthy, with enough energy to help keep the farm going!

Pero specialises in nutrition, ensuring our pets eat only the best foods available to them. Our recipes include grain-free and high meat foods, as well as specialist foods for dogs who suffer from allergies, have sensitive stomachs or skin and coat problems, as well as having blends that even the fussiest eaters will enjoy.

Serious about nature. Serious about nutrition

At Pero we're serious about nutrition.

All of our foods have been specially formulated to provide an all-natural, completely balanced nutritional profile for dogs of all ages and breeds.

From working dogs to lapdogs, Yorkies to Great Danes Pero has all their nutritional needs covered.

Unlike many other brands, we don't use any artificial flavourings, colours or preservatives in our foods, and ensure that only the highest quality, human-grade ingredients are used, giving dogs a super tasty, super-premium food, at affordable prices.

The care and work we put into ensuring our foods are the best for your pet is just one of the reasons Pero stands as one of the UK's longest-established pet food manufacturers!



CYNNYRCH O
GYMRU  MADE IN
WALES

EST. 1982



SUPER SENSITIVE & GRAIN FREE OCEAN FISH & TAPIOCA

Ocean Fish & Tapioca

Pero Super Sensitive, Grain-Free Ocean Fish, and Tapioca has been enjoyed by dogs all across the country as a preferred diet to suit their specific dietary needs.

This recipe is a suitable and complete food for dogs who suffer from Exocrine Pancreatic Insufficiency (EPI) and is incredibly gentle on the digestive system through the use of Tapioca, which has helped many dogs with digestive issues to be able to eat a healthy and complete meal, without the worry of an upset stomach.

Tapioca is a highly digestible carbohydrate, far superior to rice and potatoes. It allows the easy release of energy for dogs.

Combined with over 30% white fish and complemented with a range of natural herbs and extracts, Pero Super Sensitive provides a super-premium and complete food for dogs!



What's Inside?



White Fish

An excellent source of high-quality protein, that is digested easily by dogs, it is also a great ingredient for dogs with sensitivities as it is gentle on the digestive system.



Tapioca

A highly digestible carbohydrate that is proven to be superior to rice and potatoes. It is also a unique ingredient that doesn't tend to cause issues with dogs suffering from allergies and allows an easy release of energy for dogs.



Alfalfa

A good natural source of a whole host of nutrients including iron, magnesium, vitamin A, C, E, and several B vitamins. It also contains good quality fibre as well as containing a high proportion of protein.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties, and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3, and D.



MSM

A natural derivative of pine bark, which is recommended for the prevention and treatment of osteoarthritis and other joint problems due to its anti-inflammatory properties. It also helps in the maintenance of normal keratin levels in hair, skin, and nails, keeping them healthy and strong.



Fenugreek Seed

Improves digestion and helps with skin and coat problems, it is also a rich source of many minerals and vitamins.



Pero Super Sensitive & Grain Free is available in 2 kg & 12kg bags

Composition

White fish meal (31%), tapioca (26%), pea starch, poultry fat, beet pulp, alfalfa, fish oil, yeast extract, malt extract, minerals, linseed, pre-biotic MOS, pre-biotic FOS, Joint herb & spice blend: Ginger, ginseng, frankincense, licorice root, green tea, turmeric, fenugreek seed, burdock root, MSM (500mg/kg).

Analytical Constituents: Crude Protein (23%); Crude Fat (12%); Crude Ash (8%); Crude Fibres (3%).

Additives (per kg): Vitamin A 15,000 IU, Vitamin D3 2,750 IU, Vitamin E 100 IU, L-Carnitine 100mg.

Trace Elements: Zinc oxide 139mg, Iron, Sulphate Monohydrate 167mg, Manganese Oxide 32mg, Cupric Sulphate Pentahydrate 60mg, Calcium Iodate Anhydrous 3.28mg/kg, Sodium Selenite 0.23mg, Antioxidants.

HIGH MEAT & GRAIN FREE TURKEY & SWEET POTATO

Turkey & Sweet Potato with Cranberry

A complete and balanced dry dog food, made with over 40% farm-raised turkey, as well as being completely grain-free and hypo-allergenic.

Pero Turkey & Sweet Potato is a massive hit with dogs of all breeds and sizes.

Sweet potato acts as the main carbohydrate, providing excellent digestibility and long-lasting energy.

Glucosamine and Chondroitin are added to the recipe to help maintain healthy joints, whilst Omega 3 is added to provide massive amounts of help maintaining healthy skin and coat.

Super healthy and packed with goodness, Pero Turkey & Sweet Potato is a great recipe for dogs suffering from any sensitive digestive issue, grain allergy, or exocrine pancreatic insufficiency (EPI).



What's Inside?



Turkey

Easy to digest and highly palatable, turkey is a great source of protein, providing an abundance of essential amino acids to help support the growth and development of all cells.



Sweet Potato

Contains much more fibre than the average potato, and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6 and several minerals. A very high-quality source of carbohydrates.



Alfalfa

A good natural source of a whole host of nutrients including iron, magnesium, vitamin A, C, E, and several B vitamins. It also contains good quality fibre as well as containing a high proportion of protein.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties, and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3, and D.



Potato

A readily available carbohydrate that is energy-dense and nutritious also contains some dietary fibre as well as vitamin C, vitamin B6 and potassium.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Pero High Meat & Grain Free Turkey is available in 2 kg & 12kg bags

Composition

Turkey (39% - Turkey Meal 23%, Fresh Turkey 15%), Potato (23%), Sweet potato (19%), Peas, Pure Chicken Oil, Alfalfa, Minerals, Chicken Gravy, Yeast Extract, Linseed Oil, Salmon Oil, Cranberries (0.4%), Malt Extract, Pre-biotic MOS, Pre-biotic FOS, Yucca Extract, Glucosamine (195mg/kg), Chondroitin (90mg/kg).

Analytical Constituents: Crude Protein (24%); Crude Fat (10%); Crude Ash (6.5%); Crude Fibres (3%).

Additives (per kg): Vitamin A 35,000 IU, Vitamin D3 3,500 IU, Vitamin E 560 IU.

Trace Elements: Zinc Chelate of Amino Acid Hydrate 333mg, Ferrous Sulphate Monohydrate 133mg, Zinc Oxide 97mg, Manganese Oxide 78mg, Cupric Sulphate Pentahydrate 20mg, Calcium Iodate 2.5mg, Sodium Selenate 0.44mg, Antioxidants.

HIGH MEAT & GLUTEN FREE LAMB & RICE

Lamb & Rice

Our High Meat & Gluten Free – Lamb & Rice recipe is the perfect option for dogs who prefer an alternative to Fish and Poultry.

It packs a very generous 40% Lamb content, as well as being complete and hypo-allergenic dog food. Our recipe is free of any poultry, beef, soya or dairy ingredients, ensuring dogs that are sensitive to these ingredients always have a tasty and problem-free meal.

Glucosamine and Chondroitin are added into the recipe to help maintain healthy joints, whilst Krill is added to provide a natural and pure source of Omega 3, which helps massively in maintaining a healthy coat and skin.

