

# Your guide to natural feeding with Nature's Menu...

## We add nothing!

At Nature's Menu we take natural raw food diets seriously, carefully selecting wholesome ingredients of raw meat, raw vegetables and grains to create very tasty recipes. We add nothing else, no chemicals and no preservatives.

Nature's Menu is a fresh, convenient, time saving alternative to artificially processed pet foods. Just defrost the amount required and feed, it's as simple as that!

Within our Nature's Menu Range you have the choice to feed a wide variety of fresh frozen meats with vegetables and rice, giving the essential benefits of raw feeding with none of the hassle – no mess, no fuss.

Our new range of highly nutritious nuggets is now available in two varieties: Lamb nuggets and Banquet nuggets. These are tasty bite size pieces with carefully selected wholesome ingredients.



## Dog and Cat Food Pouches

Nature's Menu cat and dog food pouches are designed to deliver your pet's requirements from naturally balanced raw materials.

This means we do not use chemicals, additives or preservatives often found in over-processed pet foods.

Our whole meats are simply cut, chopped or minced and cooked slowly in the pouch, thus keeping all the nutrients and vitamins safely sealed inside.

Nature's Menu is the natural choice for the best ready-to-serve diet for your dog. All varieties are 60% meat (compared to 4% meat in many dog foods), highly palatable, nutritious foods. Our pouches contain the correct balance of vitamins and minerals to help maintain a healthy, active lifestyle. They do not contain any artificial colours, flavours or preservatives; we just add the vegetables and rice.

## Real Meat Dog Treats

Our real meaty dog treats come in two delicious varieties: chicken and beef. They contain 95% meat and are ideal as a training reward or a tasty snack, and easily fit in your pocket or training toy.

## Nature's Menu Dog Biscuits

The Nature's Menu range of naturally baked biscuits includes fresh whole ground tripe and vegetables.

An easy to use natural baked biscuit, they are an ideal accompaniment to any of our Nature's Menu or Prize Choice meat products.



Our baked biscuits stand out from the rest because most dog biscuits are made by extruding the ingredients, a process that can damage the natural nutrients.

We start with 100% whole wheat dough, then add wholesome ingredients that are then oven baked to create Nature's Menu mixer and complete biscuits. These retain a high proportion of wheatgerm and vitamins, helping to maintain a happy, healthy life for your dog. Which is why we think that Nature's Menu dog biscuits are the best.

## When Can We Start?

People ask at what age can they start their dog on the Nature's Menu ready-to-serve pouches, the answer is simple. We have complete life stages right from weaning, with the junior pouches, through to the later years with our delicious senior pouches.

**This is a feeding guideline only. Individual dogs' requirements may vary:**

10kg	—	1-2	pouches
20kg	—	2-3	pouches
30kg	—	3-4	pouches
40kg	—	4-5	pouches



## Natural Cat Food

Cat food from Nature's Menu is the natural choice for the best meaty food pouches. Cats love real meat and Nature's Menu is bursting with it!

Unlike standard cat foods we actually fill our cat dinners with over 70% of the real meat that cats love. They can enjoy a tasty, nutritious meal day after day with a food that does not contain any artificial colours, flavours or preservatives.

Our Nature's Menu Cat Pouches contain taurine. This is an amino acid, which is an essential part of a cat's diet. Cats are different from other animals in that they cannot make enough taurine internally to meet their needs and therefore it is essential that it is supplied to them in their food. Taurine helps prevent a disorder in cats called 'dilated cardiomyopathy' which is failure of the heart muscle. It also helps feline reproduction and prevention of retinal degeneration, which can cause blindness if left untreated.



## Real Meat Cat Treats

Our delicious Nature's Menu cat treats are made with 70% real meat, they come in two tasty varieties: chicken and liver or salmon and trout. They are in bite size pieces and will help maintain a healthy feline diet. They will have your cat purring with happiness day after day!

