

# FARM FRESH

to

# Food Bowl

How your pet food is made







# Welcome

**Hello!**

My name is Jack and I am a proud pet shop owner who wants to provide the finest food for your pet.

I have created this book to take you on a journey of how we use the finest freshly prepared meats to create your pet's delicious food.

You will see me a lot throughout this book taking on the role of all our incredible suppliers and experts.


**Let's go!**



# Pet Shop



My little Daisy loves all of your food with **Freshly Prepared** meats, but what does it mean, and **why** is it so good?



Ah, let  
me take  
you on a  
journey...

Rebecca loved Daisy, her **perfect little Dachshund**, and knew she wanted to feed her only the **finest food**.

Daisy's **coat was shiny and her skin lovely** and soft, her eyes were full of colour, and she moved effortlessly with a bounce in her step.

Rebecca always bought food with **"Freshly Prepared"** meats on the label as Daisy loved the **scrumptious taste**, but no one had ever explained how or why this food was so much **better than the rest**.

Rebecca wondered why this food was so good for Daisy.

Today, she decided to ask...





# FARMS & FISHERIES

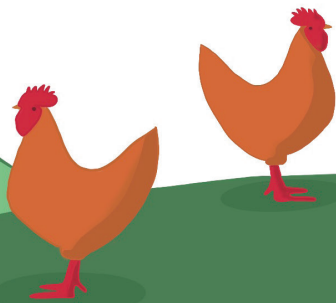
To make the **finest foods**, we must ensure we use the **finest ingredients**. That's why we source all of our fresh meats from

*farms and fisheries we know and trust.*

From the highlands of Scotland to the Southern Suffolk coast, each source is **handpicked** and constantly audited by our supply chain quality manager to ensure only the **finest producers are used**.

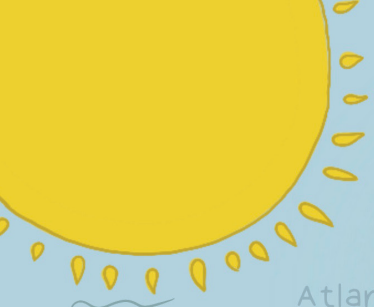
The **animals' welfare** is also really important to us, which is why we ensure all of our suppliers meet European welfare standards.

It all  
Starts  
Here...



Scan the QR code here to  
meet our Angus Beef  
Farmer





Atlantic Ocean

North Sea

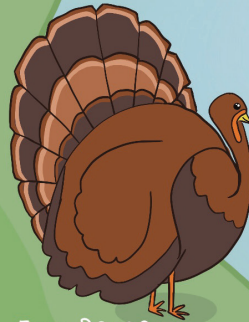


Angus Beef



Scottish Salmon

Where do all your fresh meats come from?



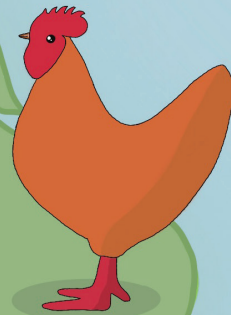
Free Range Turkey



Irish Sea



Grass Fed Lamb



Free Range Chicken







Italian Buffalo

We collect our fresh meats from farms and fisheries we know and trust, mainly from the UK, but we source lots of other ingredients from all across the world!



Scan the QR code to hear from our Supply Chain Quality Manager

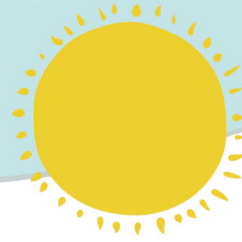




**WELCOME**

**CENTRE OF  
EXCELLENCE**

**FARM**



How we collect all of the fresh meat is really important to us as we want to make sure it **stays nice and fresh.**

Using our own refrigerated wagons not only

*ensures freshness*

but also protects the meats.

Where possible, we source our fresh meats within the UK to **support local farmers;** we also want to be kind to the environment and **reduce our carbon footprint.**



We're on the road!



TRANSPORTATION



What happens  
when the **meat**  
arrives?

LABORATORY

2°C

**CHICKEN**



When the **fresh meats** arrive at our centre of excellence, they are checked by our **expert laboratory technicians**, who inspect the meats using all of their skills.

They check for **appearance, temperature and aroma** with samples sent for lots and lots of testing in our **world-leading laboratory**.

It is essential that we only use the finest meats, as we know your *beloved pet deserves the very best!*

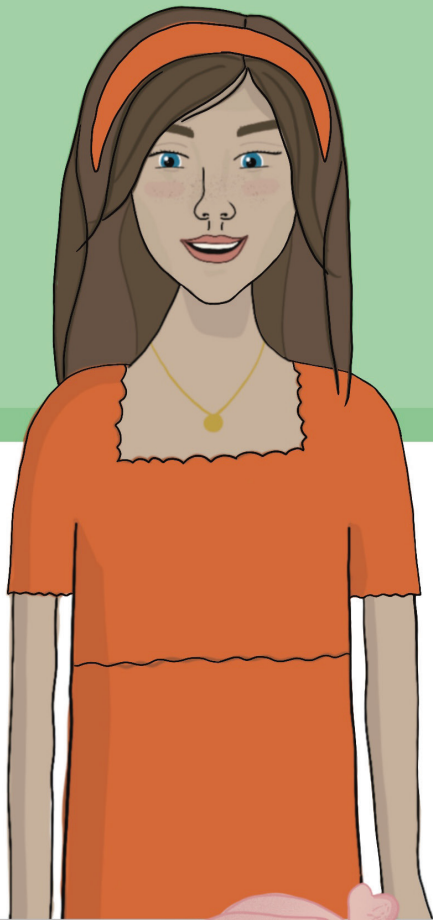


Time for  
us to  
inspect!