This super-premium dog food is nutritionally balanced and has all of the vital vitamins dogs need to live a happy and healthy life.



What's Inside?



Lamb

Highly palatable and easily digested, and is an excellent source of high-quality protein and essential amino acids. It also provides dietary fats that serve as a good source of energy for dogs, as well as helping to transport essential fat-soluble vitamins.



Krill

Packed with omega-3 fatty acids, excellent for the pet's immunity as well as their overall health and well-being.



Alfalfa

A good natural source of a whole host of nutrients including iron, magnesium, vitamin A, C, E, and several B vitamins. It also contains good quality fibre as well as containing a high proportion of protein.



Chondroitin Sulphate

A naturally occurring molecule that is well known for easing the symptoms of joint conditions such as osteoarthritis. It also stimulates cells to produce more collagen and proteoglycan as well as inhibiting destructive enzymes known to cause osteoarthritis.



Potato

A readily available carbohydrate that is energy-dense and nutritious also contains some dietary fibre as well as vitamin C, vitamin B6 and potassium.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Pero High Meat & Gluten Free Lamb & Rice is available in 2 kg & 12kg bags

Composition

Lamb (36% – Lamb Meal 27%, Fresh Lamb 9%), Whole Rice (35%), Beet Pulp, Lamb Fat (6.5%), Potato, Peas, Yeast Extract, Minerals, Malt Extract, Krill (3730mg/kg), Glucosamine (150mg/kg), Chondroitin Sulphate (75mg/kg), Yucca Extract, Cranberry Extract.

Analytical Constituents: Crude Protein 24%; Crude Fat 12%; Crude Ash 9.5%; Crude Fibres 2.5%.

Additives (per kg): Vitamin A 24,500 IU, Vitamin D3 2,450 IU, Vitamin E 392 IU.

Trace Elements: Zinc Chelate Of Amino Acid Hydrate 233 mg, Zinc Sulphate Monohydrate 68 mg, Iron Sulphate Monohydrate 93 mg, Manganese Sulphate Monohydrate 55 mg, Cupric Sulphate Pentahydrate 14mg, Calcium Iodate Anhydrous 1.72 mg/kg, Sodium Selenite 0.32 mg. Antioxidants.

HIGH MEAT & GLUTEN FREE CHICKEN & RICE

Chicken & Rice

Packed with over 40% Chicken, this complete and hypo-allergenic dog food is great for dogs with sensitive skin or a sensitive stomach.

Glucosamine and Chondroitin are added into the recipe to help maintain healthy joints, whilst Krill is added to provide a natural and pure source of Omega 3, which helps massively in maintaining a healthy coat and skin.

This super-premium dog food is nutritionally balanced and has all of the vital vitamins dogs need to live a happy and healthy life.

Pero's Chicken & Rice is a staple recipe in the range and has been a favourite of dogs up and down the country for over 30 years.



What's Inside?



Chicken

Highly palatable, and an excellent source of protein and easy to digest. You'll find over 40% chicken in this stand-out recipe.



Krill

Packed with omega-3 fatty acids, excellent for the pet's immunity as well as their overall health and well-being.



Alfalfa

A good natural source of a whole host of nutrients including iron, magnesium, vitamin A, C, E, and several B vitamins. It also contains good quality fibre as well as containing a high proportion of protein.



Glucosamine

Widely recommended for dogs with joint problems (especially osteoarthritis). Stimulates chondroitin production as well as protecting against joint damage by free-radicals.



Potato

A readily available carbohydrate that is energy-dense and nutritious also contains some dietary fibre as well as vitamin C, vitamin B6 and potassium.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Pero High Meat & Grain Free Chicken & Rice is available in 2 kg & 12kg bags

Composition

Chicken (37% – Poultry Meal 28%, Fresh Chicken 9%), Whole Brown Rice (37%), Potato Flakes, Beet Pulp, Chicken Oil (5%), Yeasts, Chicken Gravy (2%), Yeast Extract, Peas, Minerals, Malt Extracts, Krill (3730mg/kg), Glucosamine (150mg/kg), Chondroitin sulphate (75mg/kg), Yucca extract, Cranberry extract.

Analytical Constituents: Crude Protein 25%, Crude Fat 12%, Crude Ash 6.5%, Crude Fibres 2%

Additives (per kg): Vitamins: Vitamin A 24,500 IU, Vitamin D3 2,450 IU, Vitamin E 392 IU.

Trace Elements: Zinc chelate of amino acid hydrate 233 mg, Zinc sulphate monohydrate 68 mg, Iron Sulphate Monohydrate 93 mg, Manganese sulphate monohydrate 55 mg, Cupric sulphate pentahydrate 14 mg, Calcium iodate anhydrous 1.72 mg/kg, Sodium Selenite 0.32 mg.

LOW CALORIE & GLUTEN FREE SALMON & BROWN RICE

Salmon & Brown Rice

Pero Low Calorie Salmon & Brown Rice has been enjoyed by Labradors and Retrievers over many years and contains 15% less fat than similar conventional products on the market.

This low-calorie recipe contains over 35% fish and has been formulated to give dogs their optimum nutritional requirements, whilst keeping calories low.

It is also wheat gluten-free, which is ideal for dogs with sensitive skin or digestive issues, without compromising conditioning.

Packed with fish, this recipe is naturally filled with Omega-3 which enhances coat appearance as well as aiding cognitive development.

This, complemented with a range of natural herbs and extracts provides a super-premium and complete food for dogs.



What's Inside?



Fresh Salmon

An excellent source of high-quality protein, that is easily digestible and packed with nutrients. Salmon is also a great ingredient for dogs with sensitive stomachs thanks to it being gentle on the digestive system.



Whole Brown Rice

An excellent carbohydrate with a great added fibre bonus. Widely regarded as a 'superfood' as it contains a whole host of nutrients including three B vitamins, selenium, magnesium, iron, omega-3 oils, and manganese.



Sweet Potato

It contains much more fibre than the average potato and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6 and several minerals. A very high-quality source of carbohydrates.



Glucosamine

Widely recommended for dogs with joint problems (especially osteoarthritis). Stimulates chondroitin production as well as protecting against joint damage by free-radicals.



Potato

A readily available carbohydrate that is energy-dense and nutritious also contains some dietary fibre as well as vitamin C, vitamin B6 and potassium.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties, and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3, and D.



Pero High Meat & Grain Free Turkey is available in 2 kg & 12kg bags

Composition

Brown Rice (40%), Fish(33% - Salmon Meal 14%, Fish Meal 8%, Hydrolysed Salmon 11%), Beet Pulp, Salmon Oil (5%), Sweet Potato, Flaked Potato, Chicken Gravy, Minerals, Krill, Glucosamine (175mg/kg), Chondroitin Sulphate (80mg/kg), Cranberry (80mg/kg).

Analytical Constituents: Crude Protein 24%, Crude Fat 10%, Crude Ash 6.5%, Crude Fibres 3%

Additives (per kg): Vitamins: Vitamin A 15,000 IU, Vitamin D3 2,750 IU, Vitamin E 100 IU, L-Carnitine 100mg.

