

K9Feline Natural

Retail Training Guide



Leading the way in natural high-meat nutrition - just as nature intended.

At K9 and Feline Natural, we have led the way and innovated in natural, high-meat pet food since our beginning in 2006.

We are proud to be pioneers of freeze-dried technology - locking in the natural integrity of whole food ingredients while improving digestibility and taste.

Through our commitment to naturally better nutrition, we ensure our nutritious diets are made with the highest quality natural ingredients from New Zealand.

We pride ourselves on ethically sourcing our whole food ingredients from sustainable practices in our farmlands and waters of New Zealand. We have made the most of these natural resources, sourcing free-range meat from grass-fed and pasture-raised animals, the finest seafood from sustainable sources,

cage-free chicken, and vegetables grown from fertile soils, ensuring superior nutrition and flavour.

Our recipes are expertly developed by our in-house technical experts to ensure every ingredient has purpose to support whole-body health and focused nutrition for pets.

We continuously look to innovation to provide the best in pet nutrition while staying true to our New Zealand way.

All our ingredients are 100% traceable. We know that every member of your family deserves the best natural nutrition to enjoy a happy, healthy life.

COMPLETE & BALANCED

FREEZE-DRIED



BEEF | LAMB | CHICKEN | BEEF & HOKI | LAMB & KING SALMON | LAMB & VENISON

Available in 100g / 3.5oz | 500g / 17.06oz | 1.8kg / 4lb | 3.6kg / 8lb

- Crafted with 94% New Zealand grass-fed & grass-finished meat, cage-free chicken and sustainably farmed fish.
- Feed as a complete meal or as a topper on your dog's existing diet.
- High in meat, protein and healthy fats, providing a natural source of energy for your dog.
- A perfect alternative-to-raw diet, offering convenience, nutrition and ready to serve goodness, in a freeze-dried format.
- Free from grain, gluten, GMO ingredients, dairy, rice, soy, cereals, potato, fillers or legumes - for improved digestibility.



CANNED



BEEF | LAMB | CHICKEN | BEEF & HOKI | LAMB & KING SALMON

Available in 170g / 6oz | 370g / 13oz

- Nutrition that offers added hydration, texture and variety in a ready to serve canned format.
- Free from gelling agents, grain, gluten, GMO ingredients, dairy, rice, soy, cereals, potato, fillers or legumes - for improved digestibility.
- Shares the New Zealand wholefood ingredients of our Freeze-Dried diets with the convenience of a ready-to-use can - no mess, no fuss!
- Formulated with fresh New Zealand water.

AAFCO formulated to be complete and balanced to support all life stages

K9Natural™

Our K9 Natural Feasts are expertly crafted for whole-body health, and made with 94% grass-fed and grass-finished, free-range, meat and organs and sustainably farmed fish along with green-lipped mussels, vitamins and minerals.

COMPLETE & BALANCED

FREEZE-DRIED



CHICKEN & LAMB | BEEF & HOKI | LAMB & KING SALMON | BEEF | CHICKEN | LAMB | CHICKEN & SALMON | LAMB & VENISON

Available in 100g / 3.5oz | 320g / 11oz | 800g / 1.8lb

- Crafted with 98% New Zealand grass-fed & grass-finished meat, cage-free chicken and sustainably farmed fish.
- Feed as a complete meal or as a topper on your cat's existing diet.
- High in meat, protein and healthy fats, providing a natural source of energy for your cat.
- A perfect alternative-to-raw diet, offering convenience, nutrition and ready to serve goodness, in a freeze-dried format.
- Free from grain, gluten, GMO ingredients, dairy, rice, soy, cereals, potato, fillers or legumes - for improved digestibility.