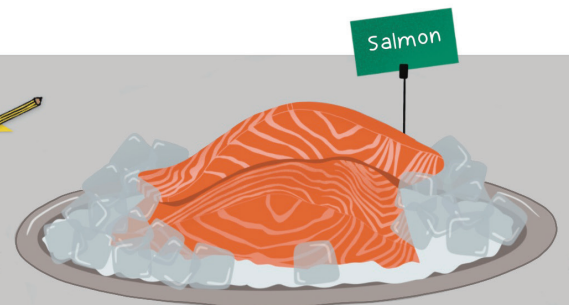
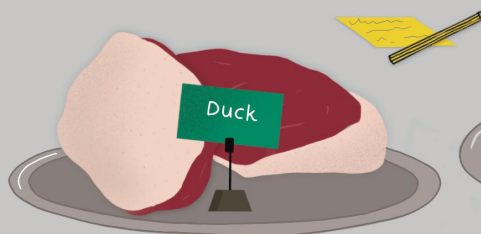
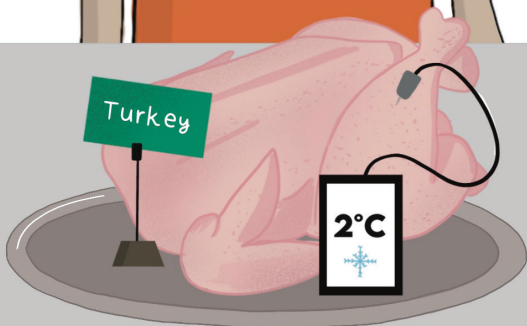


INSPECTING

# Fresh Meat Inspection



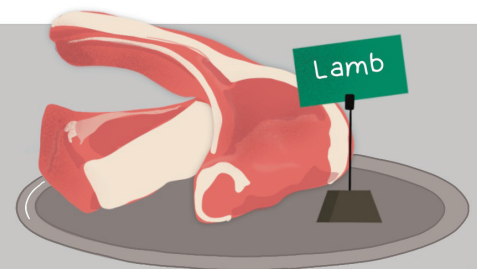
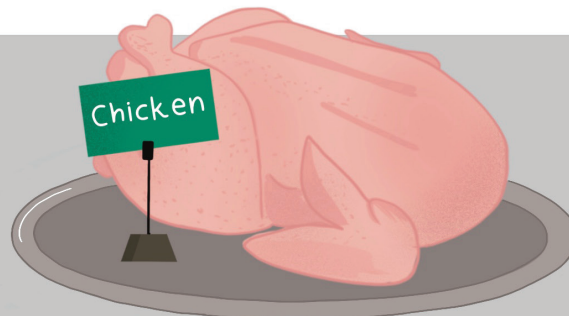
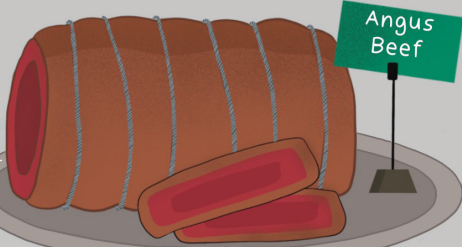
This food  
must be  
**really good**  
for Daisy!