Trace Elements: Zinc Chelate of Amino Acid Hydrate 33mg, Zinc Oxide 132mg, Iron Sulphate Monohydrate 167mg, Manganese Oxide 32mg, Cupric Sulphate Pentahydrate 60mg, Calcium Iodate Anhydrous 3.28mg/kg, Sodium Selenate 0.22mg, Antioxidants.

HIGH MEAT & GLUTEN FREE SBT - CHICKEN

Staffordshire Bull Terrier - Adult Chicken

Pero's Staffordshire Bull Terrier recipe is a stand-out within the range and a favourite of SBT's and their owners all across the country! Specially formulated for SBT's, this recipe contains a whopping 40% chicken and is hypo-allergenic and wheat gluten-free, perfect for SBT sensitivities.

The recipe contains L-Carnitine, a burning amino acid that helps with muscle definition. This along with the glucosamine & Chondroitin creates a feed that will keep your dog lean and muscular, with a beautiful shining coat, along with strong and healthy joints.

This super-premium dog food is nutritionally balanced and has all of the vital vitamins SBT's need to live a happy and healthy life. Pero's specialist recipe is highly rated amongst SBT's and their owners and comes highly recommended by many owners clubs as one of the best foods available for the breed!



What's Inside?



Chicken

Highly palatable, and an excellent source of protein and easy to digest. You'll find over 40% chicken in this stand-out recipe.



Brewers Yeast

One of the best sources of natural B vitamins, including thiamine, riboflavin, niacin, pantothenic acid, pyridoxine, biotin and folic acid. All of these have a wide range of functions for dogs, including aiding in digestion, keeping the skin, eyes, mouth, hair and liver healthy and supporting the nervous system.



Glucosamine

Widely recommended for dogs with joint problems (especially osteoarthritis). Stimulates chondroitin production as well as protecting against joint damage by free-radicals.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties, and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3, and D.



MSM

A natural derivative of pine bark, which is recommended for the prevention and treatment of osteoarthritis and other joint problems due to its anti-inflammatory properties. It also helps in the maintenance of normal keratin levels in hair, skin, and nails, keeping them healthy and strong.



Pero High Meat & Gluten-Free SBT Chicken is available in 2 kg & 12kg bags

Composition

Chicken 40% (Fresh Chicken 20%, Poultry Meal 20%), Maize, Oats, Beet Pulp, Linseed, Brewers Yeast, Poultry Oil, Chicken Gravy, Whole Egg Powder, Minerals, Fish Oil, Glucosamine (150mg/kg), Chondroitin (150mg/kg), MSM (150mg/kg).

Analytical Constituents: Crude Protein 26%; Crude Fat 12%; Crude Ash 7%; Crude Fibres 3.5%.

Additives (per kg): Vitamins: Vitamin A 19,000 IU, Vitamin D3 1,900 IU, Vitamin E 110 IU, L-Carnitine 600mg.

Trace Elements: Zinc Sulphate Monohydrate 278mg, Iron Sulphate Monohydrate 137mg, Manganese Sulphate Monohydrate 94mg, Cupric Sulphate Pentahydrate 28mg, Calcium Iodate Anhydrous 1.64mg/kg, Sodium Selenite 0.57mg. Antioxidants.

COMPLETE MEAL FUSSY EATER GOLD WITH PASTA

Fussy Eater - Gold with Pasta

Pero Complete Meal for Fussy Eaters is a long-standing favourite with fussy dogs up and down the country!

This recipe is expertly blended and coated with natural cereal extracts, meat meal, and poultry oils to give dogs a moist and extremely tasty meal.

Pasta is added to provide a valuable source of carbohydrate for sustainable energy.

Pero Complete Meal for Fussy Eaters contains all of a dog's daily vitamin and mineral requirements, ensuring that they are kept in tip top shape as well as tackling their fussy habits!



What's Inside?



Meat Meal

A natural calcium and phosphorus supplement, that's full of protein.



Poultry Meat Meal

Far more nutritionally concentrated than fresh meat due to its significantly reduced water content.



Pasta

A carbohydrate that is low in sodium, and free of cholesterol while providing several essential nutrients including B-vitamins and iron.



Barley

Contains a high density of a wide range of nutrients.



Poultry Oil

Extremely palatable and ensures a rich flavour profile.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Pero Complete Meal Fussy Eater is available in 2 kg & 12kg bags

Composition

Wheat, Meat and Bone meal, Syrup, Pasta (6%), Barley, Poultry Fat, Poultry Meat Meal, Minerals, Yucca Extract.

Analytical Constituents: Crude Protein 19%; Crude Fat 8%; Crude Ash 8%; Crude Fibres 3%.

Additives (per kg): Vitamins: Vitamin A 115,850 IU, Vitamin D3 1,550 IU, Vitamin E 90 IU.

Trace Elements: Zinc Sulphate Monohydrate 236mg, Iron Sulphate Monohydrate 141mg, Manganese Sulphate Monohydrate 106mg, Cupric Sulphate Penhydrate 41mg, Calcium Iodate Anhydrous 2.1mg/kg, Sodium Selenite 0.48mg. Antioxidants.

SUPER START PREMIUM PUPPY CHICKEN & RICE

Super Start Premium Puppy - Chicken & Rice

Pero High Meat, Super Start - Premium Puppy has been carefully formulated to provide all the nutrition your puppy needs during the important stages of its growth and development.

Pero believes that every dog deserves the best possible start in life. Our complete and balanced recipe is ideal for developing the gut, by including natural digestive aids made from a unique blend of camomile, nettle, and parsley.

The hypo-allergenic recipe is wheat gluten-free, high in Omega 3 and 6 oils, and is packed with Krill and Salmon oil to help keep the skin and coat healthy and pristine.

Glucosamine and Chondroitin are also added to aid in healthy joint development.



What's Inside?



Chicken

Highly palatable, and an excellent source of protein and easy to digest. You'll find over 40% chicken in this stand-out recipe.



Krill

Packed with omega-3 fatty acids, excellent for the pet's immunity as well as their overall health and well-being.



Whole Brown Rice

An excellent carbohydrate with a great added fibre bonus. Widely regarded as a 'superfood', brown rice contains a whole host of natural nutrients including three B vitamins, selenium, magnesium, iron, omega-3 oils, and manganese.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties, and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3, and D.



Glucosamine

Widely recommended for dogs with joint problems (especially osteoarthritis). Stimulates chondroitin production as well as protecting against joint damage by free-radicals.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Pero Super Start Premium Puppy is available in 2 kg & 8kg bags

Composition

Wheat, Meat and Bone meal, Syrup, Pasta (6%), Barley, Poultry Fat, Poultry Meat Meal, Minerals, Yucca Extract.

Analytical Constituents: Crude Protein 19%; Crude Fat 8%; Crude Ash 8%; Crude Fibres 3%.