CANS



CHICKEN & LAMB | BEEF & HOKI | CHICKEN & VENISON | LAMB & KING SALMON | BEEF | CHICKEN | LAMB | CHICKEN & SALMON | LAMB & VENISON

Available in 85g / 3oz | 170g / 6oz

- Nutrition that offers added hydration, texture and variety in a ready to serve canned format.
- Free from gelling agents, grain, gluten, GMO ingredients, dairy, rice, soy, cereals, potato, fillers or legumes - for improved digestibility.
- Shares the New Zealand wholefood ingredients of our Freeze-Dried diets with the convenience of a ready-to-use can - no mess, no fuss!
- Formulated with fresh New Zealand water.



POUCHES



CHICKEN & LAMB | BEEF & HOKI | LAMB & KING SALMON

Available in 85g / 3oz

- High meat, low carbohydrate, grain free.
- Free from any gelling agents, binders or gums - just fresh New Zealand water.
- No artificial preservatives or flavours.
- Convenient single serve
- Great for added hydration and fussy eaters!

AAFCO formulated to be complete and balanced to support all life stages

FelineNatural™

Our Feline Natural Feasts are expertly crafted for whole-body health, and made with 98% grass-fed and grass-finished, free-range meat, cage-free Chicken and organs along with green-lipped mussels, vitamins, minerals and taurine.

TREATS & BOOSTERS

TRIPE



LAMB GREEN TRIPE | BEEF GREEN TRIPE

Available in 57g / 2oz | 75g / 2.6oz | 200g / 7oz | 250g / 8.8oz | 700g / 1.5lb

- Boost the nutritional value and flavour of your pet's food with our **100% New Zealand** Grass-fed Green Tripe Boosters. Daily supplements packed with essential nutrients to support digestion, skin, coat and **immune function**.
- A **natural superfood**, is irresistible to cats and dogs.
- We highly recommend the use of this superfood to aid in **transitioning** your pet to a new diet.
- Easy to serve, simply sprinkle a few pieces on top of your pet's meal as a natural superfood booster.

TREATS



BEEF | LAMB | CHICKEN BEEF | LAMB | CHICKEN | GREEN MUSSELS | LAMB LUNG | BEEF LUNG

Available in 50g / 1.76oz | 60g / 2.1oz

- Treat your best friend with these delicious, healthy morsels made with premium, all-natural ingredients.
- A perfect blend of tasty goodness and nutritional value.
- Our highly palatable treats come in both Air-Dried and Freeze-Dried format and offer your pet a great source of protein.
- Crafted with 100% New Zealand wholefood ingredients
- NO artificial preservatives or flavours
- NO wheat, gluten, GMO ingredients, corn, soy, cereals, dairy, rice, potato, and all other fillers.



K9 Feline Natural

FREEZE-DRIED TREATS

Our healthy natural treats are guilt-free, and made with wholesome New Zealand ingredients. They offer your dog a perfect blend of tasty goodness and nutritional value.

AIR-DRIED TREATS

Air-Dried slowly, our Lung Protein Bites are an everyday treat packed with lung protein sourced from 100% New Zealand grass-fed, free range Beef or Lamb. Perfect for on-the-go!

FREEZE-DRIED TRIPE BOOSTERS

A highly palatable, natural superfood, Green Tripe is a fantastic supplement containing an abundance of vital nutrients for your dog. Aiding digestion, skin, coat, and immune function.

COMPLETE & BALANCED WHOLE-BODY HEALTH



All our **FEAST** diets are **COMPLETE & BALANCED** to ensure your pet is receiving all the required nutrients they need to live a happy, healthy life throughout all their life stages.



Rich in naturally occurring omega 3 & 6 fatty acids from grass-fed meat, chicken, fish, New Zealand green mussels, organs & oil - support a healthy **SKIN & COAT**.

Omega 3 & 6 fatty acids help reduce dry skin and aid in a shiny coat.



High inclusions of quality animal proteins and fats from grass-fed meat, fish and/or chicken support **HEALTHY MUSCLES** and provide **NATURAL ENERGY** & vitality.

While New Zealand green mussels provide a natural source of glucosamine & chondroitin as well as Omega 3's, EPA & DHA, providing anti-inflammatory benefits for **JOINT HEALTH**.