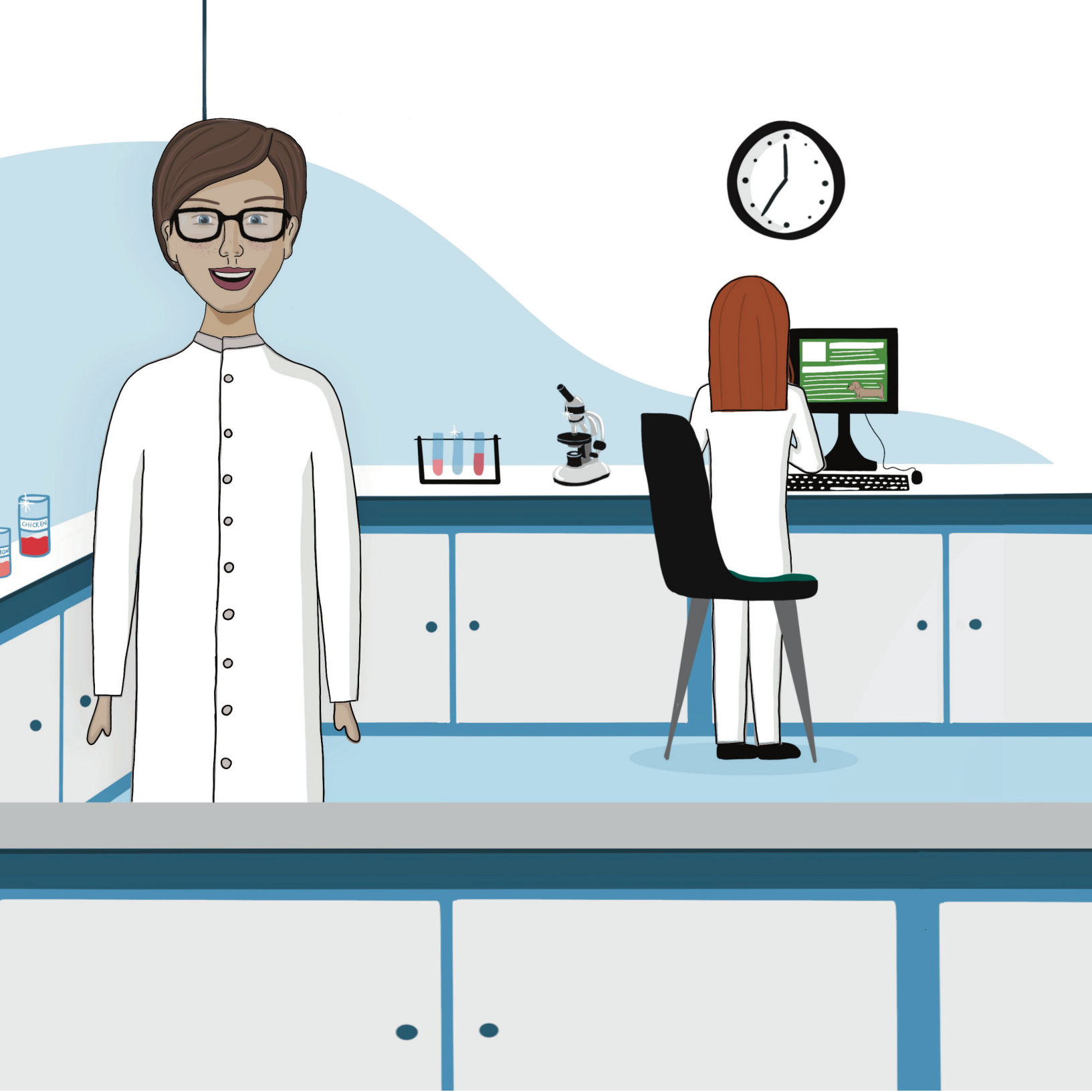




- ✓ **Salmon** is naturally **rich** in omega 3 essential fatty acids which have anti-inflammatory properties, **providing support for skin and coat.**
- ✓ **Turkey** is a **lean** protein, **low in fat** and a good source of **essential nutrients** such as Riboflavin, Potassium and Selenium.
- ✓ **Angus Beef** contains all nine essential amino acids and can help to **promote lean muscle development.**
- ✓ **Duck** is a **lean** source of protein which **provides nutrients** such as Iron, Selenium, B vitamins and Zinc.
- ✓ **Chicken** is a lean protein which is a good source of **vitamins and minerals** including B vitamins and Iron.
- ✓ **Lamb** is a good source of **vitamin B12** and Iron which helps to **keep nerve and blood cells healthy.**

Let me tell you about the **benefits** of each meat





After the technicians have inspected the meats, it's then over to our brand new laboratory, where we use lots of **high-tech equipment** to do even more testing.

**We test for protein, moisture, oil and mineral content** which is crucial to make sure all of the meats are of the

*highest standard and specification.*

Last year alone, the laboratory carried out over **100,000 tests** on more than **800 ingredients**. Taking care of the ingredients in this way **guarantees the finest recipes**.

Scan the QR code  
To meet our Laboratory  
Manager

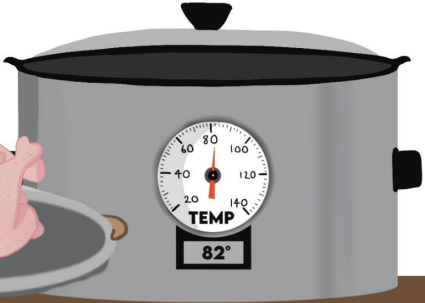


Let me show  
you our  
brand new  
laboratory



TESTING

# MEAT KITCHEN



SLOW  
COOKER



FRESHLY  
SEPARATED  
OILS

FRESHLY  
PREPARED  
CHICKEN OIL

FRESHLY  
PREPARED  
SALMON OIL





Okay, so we have now come to the special part - where we cook our **fantastic fresh meats in a completely unique way**. This is all done by our expert chefs in their **bespoke kitchen**.