Additives (per kg): Vitamins: Vitamin A 115,850 IU, Vitamin D3 1,550 IU, Vitamin E 90 IU.

Trace Elements: Zinc Sulphate Monohydrate 236mg, Iron Sulphate Monohydrate 141mg, Manganese Sulphate Monohydrate 106mg, Cupric Sulphate Pentahydrate 41mg, Calcium Iodate Anhydrous 2.1mg/kg, Sodium Selenite 0.48mg. Antioxidants.

HIGH MEAT & GRAIN FREE ADULT PORK & SWEET POTATO

Adult Pork & Sweet Potato

A classic recipe for complete and nutritionally balanced dog food. Made with over 40% Farm Raised Pork and completely grain free, this premium recipe is great for dogs of all shapes and sizes.

Sweet potato is added to act as a primary carbohydrate due to its excellent digestibility.

Glucosamine and Chondroitin are added to help maintain healthy joints, and Omega-3 is added to maintain a healthy coat and skin.

This super-premium recipe is nutritionally balanced, and has all of the vital vitamins dogs need to live a happy and healthy life!



What's Inside?



Pork

An excellent, highly palatable meat source that's packed full of protein. This classic recipe contains over 40% pork content. All pork used in this recipe is 100% farm-raised.



Sweet Potato

It contains much more fibre than the average potato and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6, and several minerals. A very high-quality source of carbohydrates.



Alfalfa

A good natural source of a whole host of nutrients including iron, magnesium, vitamin A, C, E, and several B vitamins. It also contains good quality fibre as well as containing a high proportion of protein.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties, and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3, and D.



Glucosamine

Widely recommended for dogs with joint problems (especially osteoarthritis). Stimulates chondroitin production as well as protecting against joint damage by free-radicals.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Pero High Meat & Grain Free Pork & Sweet Potato is available in 2kg & 12kg

Composition

Pork 40%, Sweet Potato 43%, Peas, Pure Chicken Oil, Alfalfa, Minerals, Chicken Digest, Yeasts, Linseed, Salmon Oil (1%), Apples (0.4%), Prebiotic MOS, Prebiotic FOS, Yucca Extract, Glucosamine, Chondroitin.

Analytical Constituents: Crude Protein (25%); Crude Fat (10%); Inorganic Matter (10%); Crude Fibres (3%).

Additives (per kg): Vitamin A 24,500 IU, Vitamin D3 2,450 IU, Vitamin E 245 IU.

Trace Elements: Zinc Chelate of Amino Acid Hydrate 333mg, Zinc Sulphate Monohydrate 194mg, Manganese Sulphate Monohydrate 78mg, Cupric Sulphate Pentahydrate 40mg, Calcium Iodate 2.46mg, Selenised Yeast (inactivated) 87mg, Antioxidant: Rosemary Extract.

GRAIN FREE TRAINING TREATS OCEAN FISH & TAPIOCA

Training Treats (190g)

A super-sensitive and tasty treat that is extremely popular with all dogs.

Made with the same Ocean Fish & Tapioca recipe as our super sensitive food, our treats provide a healthy and tasty training aid that's packed with flavour!

Completely wheat gluten-free to avoid any skin allergies or digestive disorders these treats are perfect for any dog, regardless of age, breed, or health.

High omega 3 levels, as well as a bespoke herb and spice blend, has been included to encourage healthy skin and coat condition, as well as supporting joint function and mobility.

These dog-bone treats are packed with anti-oxidants and pre-biotic FOS & MOS to help populate the gut with good bacteria, feeding the natural pre-biotic within the gut flora.



What's Inside?



White Fish Meal

An excellent source of high-quality protein, that is digested easily by dogs, it is also a great ingredient for dogs with sensitivities as it is gentle on the digestive system.



Tapioca

A highly digestible carbohydrate that is proven to be superior to rice and potatoes. It is also a unique ingredient which doesn't tend to cause issues with dogs suffering from allergies, and allows an easy release of energy for dogs.



Alfalfa

A good natural source of a whole host of nutrients including iron, magnesium, vitamin A, C, E, and several B vitamins. It also contains good quality fibre as well as containing a high proportion of protein.



Salmon Oil

Containing Omega-3 which holds a wide range of health benefits, also recommended for the treatment and prevention of a catalogue of health problems such as cardiovascular diseases, skin conditions, joint difficulties and even cancer. It also provides a lot of energy and is rich in vitamins including vitamins A, B3 and D.



MSM

A natural derivative of pine bark, which is recommended for the prevention and treatment of osteoarthritis and other joint problems due to its anti-inflammatory properties. It also helps in the maintenance of normal keratin levels in hair, skin and nails, keeping them healthy and strong.



Fenugreek Seed

Improves digestion and helps with skin and coat problems, it is also a rich source of many minerals and vitamins.



Pero Grain Free Training Treats are available in 6 x 190g tubs

Composition

White fish meal (31%), tapioca (26%), pea starch, poultry fat, beet pulp, alfalfa, fish oil, yeast extract, malt extract, minerals, linseed, pre-biotic MOS, pre-biotic FOS, Joint herb & spice blend: Ginger, ginseng, frankincense, licorice root, green tea, turmeric, fenugreek seed, burdock root, MSM (500mg/kg).

Analytical Constituents: Crude Protein (23%); Crude Fat (12%); Crude Ash (8%); Crude Fibres (3%).

Additives (per kg): Vitamin A 15,000 IU, Vitamin D3 2,750 IU, Vitamin E 100 IU, L-Carnitine 100mg.

Trace Elements: Zinc oxide 139mg, Iron, Sulphate Monohydrate 167mg, Manganese Oxide 32mg, Cupric Sulphate Pentahydrate 60mg, Calcium Iodate Anhydrous 3.28mg/kg, Sodium Selenite 0.23mg, Antioxidants.

WORKING DOG PERO RECIPES



Working Dog Recipes

A range of working dog foods, specially formulated for the needs of working dogs and aimed at the value-seeking agricultural customer.

These working dog foods provide a balanced and complete diet, that gives working dogs a high-energy boost.

Produced in Eryri (Snowdonia) since 1982, our Working Dog recipes are made with the best ingredients to give maximum palatability and performance.

Our range includes Pero Premiwm (Premium) a composite blend of cereals and meats which provide adequate energy for working dogs.

Active, a high-energy product with a high protein count, designed for working dogs who need that little bit extra to work for longer.

And Pero Maintenance - recommended for the resting season, this blend offers a balanced and nutritious diet.



Pero Premiwm (Premium)

Composition

Cereals, Meat and Animal Derivatives, Oils and Fats, Minerals.

Analytical Constituents: Crude Protein (19%); Crude Fat (6%); Crude Ash (8%); Crude Fibres (3%).

Additives (per kg): Vitamin A 17,000 IU, Vitamin D3 1,140 IU, Vitamin E 105 IU.