Essential vitamins & minerals support a healthy **IMMUNE SYSTEM**, while quality digestible animal proteins support optimal nutrition absorption and a **HEALTHY DIGESTION**. High nutrient absorption also results in less smell and waste in their stools.



K9 Feline Natural

FREEZE-DRIED PROCESS

1. SOURCING

We ethically and sustainably source wholefood real and fresh ingredients from New Zealand to the highest specification and quality standards.

2. PROCESS

Our quality ingredients are expertly mixed, formed and frozen raw before undergoing the freeze-drying process where gentle heat is applied under controlled conditions, ensuring we retain the nutritional integrity and safety of the product

3. SAFETY

We closely monitor our process so that the nutritional integrity is maintained and meets levels established by AAFCO for cat and dog food, ensuring we meet the highest standards of food safety.

4. PACKING

Our products are then packed in moisture and oxygen proof bags, and every batch is quality tested to ensure it meets our high quality and food safety standards.



QUESTIONS & ANSWERS - FREEZE-DRIED

WHAT IS FREEZE-DRIED?

Our quality ingredients are expertly mixed, formed and frozen raw before undergoing the freeze-drying process where gentle heat is applied under controlled conditions, ensuring we retain the nutritional integrity and safety.

HOW DO I FEED FREEZE-DRIED?

Freeze-Dried feasts can be fed as a complete meal on its own or as a nutritious topper with your pet's current diet.

WHY IS FREEZE-DRIED SO EXPENSIVE?

Crafted with wholefood ingredients of free-range and grass-fed and grass red meat, cage-free chicken and sustainably sourced seafood are all obtained from the supply chain in New Zealand where our food is manufactured. We use the very best ingredients for your pet to thrive and coupled with the fact that we refuse to use fillers of any kind and export from clean, green pastures, our costs are naturally higher than locally sourced brands.

WHAT IS THE DIFFERENCE BETWEEN FREEZE-DRIED & CANNED?

Although our Freeze-Dried and Canned diets contain slightly different ingredients, they both offer the benefits of a complete & balanced diet supporting whole-body health. Pets often show distinct preferences for textures - while some favor the soft, moist consistency of canned food, others may prefer our freeze-dried pellets.

DO I NEED TO ADD WATER TO THE FREEZE-DRIED?

The purpose of adding water to our freeze-dried products is not to activate the nutrients in the meat, but rather to reconstitute the product back to its original moisture content. Many of our customers choose to feed our freeze-dried products dry and feeding in this way offers the same nutritional quality and benefits as feeding with water added. Our freeze-dried pellets do not absorb water like a sponge as we do not include as fillers or preservatives of any kind in our products. Whether you add water or not is completely up to you and your pet's personal preference.



QUESTIONS & ANSWERS - CANS & POUCHES

HOW ARE THE CANS PROCESSED?

Made with wholefood New Zealand ingredients, our recipes are expertly mixed with water and other listed ingredients, then filled and sealed into cans before being gently cooked at temperatures exceeding 120°C - ensuring the product is no longer raw while preserving nutritional integrity.

ARE THE CANS BPA FREE?

Yes! All K9 Natural and Feline Natural products and packaging are BPA-free.

HOW DO I FEED CANS?