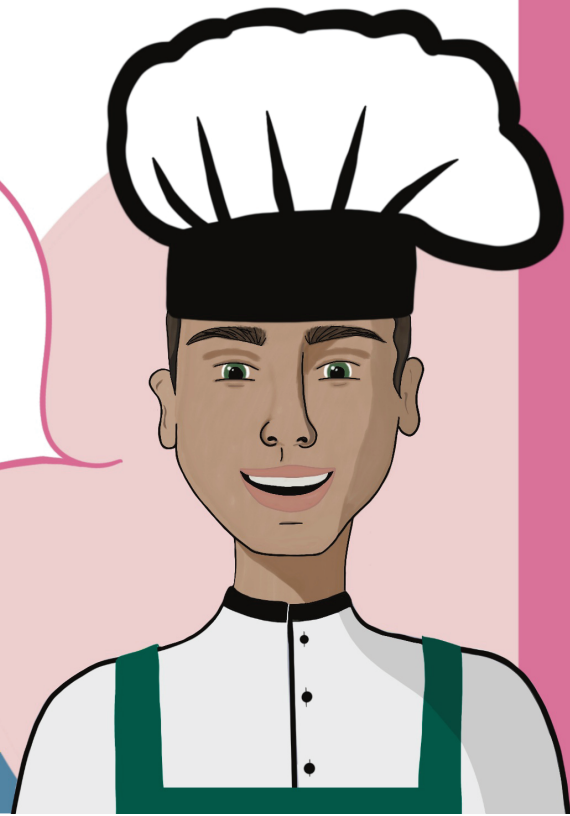
First, we take the finest meats and cook them nice and slow. Gently cooking at a low temperature means we **break down the meat** into a lovely and tasty broth. (This also makes sure we don't damage the fantastic proteins within the meat)

After cooking the meats, we then **extract the high quality oils** ready to be added back on to the kibbles later to **enhance the flavours**. The meats are then concentrated further by gently removing the moisture.

Welcome to  
our kitchen,  
where  
the magic  
happens...



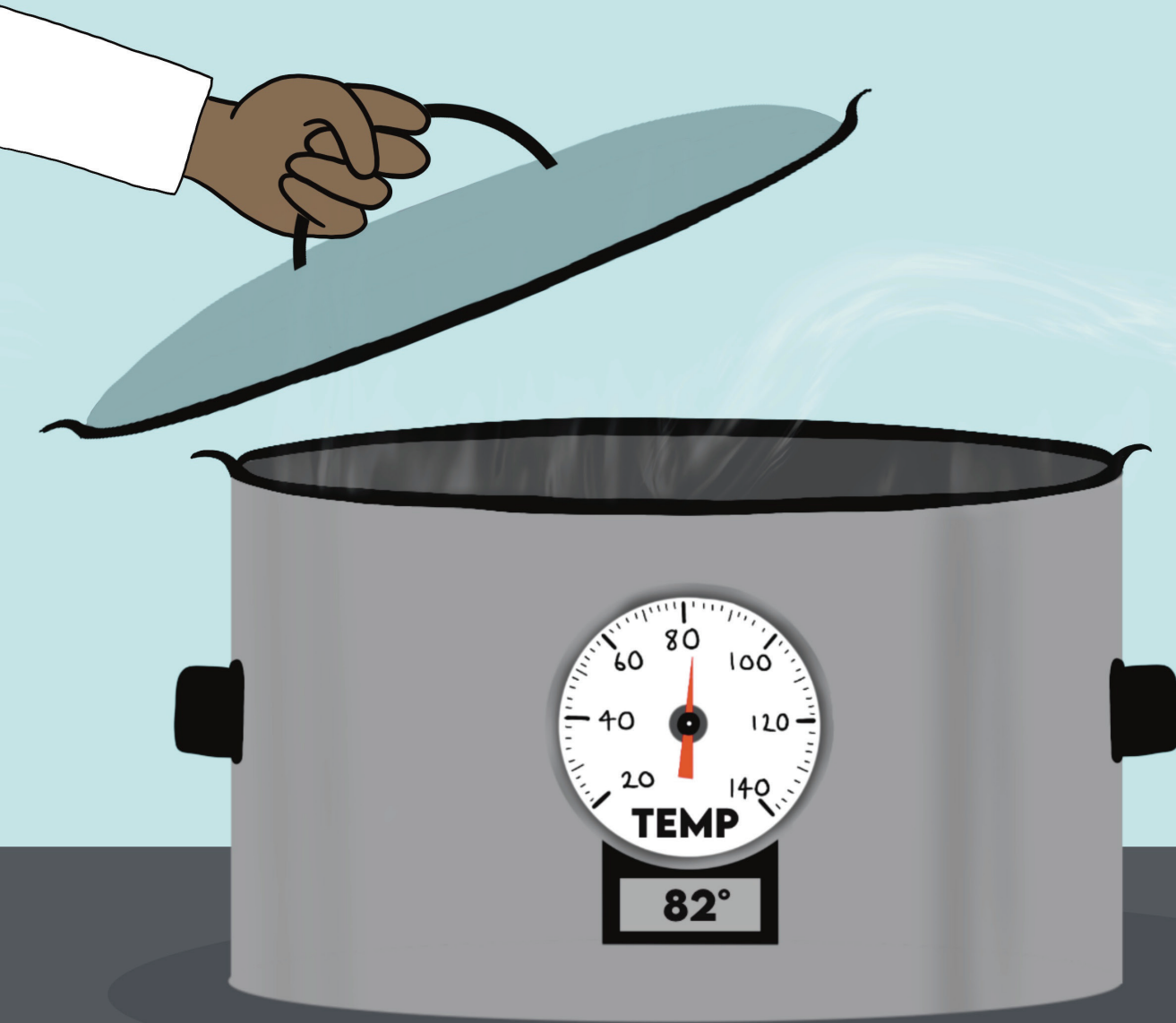
Scan the QR code  
To meet our Meat  
Kitchen Technical  
Supervisor