Trace Elements: Zinc Sulphate Monohydrate 264mg, Iron Sulphate Monohydrate 158mg, Manganese Sulphate 74mg, Copper Sulphate Pentahydrate 19mg, Calcium Iodate Anhydrous 1.5mg, Sodium Selenite 0.54mg



Pero Active

Composition

Extruded Cereals, Meat Products, Flaked Cereals, Animal Fats, Pasta, Fish Meal, Vegetable Oils, Linseed Oil, Vitamins, Minerals

Analytical Constituents: Crude Protein (25%); Crude Fat (10%); Crude Ash (7.5%); Crude Fibres (2%).

Additives (per kg): Vitamin A 11,000 IU, Vitamin D3 1,200 IU, Vitamin E 125 IU, Copper (As Cupric Sulphate) 25mg/kg.

Trace Elements: Vitamin B1, B2, B6, B12, Biotin, Folic Acid, Nicotinic Acid (Niacin), Pantothenic Acid from Calcium Pantothenate, Deodorase - A natural extract from the Yucca plant, to aid in neutralising offensive odours in waste.



Pero Maintenance

Composition

Cereals, Meat and Animal Derivatives, Oils and Fats, Minerals.

Analytical Constituents: Crude Protein (19%); Crude Fat (6%); Crude Ash (8%); Crude Fibres (3%).

Additives (per kg): Vitamin A 17,000 IU, Vitamin D3 1,140 IU, Vitamin E 105 IU.

Trace Elements: Zinc Sulphate Monohydrate 264mg, Iron Sulphate Monohydrate 158mg, Manganese Sulphate 74mg, Copper Sulphate Pentahydrate 19mg, Calcium Iodate Anhydrous 1.5mg, Sodium Selenite 0.54mg

Truline

the essential balance, naturally

by **PERO** 

The **Complete** Grain Free Pet Food

Truline, by Pero, offers pets an unrivalled nutritional profile, from two super-premium recipes formulated using the highest-quality, all-natural ingredients available.

Produced in the UK, the Truline range embodies everything we've learned in over 35 years creating nutritionally balanced and complete dog foods that offer superior feeding excellence.

Containing **over 75% nutritious animal ingredients** and **25% fruit & vegetables**, Truline is an all-natural solution, free from artificial ingredients and colours. Completely free from grains and cereals, the ingredients used in the Truline recipes contain all the necessary proteins, fats, vitamins, and minerals to promote health and well-being, as well as superior performance.

Available for both Dogs and Cats, and coming in two unique flavours, Truline is the all-in-one solution for complete feeding.



Truline - Award-Winning Nutrition

Since being introduced in 2016, Truline has won numerous awards and accolades, which testify to its superior quality and excellence.

Truline has won the coveted 'Brand of the Year' award by the World Branding Forum for two years in a row, for the 2017/18 & 2018/19 dry dog food categories. Winners are judged through three streams, including a public online vote, with over 70% of the voting being done by consumers.

Truline was rated as the #1 UK Best Dry Dog Food Brand for 2016 by the Dog Digest and has received a 5/5 star rating from the independent online dog food reviewing site www.allaboutdogfood.co.uk.



Comprised of Chicken, Turkey & Salmon. The Meat & Fish variety has over 30% protein & is high in nutritional excellence.

Meat & Fish Variety

Page 68



Trout, Ocean Fish & Sardine provide a complete nutritional base for the Truline Fish Variety, enriched with salmon oils & linseed.

Fish Variety

Page 70

Stand-out Recipes - All Containing:

75% 
Nutritious Animal
Ingredients

25% 
Fruit &
Vegetables

0% 
Grains or
Cereals



High-quality Meat & Fish recipe tailored for cats' unique tastes. Packed with animal proteins to support health & vitality.

Meat & Fish Variety - Cat

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Working Dog Variety - Now Available!



Stand-out nutrition
for working dogs
See page 72



Fresh & Dried fish including mackerel, sardine, salmon & haddock pack this recipe with over 37% essential proteins.

Fish Variety - Cat

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Meat & Fish Variety

Truline Dog - Meat & Fish

Fresh and dried Meat & Fish, including Turkey, Chicken, and Salmon coupled with dried whole farm eggs provide a supremely digestible protein source to promote overall well-being, as well as providing amino acid building blocks for muscle development and growth.

Truline also lacks any proteins that are commonly associated with allergic reactions and dietary sensitivities.

Norwegian Salmon oil and refined chicken fat enrich the recipe providing a balance of the essential Omega-3 and Omega-6 oils.

Selected vegetables, including carrots, green beans, cassava, and sweet potato deliver a blend of fast and slow-release carbohydrates to ensure dogs get all the energy they need throughout the day.

Truline is also packed with naturally occurring vitamins, minerals, and phytonutrients which promote overall health and vitality.



What's Inside?



Chicken

Highly palatable, and an excellent source of easily digestible proteins, Chicken is a great source of protein which provides dogs with lots of energy. An excellent source of Omega 6 fatty acids which help maintain the skin and coat, and has essential amino acids and glucosamine for healthy bones.



Turkey

Easy to digest and highly palatable, turkey is rich in nutrients like protein, riboflavin, and phosphorous, providing an abundance of essential amino acids to support healthy growth and development, contributing to the development of cells.



Sweet Potato

Contains much more fibre than the average potato, and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6, and several minerals. A very high-quality source of carbohydrates.



Fresh Salmon

Salmon is a source of high-quality protein that is highly palatable and easily digested by dogs. Packed with nutrients including omega oils, Salmon helps maintain a healthy coat and skin. Salmon is great for dogs with sensitive stomachs due to it being gentle on the digestive system.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed and binds to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Cranberry

Very rich in vitamin C and health-promoting antioxidants. Cranberry is widely known to have many health benefits and can be used as a supplement alongside veterinary medication when treating urinary tract infections.



Truline Dog Meat & Fish is available in 2kg & 12kg bags

Composition

Fresh Chicken (16%), Dried Turkey (14%), Dried Chicken (14%), Fresh Salmon (13%), Cassava, Sweet Potato, Pure Chicken Oil (8%), Whole Egg Powder (6%), Dried Salmon (4%), Salmon Oil (2%), Pea Fibre, Minerals, Prebiotic MOS, Prebiotic FOS, Seaweed, Green Tea, Yucca Extract, Glucosamine, Carrots, Grape Seed, Chondroitin, Spinach, Green Beans, Bilberries, Cranberries, Blackcurrants, Apple, Comfrey, Dandelion, Marigold, Chamomile, Peppermint.

Analytical Constituents: Crude Protein (32%); Oils & Fats (20%); Crude Ash (9%); Crude Fibres (3%).

Additives (per kg): Vitamin A 30,000 IU; Vitamin D3 2,200 IU, Vitamin E 600 IU.

Trace Elements: Zinc 100mg (as sulphate monohydrate); Zinc 50mg (as chelate of amino acid hydrate); Manganese 20mg (as sulphate monohydrate); Copper 5mg (as sulphate pentahydrate); Copper 5mg (as chelate of amino acid hydrate); Iodine 1mg (as calcium iodate anhydrous); Antioxidants (stabilised with rosemary).

