



# ULTRA PREMIUM PET FOOD



[www.urbanpetfood.com.au](http://www.urbanpetfood.com.au)

Ph No : 8374 1111



# URBAN PET FOOD

## Did you know?

We are a South Australian manufacturer of Premium, 100% Natural, Handcrafted Pet Food produced with locally sourced, human grade ingredients.

Fully accredited under the SA Primary Produce Act we have been producing premium pet food since 1991 and are conveniently located in Adelaide's inner south at Edwardstown.

We continue to manufacture a premium local product whilst employing local workers and supporting local farmers.

We also are proud to support many local animal rescue charities over the past few years and we continue to do so passionately.

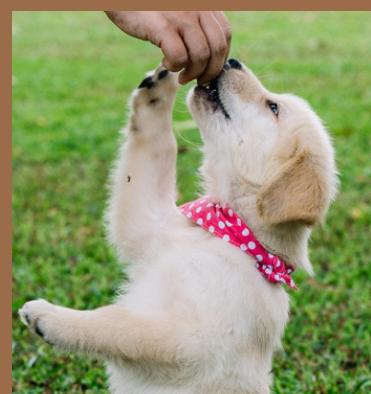
We also have provided food donations to animal rescues. By supporting us you too are supporting amazing charities which provide a chance at life and a forever home to thousands of abandoned dogs every year.

# THE URBAN PET FOOD DIFFERENCE!



## What makes our food better for your pet?

- Low processed food which is slow cooked and gently air-dried. Freezing our raw products is our process to keep the integrity of the nutrients in the product.
- Selection of local human grade ingredients. It doesn't get any better than that!
- 100% Natural, we proudly preserve our food with natural antioxidants.
- All products are produced locally.

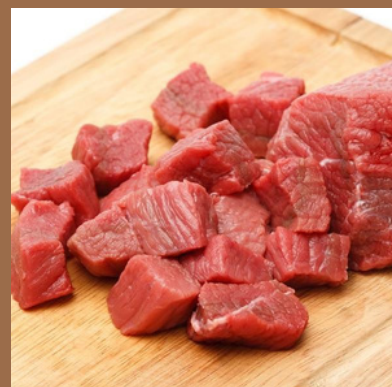


# OUR PREMIUM ANCESTRAL RECIPES



## CHICKEN, KANGAROO, LAMB & ATLANTIC SALMON

- We affectionately call our unique Ancestral recipes 'muesli' for dogs
- Complete and balanced for everyday feeding
- Made with Natural, locally source human grade, air dried meat, offal, selected seasonal fruit and vegetables and with added vitamins and minerals
- Naturally high in proteins and with no artificial preservatives



# WHY IS OUR AIR-DRIED ANCESTRAL RECIPES BETTER THAN KIBBLE FOR YOUR FUR BABY?



**Expert Collaboration:** Backed by extensive experience and collaboration with nutritionists and specialists, we've created an ultra-premium product with remarkable benefits.

**Transformative Benefits:** Carefully sourced from local, natural, human-grade proteins, seasonal fruits, vegetables, and enriched with vitamins and minerals.

**Ancestral Wisdom, Modern Approach:** Our unique ancestral recipes are air-dried at a slow, gentle temperature, preserving essential nutrients for your pet's daily vitality.

**Tailored for All Ages:** Our muesli for dogs is a daily dose of goodness, designed to cater to the diverse needs of dogs across all stages of life.

**Natural Nutritional Brilliance:** Embrace a recipe that's thoughtfully formulated to be the ultimate support for your pup's overall well-being.

Embark on a journey towards a healthier, happier life for your four-legged friend with our revolutionary single protein creations!