# COOKING

We are now left with a  
*lovely flavoursome demi-glace of goodness*

- ready to be put inside your scrumptious kibble.





Wow!  
That *smells*  
*amazing*, no  
wonder Daisy  
loves it!

# Ingredients Kitchen

OUR FINEST  
SUPPLIERS





# ADDING INGREDIENTS

The fresh meats are crucial for the “freshly prepared” claim but to make a great recipe, **you need more than great meats.**

We make many different recipes in our kitchen so we have more than **800+ ingredients** to choose from.

We must make sure these are handled with care and then **included in the recipe accurately.** Our brand-new ingredients kitchen allows us to do just this.

A cartoon illustration of a chef with dark, curly hair, wearing a white chef's coat with a grey collar and buttons. He is smiling and looking towards the viewer. A speech bubble is positioned to his left, containing text. The background behind him is a solid teal color. To the left of the chef, there is a green and white checkered pattern that recedes into the distance, suggesting a checkered tablecloth.

It's not just  
the fresh  
meats that  
get our special  
attention

Scan here to  
meet our Pet  
Nutritionist



### *Blueberry*

Blueberries have antioxidant properties, which may help to **protect cells from damage** and help **support the immune system**.

### *Pomegranate*

Pomegranate is a source of Vitamin C, which has an essential role in collagen synthesis, necessary to **help maintain healthy bones**.

### *Orange*

Orange is rich in Vitamin C, an antioxidant which can help **support the immune system**.

### *Potato*

Potato is an easily digestible carbohydrate source **ideal for dogs with sensitive digestion**.

### *Parsley*

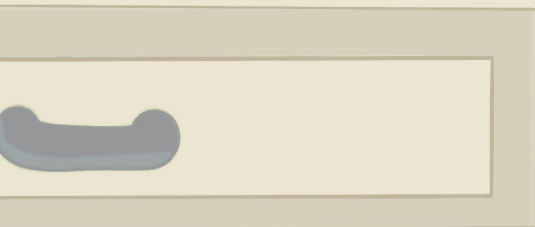
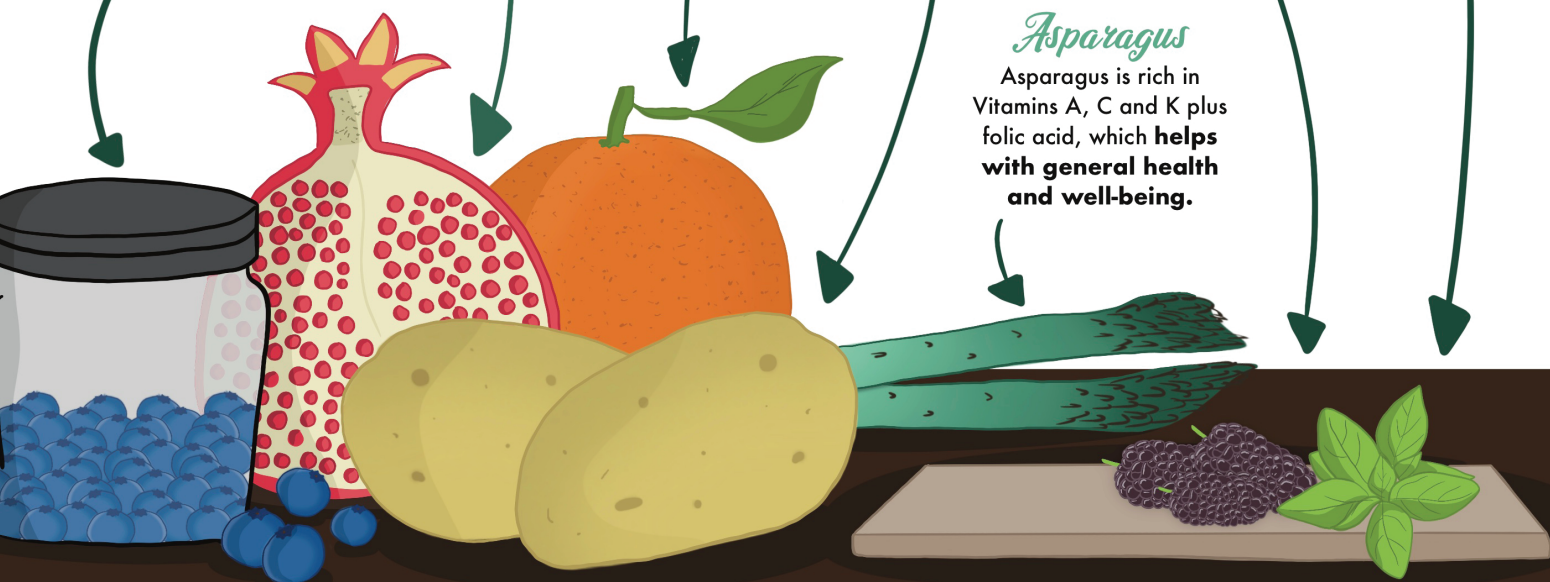
Parsley contains beneficial nutrients, essential oils and antioxidants. It also has **antibacterial and antifungal properties**.