Fish Variety

Truline Dog - Fish Variety

Fresh Fish, including trout, ocean fish and sardines, coupled with whole dried eggs provide supremely digestible protein sources to promote overall well-being - providing the essential amino acid building blocks for muscle development and growth.

Norwegian salmon oil & whole linseed enrich the recipe with a balance of omega-3 oils, DHA, EPA, and ALA.

Select vegetables, including carrots, green beans, spinach, peas, and potatoes, add a blend of fast and slow-release carbohydrates to ensure dogs have all the energy they need to live a happy and healthy life.

Air-dried seaweed, yucca, and rubbed herbs provide natural prebiotics to promote the stabilisation of healthy bacteria in the gut. The herbs have been meticulously chosen for their calming effect on the digestive system, encouraging a healthy and relaxed biome.



What's Inside?



Fresh Ocean Fish

An excellent source of high-quality protein, that is digested easily by dogs. Fish is also a great ingredient for dogs with sensitivities as it is gentle on the digestive system.



Sardines

Sardines are a great source of protein, omega-3 fatty acids, and coenzyme Q10. Sardines contain minimal amounts of mercury in comparison to larger fish. Omega-3s boost all aspects of health, decreasing inflammation and reducing the risk of illness. In addition to the nutritional benefits, dogs can't get enough of the fishy flavour.



Sweet Potato

Contains much more fibre than the average potato, and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6, and several minerals. A very high-quality source of carbohydrates.



Fresh Salmon

Salmon is a source of high-quality protein that is highly palatable and easily digested by dogs. Packed with nutrients including omega oils, Salmon helps maintain a healthy coat and skin. Salmon is great for dogs with sensitive stomachs due to it being gentle on the digestive system.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed, binding to ammonia and other strong-smelling compounds reducing unpleasant odours in dog waste.



Egg

Eggs are a great source of very digestible protein, riboflavin, and selenium. For some dogs that are prone to digestive upset, eggs can give them a little protein boost.



Truline Dog Fish Variety is available in 2kg & 12kg bags

Composition

Dried whole Salmon (15%), Dried whole Ocean Fish (15%), Fresh Whole Salmon (13%), Fresh Whole Ocean Fish (13%), Pure Chicken Oil (8%), Cassava, Sweet Potato, Dried Whole Farm Eggs (6%), Chicken Gravy (3%), Norwegian Salmon Oil (2%), Pea Fibre, Minerals, Prebiotic MOS, Prebiotic FOS, Seaweed, Green Tea, Yucca Extract, Glucosamine, Carrots, Grape Seed, Chondroitin, Spinach, Green Beans, Bilberries, Cranberries, Blackcurrants, Apple, Comfrey, Dandelion, Marigold, Chamomile, Peppermint.

Analytical Constituents: Crude Protein (32%); Oils & Fats (20%); Crude Ash (9.5%); Crude Fibres (3%).

Additives (per kg): Vitamin A 30,000 IU; Vitamin D3 2,200 IU, Vitamin E 600 IU.

Trace Elements: Zinc 100mg (as sulphate monohydrate); Zinc 50mg (as chelate of amino acid hydrate); Manganese 20mg (as sulphate monohydrate); Copper 5mg (as sulphate pentahydrate); Copper 5mg (as chelate of amino acid hydrate); Iodine 1mg (as calcium iodate anhydrous); Antioxidants (stabilised with rosemary).

Working Dog Variety

Award-Winning Nutrition For Working Dogs

Specially formulated for the active lifestyle of working dogs, the new Truline working-dog varieties contain all the necessary proteins and fats to support prolonged health and performance.

Containing over 75% nutritious animal ingredients, the working dog variety is an all-natural solution for premium feeding to working dogs, that is free from artificial ingredients and colours.

Available in the two main Truline recipes, Meat & Fish Variety, and the Fish Variety, both are supplied in 12kg paper bags.



Meat & Fish
Variety



Fish
Variety



truline
the essential balance, naturally

Working Dog
Variety

- 75% Nutritious Animal Ingredients
- 25% Fruit & Vegetables
- 0% Grains or Cereals

BRAND OF THE YEAR

Winner of the prestigious Brand Of The Year award for Dog Food - Dry/Kibble two years in a row

Tel: 01690 710 457
Email: info@pero-petfood.co.uk

PERO
FEEDING YOUR DOG NATURALLY

What's Inside?



Meat & Fish Variety

Truline Working Dog Meat & Fish

Composition

Fresh Chicken (16%), Dried Turkey (14%), Dried Chicken (14%), Fresh Salmon (13%), Cassava, Sweet Potato, Pure Chicken Oil (8%), Whole Egg Powder (6%), Dried Salmon (4%), Salmon Oil (2%), Pea Fibre, Minerals, Prebiotic MOS, Probiotic FOS, Seaweed, Green Tea, Yucca Extract, Glucosamine, Carrots, Grape Seed, Chondroitin, Spinach, Green Beans, Bilberries, Cranberries, Blackcurrants, Apple, Comfrey, Dandelion, Marigold, Chamomile, Peppermint.

Analytical Constituents: Crude Protein (32%); Oils & Fats (20%); Crude Ash (9%); Crude Fibres (3%).

Additives (per kg): Vitamin A 30,000 IU; Vitamin D3 2,200 IU, Vitamin E 600 IU.

Trace elements: Zinc 100mg (as sulphate monohydrate); Zinc 50mg (as chelate of amino acid hydrate); Manganese 20mg (as sulphate monohydrate); Copper 5mg (as sulphate pentahydrate); Copper 5mg (as chelate of amino acid hydrate); Iodine 1mg (as calcium iodate anhydrous); Antioxidants (stabilised with rosemary).

Fish Variety

Truline Working Dog Fish

Composition

Dried whole Salmon (15%), Dried whole Ocean Fish (15%), Fresh Whole Salmon (13%), Fresh Whole Ocean Fish (13%), Pure Chicken Oil (8%), Cassava, Sweet Potato, Dried Whole Farm Eggs (6%), Chicken Gravy (3%), Norwegian Salmon Oil (2%), Pea Fibre, Minerals, Prebiotic MOS, Probiotic FOS, Seaweed, Green Tea, Yucca Extract, Glucosamine, Carrots, Grape Seed, Chondroitin, Spinach, Green Beans, Bilberries, Cranberries, Blackcurrants, Apple, Comfrey, Dandelion, Marigold, Chamomile, Peppermint.

Analytical Constituents: Crude Protein (32%); Oils & Fats (20%); Crude Ash (9.5%); Crude Fibres (3%).

Additives (per kg): Vitamin A 30,000 IU; Vitamin D3 2,200 IU, Vitamin E 600 IU.

Trace Elements: Zinc 100mg (as sulphate monohydrate); Zinc 50mg (as chelate of amino acid hydrate); Manganese 20mg (as sulphate monohydrate); Copper 5mg (as sulphate pentahydrate); Copper 5mg (as chelate of amino acid hydrate); Iodine 1mg (as calcium iodate anhydrous); Antioxidants (stabilised with rosemary).

Meat & Fish Variety - Cat

Truline Cat - Meat & Fish

Cats are carnivores, and our Truline recipes are packed with animal proteins to ensure health and vitality.

