

Better prices for top foods



When it comes to supplying top quality foods, it's easy to go for the cheaper products but the real value lies in those that don't compromise on price or taste – keeping everyone happy.

WORDS SPECIALIST PETS JOURNALIST EMILY FOWLER

As an independent retailer, it's important to be aware of the competition you face in terms of huge online discount pet shops and retailers like Amazon. While competing solely on price isn't necessarily an option, it's good to be able to offer great value to your customers, whether that's by giving special offers/discounts, brands that beat rivals on price, or products that are cost effective because of the high nutritional value, or other benefits, for the price. That, along with all the other benefits your customers get from shopping with you – like the personal service, friendly and knowledgeable staff, and wide range of products – should help to convince local pet owners to visit their local independent shop rather than going online, or visiting a discount shop on the high street.

Don't forget that 'cheap' doesn't always necessarily mean good – and the majority of your customers will realise that, but finding great value, high-quality products is certainly advantageous when it comes to keeping customers (and their pets) happy.

A note on raw food

The Pet Food Manufacturers' Association (PFMA) has recently created a new group in its membership, the Raws Group, in response to the growing interest among consumers in balanced (and complete) raw foods for their pets. Homemade raw can be time-consuming, complicated, and expensive (not to mention unpleasant for anyone who's squeamish around blood and offal), so buying one of the commercial complete raw foods is an inexpensive way of feeding their pets. 🐾



Sensitive souls Alpha Feeds

Alpha Sensitive with chicken and rice is 'wheat gluten free' and nutritionally formulated to meet the needs of those dogs with a delicate or sensitive digestive system.

With balanced Omega 3 and 6 oils for skin and coat health, Alpha Sensitive also includes a natural prebiotic to improve digestive health.

If required it can easily be soaked for sensitive teeth and gums, includes 20% protein, and is soya and dairy product free.

All ingredients are carefully cooked in order to ensure that digestion is optimised.

The working dog food is VAT free in the UK and retailers can take advantage of year-round promotions on the range, which is competitively priced and offers a good return.

More info: www.alphafeeds.com.

Against the grain Webbox

Webbox Grain Free Complete dry food is a premium offering for dogs, ideal for pets with grain or gluten intolerances. Dogs can potentially be sensitive to the grains and cereals used in many pet foods and so Webbox have now created their Grain Free range which uses potato and sweet potato as ideal alternative carbohydrate sources.

Full of essential vitamins and minerals, Webbox Grain Free also contains rosemary, marigold and citrus extract.

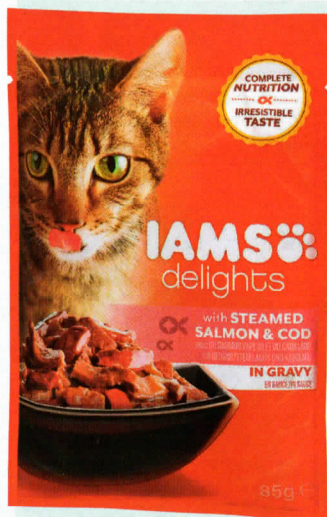
More info: www.webbox.co.uk



The owner's choice IAMS

To ensure pet owners are getting exactly what they want for their money, IAMS® recently conducted extensive consumer research which explored what cat owners think of current food products in the market and what they would like to see more of in the food they give to their cats. As a result, IAMS® developed IAMS® Delights, 100% complete and balanced nutrition packed with high quality animal protein for an irresistible meaty taste. Available in nine delicious dual-flavour varieties.

More info: www.iams.co.uk



Dogs on the job Wagg's Worker Dog

This is one of Wagg's most popular diets, offering a complete dry dog food in either Beef & Veg or Chicken & Veg, ideal for all working dogs. Each biscuit contains optimum levels of protein and carbohydrates to provide energy for active dogs and added B vitamins to help energy metabolism.