### *Mulberry*

Mulberry is a source of Iron to help **support normal functions of the circulatory system**.

### *Asparagus*

Asparagus is rich in Vitamins A, C and K plus folic acid, which **helps with general health and well-being**.





### *Carrot*

Carrot is known for being a good source of Vitamin A in the form of beta carotene, which helps **support eye health and vision.**

### *Broccoli*

Broccoli is a good source of fibre which can **support digestive health.**

### *Apple*

Apples are a rich source of flavonoid antioxidants which can help to **protect cells from damage** caused by free radicals in the body.

### *Papaya*

Papaya is a source of Vitamin C is known for its antioxidant properties, which may help **support the immune system.**

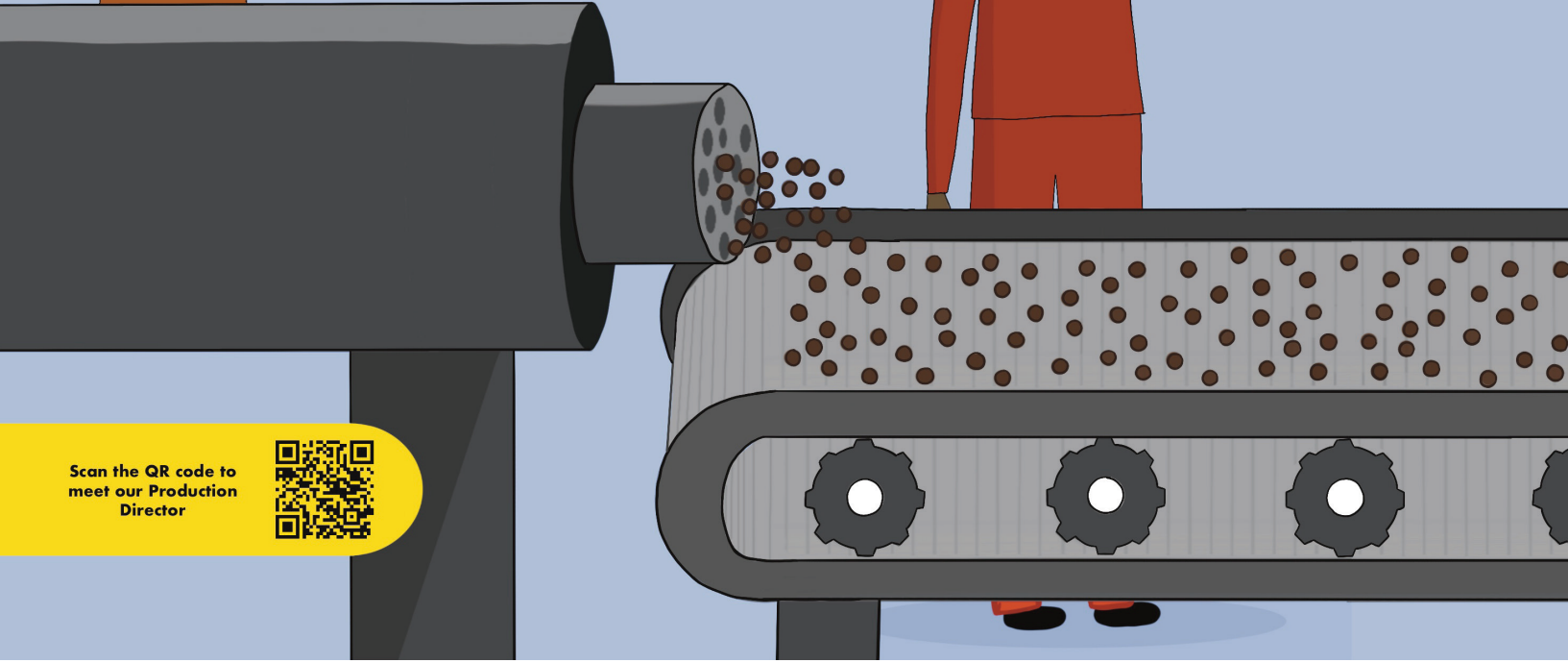
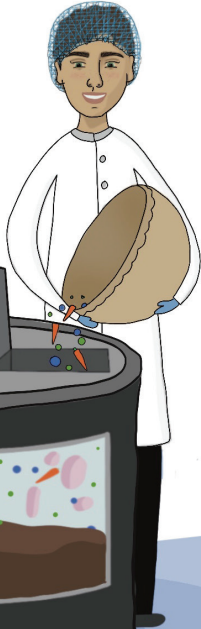




Wow!  
What goes  
on in  
here?

