



THE BENEFITS OF PREPARED PET FOOD

Exactly what they need in each bowl. It's genius!



Food is the most important thing for your pet, and getting their diet right from an early stage sets them up for a long and healthy life.

Prepared pet food is a very popular way to feed cats and dogs, and in most cases, it is the best way to ensure they get the nutrition they need to thrive physically and mentally.

PETS NEED DIFFERENT THINGS THAN HUMANS TO BE HEALTHY

Dogs and cats have different nutritional needs than humans and each other. By selecting a nutritionally complete pet food for your pet type, you are feeding a food developed to provide a healthy, balanced diet.

WHAT IS A BALANCED DIET FOR PETS?

Dogs and cats need a balanced diet that contains just the right amount of proteins, fats, carbohydrates, and essential vitamins and minerals to stay in peak condition.

'Complete and balanced' means healthy and nourishing. The pet food contains all a pet needs in their bowl every meal, every day.

These nutrients must be present in the correct amounts and, in some cases, in the correct proportion to each other to provide a nutritionally complete and balanced diet.

NUTRITIONAL NEEDS CHANGE AT DIFFERENT LIFE STAGES

A pet's nutritional requirements will change throughout their life. For example, a growing puppy will need a very different diet to a senior dog. You can choose a prepared pet food to suit your pet's current life stage.

WHAT TYPE OF PET FOOD SHOULD I FEED?

There are many things to consider when choosing a pet food. Our pets are all individuals, and we need to consider their individual needs, and even their likes and dislikes.

There are many factors we also need to think about as humans, such as cost, convenience, and the values we have regarding purchasing food.

If the nutritional needs of the dog or cat are being met, there is no single 'right' way to feed pets. You can also mix and match wet and dry pet food according to the feeding guidelines on the packaging.

You can read more about the different pet food formats [here](#). >



What is a prepared pet food?
A prepared or processed pet food is a food that has been made specifically for pets. They contain all the nutrients in the correct amounts to keep your pet healthy.



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HOW MUCH TO FEED?

Follow the feeding guidelines on the pack. This is a starting point. Monitor your pet’s weight and adjust if necessary. Always weigh out food as the margin for error with measuring cups and guesstimates is too great.

ARE PROCESSED FOODS UNHEALTHY?

Processed isn’t a bad word when it comes to pet food. It simply means your pet gets all the nutrients they need in a stable and safe format. “Processed” means anything that has changed from its natural state, so any food that is cooked or frozen, for example, is processed.

DECADES OF SCIENCE HAVE GONE INTO OPTIMISING PET NUTRITION

A huge amount of knowledge has gone into developing prepared pet foods. One of the greatest examples is the **FEDIAF Nutritional Guidelines for Cats and Dogs**.

These guidelines detail the nutritional needs of cats and dogs at varying life stages—growth, adult, and senior. Independent veterinary nutritionists throughout Europe review the guidelines annually and regularly update them with the latest science.

Feeding a prepared pet food means you can have complete confidence you are providing all the nutrition your pet needs.

WHY IS PREPARED FOOD SO POPULAR?



Excellent nutrition



Consistency



Sustainability



Safety



Variety



Pet satisfaction



Convenience



Cost-effective



Please check our website or simply scan the QR code opposite for further information on pet food formats