# I AM NOT SURE, HOW MUCH DO I FEED MY DOG?



## ANCESTRAL RECIPES

### Muesli for dogs

Daily amount serving suggestion for if you are feeding Ancestral only :

Small (5-10) : 72g - 121g (Chicken), 78g-130g (Lamb & Atlantic Salmon), 85g-143g (Kangaroo)

Med (10-25kg) : 121g-242g (Chicken), 130g-259g (Lamb & Atlantic Salmon), 143g-285g (Kangaroo)

Large (25+kg) : 276g+ (Chicken), 297g+ (Lamb & Atlantic Salmon), 326+ (Kangaroo)

## SLOW COOKED

Small (5-10kg) : up to 300g

Medium (10-25kg) : 300-600g

Large (25+kg) : 600g+



## BIOLOGICAL RAW DIET

**Serving suggestion based on a 250g serving size**

**Healthy Adult Dog:** 5-7kg : 1/2 serve 10-12kg : 1 serve  
20-25kg : 2 serves 35-40kg : 3 serves >50kg : 4 serves

**Puppies:** 5-7kg : 1 serve 10-12kg : 2 serves 20-25kg : 4 serves  
35-40kg : 6 serves >50kg : 8 serves

**Lactating Females:** 5-7kg : 1.5 serve 10-12kg : 3 serves  
20-25kg : 6 serves 35-40kg : 9 serves >50kg : 12 serves

These are only a guide. Monitor your dog's weight, activity, stage of life and appetite levels and make adjustments to this feeding guide as necessary. We always suggest your pets have fresh drinking water.



## FEEDING GUIDE

**Did you know** a healthy dog should be fed about 2%-3% of its body weight. A puppy should be fed 20g per 1kg of body weight per day. So, if you have a puppy weighing 5kg they will need 100g per day.

(Puppies, older dogs, pregnant and lactating dogs are fed at different ratios so we always suggest to please contact your vet or breeder to make sure you are feeding the correct amounts)





## FEEDING GUIDE

Weight of dog    Daily intake 2%    Daily intake 3%

5kg	100g	150g
10kg	200g	300g
15kg	300g	450g
20kg	400g	600g
25kg	500g	750g
30kg	600g	900g
35kg	700g	1050g
40kg	800g	1200g
45kg	900g	1350g

The table above is approximate amounts.

We always suggest to consult with your vet or breeder re your fur babies needs.

We always suggest your pets have fresh drinking water.



# Will the poo be different?



Lets hold our breaths and take a peek!!

A big part of being a fur parent is getting up close and personal with your pups poo.

It can tell you so much and is a good indicator of good health, diet and digestive function.

We aim to achieve a stool that is a firm, shaped like a sausage, easy to pick up and light, medium or dark brown in colour and reduced odour.

With our specially formulated, natural, nutritional, highly digestible, protein rich products your furry friends will benefit from chew to poo in no time!



# Looking to put some zest in your pet's step?



Try our Natural, Air-Dried Treats today!

Whether you are looking to train your puppy or dog, or simply wish to spoil them, you can be sure to find an Urban Pet Food pet treat that is right for your fur friend!

All of our treats are hand made in our local factory using premium, quality, locally human grade sourced South Australian ingredients.

## What pets are our products for?

- Puppy
- Small/Medium Dogs
- Large Dogs
- Greyhounds
- Cats
- All





## HEALTH BENEFITS

**Did you know** that the combination of Vitamin A, B6 and Zinc is essential to support your furry friends overall health and wellbeing?

Together they help to build a strong immune system and assist their metabolism, as well as improve vision and cell growth and promote healthy skin and bones.

Just like us, dogs do not produce zinc naturally so it must be sourced from the foods they eat, including fresh red and white meat, fish and vegetables.

Our Ancestral recipes and Raw Biological Diets are bursting with everyday nutrient goodness such as essential fatty acids, antioxidant-rich ingredients as well as optimal levels vitamins and minerals that help to keep your pup looking and feeling their best.

Packed with a plethora of beneficial ingredients to support digestion, immune function, healthy skin and coat, anti-inflammatory needs, energy and much, much more...

# Contact Us



Colin



Tanya



Troy

 [\(08\) 8374 1111](tel:(08)83741111)

 [sales@urbanpetfood.com.au](mailto:sales@urbanpetfood.com.au)

 6 Erudina Ave  
Edwardstown, SA 5039

 [www.urbanpetfood.com.au](http://www.urbanpetfood.com.au)

 [facebook.com/urbanpetfood](https://facebook.com/urbanpetfood)

 [instagram.com/urbanpetfood5039/](https://instagram.com/urbanpetfood5039/)

 [Pet Parents Pantry](#)



Jemma



Paul

The informational eBook has been produced by: Thrive

Ph: 0483 912 598

E: [ryan@thrive-media-marketing.com](mailto:ryan@thrive-media-marketing.com)

For more clients, contact us today!