# EXTRUSION

FRESHLY PREPARED  
OILS



Scan the QR code to  
meet our Production  
Director



Now to the part where we bring all these **fantastic ingredients together** to make the delicious pet food.

This is done by using a technique called **Extrusion** (cooking the ingredients and then pushing the dough through small holes to create the kibble shapes).

We make the food by using one of the

*most advanced facilities in the world.*

By investing in the best equipment, allows us to include **very high levels of fresh meat** in your tasty dry pet food recipes

The improved tastiness of a Freshly prepared recipe is made even better by adding the **Freshly Prepared oils** (collected in the meat kitchen) to every kibble.



Now we bring it all together!

EXTRUSION

**PACKING & DISTRIBUTION**

← **RECYCLING CENTRE**

**MY PET SHOP**

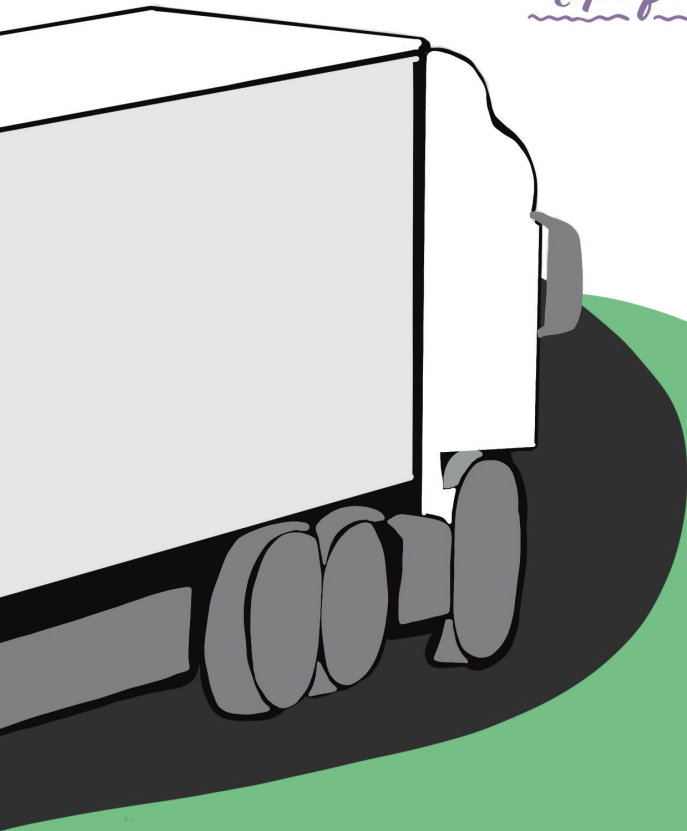




The final stage is to **pack the products** ready to be sent to our pet shop.

We pack every bag with the same **attention to detail** to ensure the fantastic product inside is protected and

*kept fresh for your fur baby!*



Time  
to pack!



**PACKING & DISTRIBUTION**

# Pet Shop



Simply scan the QR code on this bag and it will take you on a journey of discovery...

And that's what we mean when we say our food is 'Freshly Prepared' and why it is so good for your beloved Daisy but don't just take my word for it!

**freshtrusion**  
FRESH INSIDE

A complete pet food for adult dogs



**65% Total Chicken**

Rich in essential amino acids, vitamins & minerals to support every day health and well-being



**Superfood Blend**

A blend of 10 specialty vitamins and minerals with blueberries, spinach



**Naturally Occurring Collagen**

Protein that supports healthy skin, joints and bones



**Digestive Health**

Probiotics (BOS and CO) which help to improve the quality of healthy gut bacteria and support digestion



**Grain Free Recipe**

Protein formulated without grains



Scan me!



# THINGS TO *consider* BEFORE BUYING PET FOOD

Every dog requires a different balanced diet unique to them, which can be due to changing life stages or a difference in breed type.

For example, a senior dog has different needs to puppies, and a Great Dane will have different nutritional requirements to a Pug.

To ensure a dog has an excellent healthy diet, there are six crucial nutrients that a dog should consume:

## *Vitamins*

Vitamins are responsible for a vast range of functions within the dog's body, such as bone development, eye function, cell structure maintenance, and releasing energy from nutrients.

## *Palatants*

Palatants play an essential role in a dog's diet, and predominantly help to make the food taste great for the dog.

## *Minerals*

Minerals are vital for a dog's health as they contribute to maintaining healthy bones and muscle, cell and nerve function.

## *Fat*

Fat is a fantastic energy source and enhances the absorption of fat-soluble vitamins and essential fatty acids such as Omega 3 and 6. These essential nutrients help dogs maintain healthy skin and coat and support the immune system whilst also aiding in the development of healthy joints, brain and vision.