With over 70% nutritious animal ingredients, comprised of fresh and dried meat and fish - including turkey, chicken, and salmon. Truline cat is free from proteins that are commonly considered to cause allergic reactions and dietary sensitivities.

Truline also contains dried whole farm eggs which help provide supremely digestible protein sources to promote overall well-being, as well as providing amino acid building blocks for healthy muscle development and growth.

Norwegian salmon oil and refined chicken fat enrich the recipe providing a balance of the essential omega-3 and 6 oils for optimum skin and coat condition.

Naturally occurring vitamins and phytonutrients also promote overall vitality.



What's Inside?



Chicken

Highly palatable, and an excellent source of easily digestible proteins, Chicken is a great source of protein which provides dogs with lots of energy. An excellent source of Omega 6 fatty acids which help maintain the skin and coat, and has essential amino acids and glucosamine for healthy bones.



Turkey

Easy to digest and highly palatable, turkey is rich in nutrients like protein, riboflavin, and phosphorous, providing an abundance of essential amino acids to support healthy growth and development, contributing to the development of cells.



Sweet Potato

Contains much more fibre than the average potato, and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6 and several minerals. A very high quality source of carbohydrates.



Fresh Salmon

Salmon is a source of high-quality protein that is highly palatable and easily digested by dogs. Packed with nutrients including omega oils, Salmon helps maintain a healthy coat and skin. Salmon is great for dogs with sensitive stomachs due to it being gentle on the digestive system.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed, binding to ammonia and other strong smelling compounds reducing unpleasant odours in dog waste.



Cranberry

Very rich in vitamin C and health-promoting antioxidants. Cranberry is widely known to have many health benefits, and can be used as a supplement alongside veterinary medication when treating urinary tract infections.



Truline Cat Meat & Fish is available in 1.5kg bags

Composition

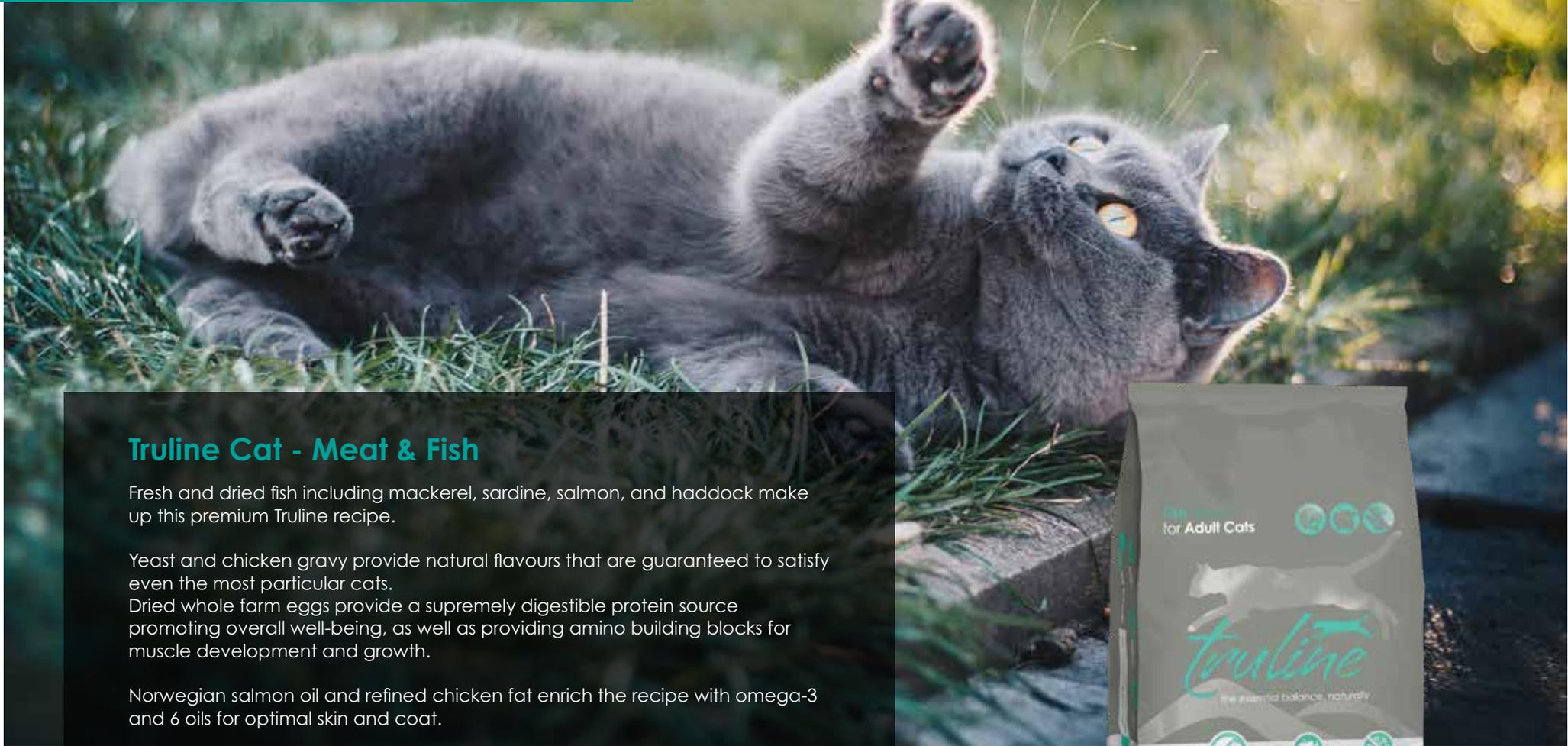
Fresh Chicken (14%), Fresh Salmon (14%), Poultry Meal (14%), Dried Salmon (14%), Tapioca, Sweet Potato, Dried Turkey (11%), Whole Egg Powder (6%), Chicken Fat (5%), Chicken Hydrolysate (2.5%), Potato Protein, Salmon Oil (1%), Pea Fibre, Dried Krill, Minerals, Glucosamine, Prebiotic MOS, Prebiotic FOS, Seaweed, Green Tea, Yucca Extract, Carrots, Grape Seed, Chondroitin, Spinach, Green Beans, Bilberries, Cranberries, Blackcurrants, Apple, Comfrey, Dandelion, Marigold, Chamomile, Peppermint.

Analytical Constituents: Crude Protein (37%); Oils & Fats (22%); Inorganic Matter (9.5%); Crude Fibres (2.2%).

Additives (per kg): Vitamin A 25,000 IU, Vitamin D3 2,000 IU, Vitamin E 500mg/kg, Taurine 1,600mg/kg.

Trace Elements: Iron sulphate monohydrate 167mg, Zinc oxide 139mg, Manganese oxide 81mg, Copper sulphate pentahydrate 20mg, Calcium iodate anhydrous 1.64mg, Sodium selenite 0.22mg, Antioxidants.

Fish Variety - Cat



Truline Cat - Meat & Fish

Fresh and dried fish including mackerel, sardine, salmon, and haddock make up this premium Truline recipe.