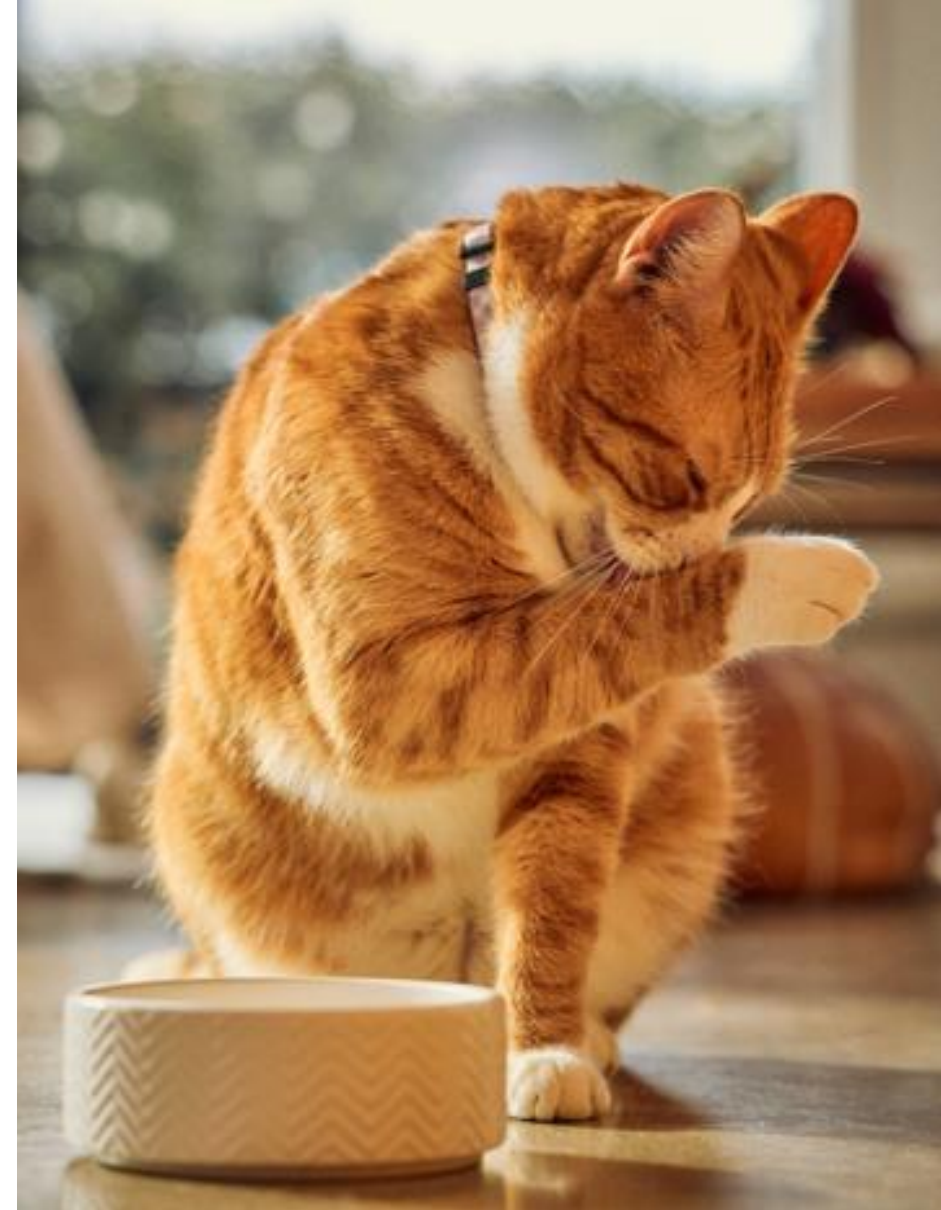
Simply open the can and place the contents in a bowl. It's as easy as that! Make sure to clean your pets bowl after feeding and recycle the can.

CAN POUCHES CANS BE REFRIGERATED?

We would suggest whenever possible to use our wet products fresh, however, our cans and pouches are perfectly safe to keep in the refrigerator for up to 3 days. If you like, you can transfer the contents into a dry, sealed container and keep in the refrigerator for up to 3 days also.

WHY IS THERE MORE WATER IN YOUR PRODUCT COMPARED TO OTHER BRANDS?

Our canned products do not include any gelling agents or fillers of any kind, instead we include natural New Zealand water during the canning process. This addition of water is highly beneficial, contributing to your pet's daily hydration. Heat is applied during the canning process cooking the product inside, and during this time liquid is extracted from the product. As a result, K9 Natural and Feline Natural canned products will contain a higher moisture level than some of our competitors.



ONLINE RETAIL TRAINING

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FOR MORE INFORMATION REACH OUT TO US ON

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