## *Protein*

Protein and amino acids are the building blocks of a dog's body, responsible for forming new skin cells, growing hair, building muscle tissue and much more. Protein also functions as enzymes, hormones and antibodies.

## *Carbohydrates*

Carbohydrates are an efficient source of glucose for energy, a source of heat for the body, and can be stored as glycogen. This is also essential for a dog as it helps to control the weight of a dog.



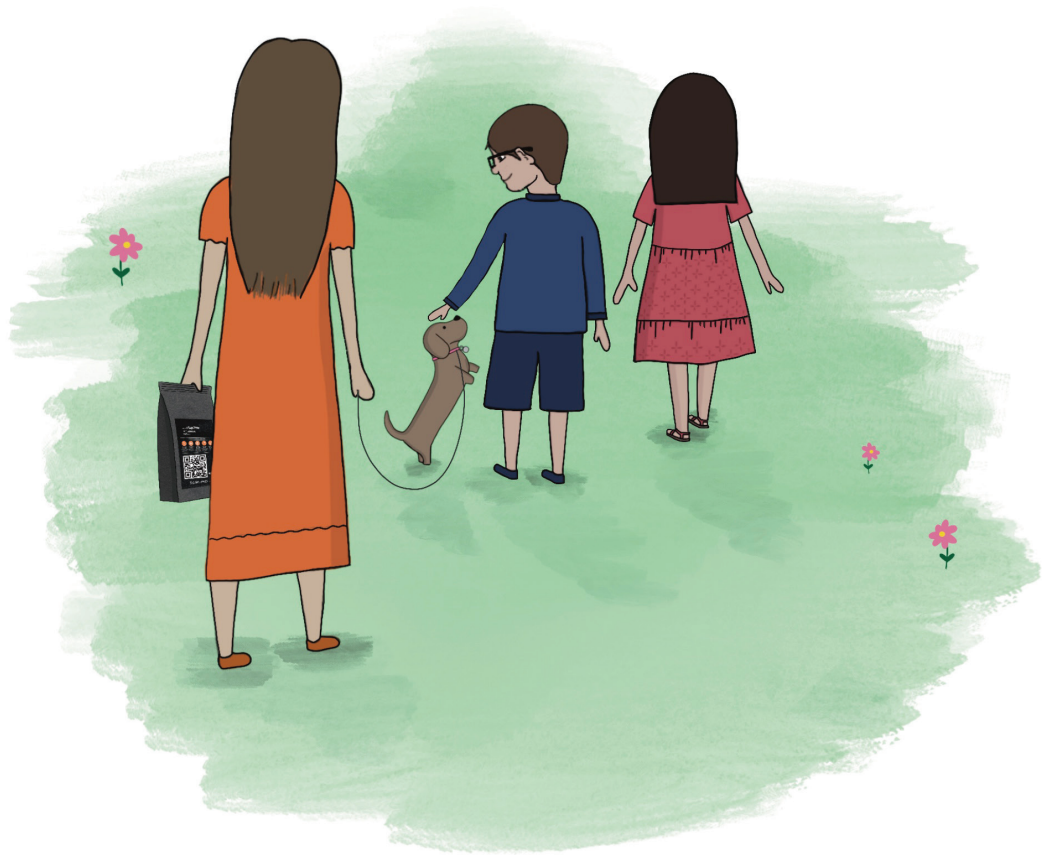


# HOW *fresh* IS YOUR MEMORY?

See how well you can answer these 10 quiz questions about our fresh journey...

- 1 What did Rebecca only want to feed her Dachshund, Daisy?
- 2 What do our refrigerated wagons ensure?
- 3 What is the temperature of the Chicken after arriving from our cold storage transportation?
- 4 What is our fresh Scottish Salmon rich in?
- 5 How many tests did we carry out in our laboratory last year alone?
- 6 At what temperature do we slowly cook our fresh meats?
- 7 How many ingredients are available in our ingredients kitchen?
- 8 How many different fruits and vegetables did you spot on our ingredients kitchen counter?
- 9 What is added back on to the kibble after extrusion to improve tastiness?
- 10 How many Daisy the Daschund's did you spot throughout this book?







A colorful illustration of a farm scene. In the foreground, a brown dog named Daisy with a pink collar and a tag that says 'DAISY' is looking towards the left. The background features rolling green hills with a red tractor, a white lamb, a yellow sun, and several chickens. There are stylized green trees and white daisies scattered throughout the landscape. The sky is light blue with a few teal clouds.

# FARM FRESH

to

## *Food Bowl*

Jack, our knowledgeable pet shop owner, takes Rebecca and her Dachshund Daisy on a journey of how his freshly prepared dog food is made. She is taken across the country to meet the incredible experts who make all of this possible.

Along the way, Rebecca learns what it means to add freshly prepared meats into the kibble and why this benefits her lovely Daisy so much!

**freshtrusion**  
FRESH INSIDE