Yeast and chicken gravy provide natural flavours that are guaranteed to satisfy even the most particular cats.

Dried whole farm eggs provide a supremely digestible protein source promoting overall well-being, as well as providing amino building blocks for muscle development and growth.

Norwegian salmon oil and refined chicken fat enrich the recipe with omega-3 and 6 oils for optimal skin and coat.

Oligosaccharides and yucca are added for natural prebiotics, stabilising healthy bacteria in the digestive tract.

Berries and fruits are added for their high antioxidant content, promoting immunity and helping to minimise the risk of disease.



What's Inside?



Fresh Ocean Fish

An excellent source of high-quality protein, that is digested easily by dogs. Fish is also a great ingredient for dogs with sensitivities as it is gentle on the digestive system.



Sardines

Sardines are a great source of protein, omega-3 fatty acids, and coenzyme Q10. Sardines contain minimal amounts of mercury in comparison to larger fish. Omega-3s boost all aspects of health, decreasing inflammation and reducing the risk of illness. In addition to the nutritional benefits, dogs can't get enough of the fishy flavour.



Sweet Potato

Contains much more fibre than the average potato, and is also a fantastic source of vitamin A, as well as rich in vitamins C, B6 and several minerals. A very high quality source of carbohydrates.



Fresh Salmon

Salmon is a source of high-quality protein that is highly palatable and easily digested by dogs. Packed with nutrients including omega oils, Salmon helps maintain a healthy coat and skin. Salmon is great for dogs with sensitive stomachs due to it being gentle on the digestive system.



Yucca Extract

Contains components called saponins which have an unusual ammonia-binding capacity. The yucca can pass through the digestive tract unabsorbed, binding to ammonia and other strong smelling compounds reducing unpleasant odours in dog waste.



Egg

Eggs are a great source of very digestible protein, riboflavin, and selenium. For some dogs that are prone to digestive upset, eggs can give them a little protein boost.



Truline Cat Fish Variety is available in 1.5kg bags

Composition

Dried Whole Salmon (16%), Dried Whole Ocean Fish (16%), Fresh Whole Salmon (14%), Fresh Whole Ocean Fish (14%), Tapioca, Sweet Potato, Poultry Fat (8%), Dried Whole Farm Eggs (3.5%), Chicken Hydrolysate (2.5%), Norwegian Salmon Oil (1%), Pea Fibre, Dried Krill, Minerals, Glucosamine, Prebiotic MOS, Prebiotic FOS, Seaweed, Green Tea, Yucca Extract, Carrots, Grape Seed, Chondroitin, Spinach, Green Beans, Bilberries, Cranberries, Blackcurrants, Apple, Comfrey, Dandelion, Marigold, Chamomile, Peppermint.

Analytical Constituents: Crude Protein (37%); Oils & Fats (22%); Inorganic Matter (9.5%); Crude Fibres (2.2%).

Additives (per kg): Vitamin A 25,000 IU; Vitamin D3 2,200 IU, Vitamin E 500 IU, Taurine 1,600mg/kg.

Trace Elements: Iron sulphate monohydrate 167mg, Zinc oxide 139mg, Manganese oxide 81mg, Copper sulphate pentahydrate 20mg, Calcium iodate anhydrous 1.64mg, Sodium selenite 0.22mg, Antioxidants.

Case Study

Can Dogs Understand us?

Sometimes it can seem as if dogs can understand everything we say, and other times it seems like they're looking at you and just don't have a clue!

Recent studies suggest that dogs do have the ability to understand some of what humans say to them. A world-first experiment performed in 2016 allowed scientists to monitor dogs' brains when researchers spoke to them.

It was discovered that dogs' brain process language in a very similar way to humans. Meaning that to some extent dogs have the capability to understand what's being said.

It was discovered that each side of a dogs' brain processes different things, with one side processing emotion, and the other processing meaning.

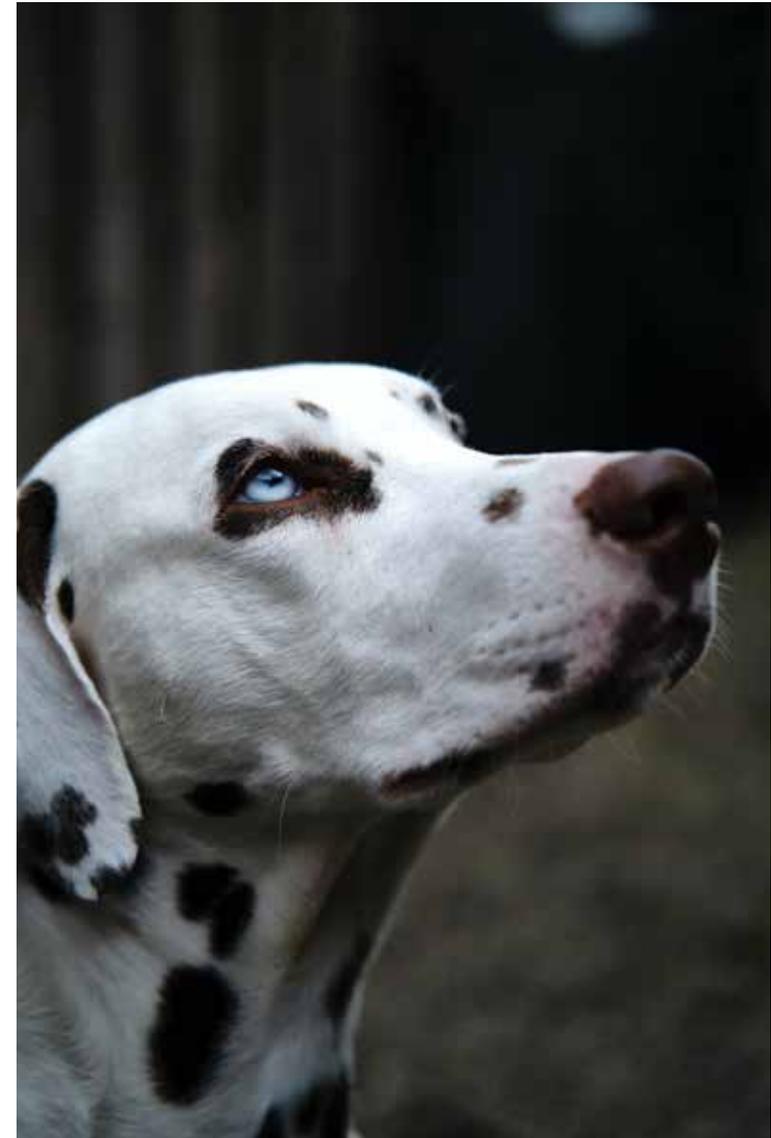
When both sides of the brain agreed they were hearing praise, the dogs displayed a spike in happiness.

The most interesting part of the study is the realisation that dogs have the ability to develop their own 'word-meaning representation', demonstrating their ability to process sounds and tones into commands and understand what is being conveyed.

What an amazing first step into understanding what dogs are thinking!



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