**For further information on our Nature's Menu products please visit our website:**

[www.naturesmenu.co.uk](http://www.naturesmenu.co.uk)



# Your easy guide to natural feeding with Prize Choice...

Our Prize Choice Meat really is the best way to feed your dog or cat a diet that is as close as is possible to what they were physically designed to eat.

**Make Prize Choice your choice**  
Within our Prize Choice range you can choose from a wide variety of Minced Meats, loose Free Flow Minced Meats and Whole Meaty Chunks.

**Minced meats**  
Pre-packed in a convenient ready-to-serve 400g block. Once defrosted they are all ready for you to add your own fruit and vegetables.

**Free flow minced meat**  
Larger packs of coarse minced meat that thaws out just like the mince you get from the butchers. These are available in 2kg bags so you just shake out as much as you need, ready to add your own fruit and vegetables and serve.

**Whole meat chunks**  
Ideal for feeding to larger animals that like to chew their meat. Available in 2kg bags, so easy to judge portion sizes when defrosting.

### Frequently asked questions we think you would like the answers to regarding natural feeding!

- **Why feed raw?**  
There are many benefits to feeding a natural diet; healthy animals, shiny coat, sparkly eyes, clean teeth, no bad breath and fewer trips to the vets, are to name but a few!
- **How do I start?**  
Some people start gradually while others do a straight swap. We would recommend that introducing your dog or cat gradually is the best way. Start with minced meats, and when the animal is used to this, then add fruit and vegetables. It is not advisable to feed a dried food and raw at the same meal as they take different times to digest.
- **What do I do?**  
We recommend that you treat Prize Choice Meats as you would your own. Take out and defrost the amount you need to feed, then put the rest back in the freezer or in the fridge. Only keep as you would your own meat.



- **How do I feed?**  
Feed Prize Choice meat together with liquidised raw fruit and vegetables, with a vitamin and mineral supplement for a healthy balanced diet. We recommend that you feed 1/3 meat, 1/3 fruit and 1/3 vegetables.
- **Can puppies and kittens be weaned onto a raw diet?**  
They can be weaned straight onto a raw food diet – this is, after all, what they ate before puppy and kitten diets became commercialised in the 1950s. Start by using the chicken or turkey products in the 400g blocks, as they have minced bone content providing a good source of calcium.
- **What are the differences between minces and chunks?**  
There is no difference nutritionally between minces and chunks of meat. The important thing is to vary the type of meat fed, so that the animal can benefit from the mix of amino acids and fats in the meats. Both minces and chunks can be stored in the freezer, so are equally convenient. Chunks or free flow minces are excellent for feeding to larger animals as the appropriate amount can be taken from the freezer each day. The smaller minces in Prize Choice 400g blocks are great for feeding to smaller dogs and for weaning puppies and kittens.
- **What about salmonella?**  
The digestive tract of a dog is much shorter than in humans and the concentration of hydrochloric acid in their stomach is much higher. Consequently, they can deal with bacteria that humans can't. Just think of the things that a dog will eat if allowed. Imagine the things they pick up or lick, these can carry bacteria, that dogs aren't harmed by. Our meat is bacterium tested and processed to strict hygiene rules.

■ **What is BARF feeding?**  
You may have heard of 'BARF' feeding associated with natural feeding and thought 'what is this?' Basically 'BARF' stands for Bones And Raw Food or Biologically Appropriate Raw Food. It is the feeding of raw meat with fruit and vegetables along with raw bones e.g. chicken wings.

For further information on our products please visit: [www.prizechoice.co.uk](http://www.prizechoice.co.uk) and for further information on natural feeding visit [www.ukbarfclub.co.uk](http://www.ukbarfclub.co.uk).



## YOUR GUIDE TO NATURAL FOOD THAT'S AS GOOD AS HOME PREPARED



**PRIZE CHOICE**  
Natural Food for Healthy Animals

## YOUR GUIDE TO 100% NATURAL NUTRITION

**natures:menu**  
REAL FOOD PETS LOVE