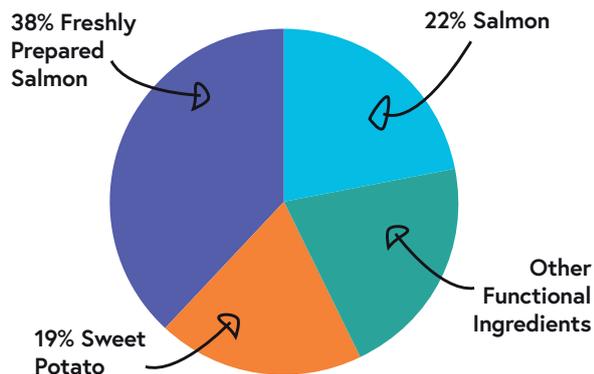




“Lola runs in with her tail wagging as soon as I open the bag so it gets a thumbs up on the taste test. She also looks amazing off it.”

*The Hughes Family, Flint*

## COMPOSITION



Salmon 60% (Freshly Prepared Salmon 38%, Dried Salmon 20%, Salmon Stock 2%), Sweet Potato (19%), Potato, Beet Pulp, Linseed, Minerals, Vitamins, Carrot, Peas (0.2%), Omega 3 Supplement, Vegetable Stock, Glucosamine (355 mg/kg), Methylsulfonylmethane (355 mg/kg), Chondroitin Sulphate (250 mg/kg), Nucleotides, FOS (96 mg/kg), MOS (24 mg/kg)

## FEEDING GUIDE\*

Expected Weight of Adult Dog (kg)	Grams per day (g)				
	2 - 6 Months	6 - 9 Months	9 - 12 Months	12 - 15 Months	15 - 18 Months
10 - 20kg	210 - 250g	250 - 250g	250 - 220g	220 - Adult	Adult
21 - 30kg	360 - 400g	400 - 400g	400 - 370g	370 - 320g	320 - Adult
31 - 40kg	390 - 430g	430 - 450g	450 - 420g	420 - 390g	390 - Adult
41 - 50kg	480 - 520g	520 - 550g	550 - 530g	530 - 500g	500 - 470g
51 - 60kg	550 - 590g	590 - 620g	620 - 600g	600 - 570g	570 - 540g

\* All dogs are different and the guidelines should be adapted to take into account breed, age, temperament and activity level of the individual dog. When changing foods please introduce gradually over a period of two weeks. Always ensure fresh, clean water is available.

# Take the Bait

## Why Salmon?

**Salmon** is naturally **rich** in omega 3 essential fatty acids which have anti-inflammatory properties and provide support for skin and coat condition and joint health.

## Why Vegetables?

**Carrots** are a **good** source of Vitamin A which may **help** support eye health and vision. Peas are **rich** in vitamin K which plays a role in heart health, bone density and dental health.

## Recipe Claims

### Minimum 26% Freshly Prepared Salmon

A responsibly sourced and highly digestible protein source.



### 60% Total Salmon

Rich in amino acids, vitamins & minerals, salmon is a delicious source of protein.



### Joint Care Pack

To help support cartilage metabolism for the growth of healthy joints in puppies.



### Added Omega 3 Supplement

To help support cognitive and visual development.



### Provitamin

Added L-Carnitine to help promote oxidation of fat for energy during growth.



### No Added Artificial Colours & Preservatives

Naturally preserved using rosemary extract.



## KIBBLE SIZE

- Optimal kibble size and shape for large puppies.
- A crunchy kibble texture.