Wagg Worker contains extracts from the Yucca plant to help maintain healthy, supple joints whilst also containing a combination of zinc, biotin and omega 3 oils to promote a healthy skin, glossy coat and supple paw pads.

It comes in 17kg bags, with an RRP of £11.

More info: www.waggfoods.co.uk



A complete diet Sneyd's Wonderfeeds



For over 42 years Sneyd's Wonderfeeds have been producing quality dry dog food at affordable prices making their ranges exceptional

value for money. This Lincolnshire-based, family-owned business has

developed an outstanding range called Wonderdog which over the years has been particularly popular with gundog and working dog owners.

The company has extended its range to include Wonderdog Special, a complete 24% protein diet while the Wonderdog Premium Chicken and Rice diet is an improved recipe and contains no wheat, soya or dairy.

The Wonderdog Premium is a complete diet and is ideal for working or active dogs.

More info: www.wonderdog.co.uk



An ethical choice Supreme Pet Foods

Another popular, high fibre food among welfare conscious rabbit owners is Science Selective Rabbit from Supreme. The company's ethical considerations include not using palm oil in any of their products, including nutritionists and experts in veterinary medicine in recipe creation.

Science Selective Rabbit contains 25% fibre, and none of the sugary ingredients that are a cause of dental problems and obesity in pet rabbits. It's available in 350g, 1.5kg, 3kg, 5kg and 10kg pack sizes, so customers have the option to go for the more economical larger packs, depending on their needs.

More info: www.supremepetfoods.com

Duck and cover Field & Trial

Field & Trial Puppy Duck & Rice is completely hypoallergenic for puppies and young working dogs with sensitivities or allergies.

Made with British duck meat meal, brown rice, naked oats and peas, it also contains MOS to help maintain a healthy digestive system and marine algae providing enhanced levels of DHA Omega-3 which provides many natural health benefits including the support of brain and eye development.

Available in 2.5kg and 15kg bags priced at £7.99 and £35.99 respectively.

More info: www.skinnerpetfoods.co.uk



Slow-releasing energy Natures Harvest

Nature's Harvest Small Dog Elite is a gently steamed complete meal for adult small dogs, formulated without



grains or cereals such as rice, wheat, barley, or maize. Nature's Harvest Small Dog Elite has a high meat protein content and low GI carbohydrate to provide slow release energy.

This diet replicates the evolutionary diet of dogs, with none of the suspected allergens common to pet foods, such as wheat gluten.

Nature's Harvest Elite for Cats is available in single variety cases 10x100g and also in multi-variety cases 3x7x100g.

More info: email: sales@judgeschoice.com

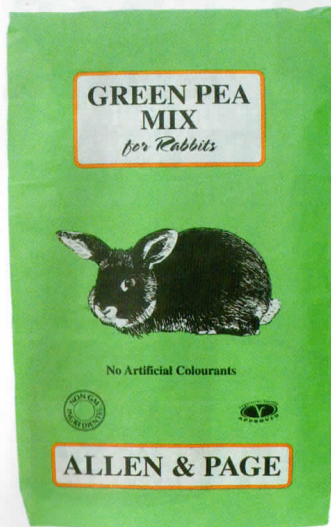
Yorkshire-born and bred Harringtons

Based in Yorkshire, Harringtons is a family owned and managed business that prides itself on considering customers' budgets while maintaining a quality premium food. By focusing on values such as not using expensive, unnecessary packaging and avoiding the type of wastage that can be associated with the cost structure of big companies, they manage to offer great value to pet

owners. Their latest figures estimate a dog feeding cost of around £0.17 per 100g (compared to up to £0.45 with other leading high-quality brands), a cat feeding cost of around £0.28 (compared to up to £0.77 with other leading high-quality brands), and rabbit and guinea pig food feeding cost of around £0.14 and £0.17 respectively.

More info: www.harringtonspetfood.com





For rabbits and guinea pigs – just add hay Allen & Page

Originally a horse feed company (and the first to receive Vegetarian Society approval for their entire range), Allen and Page also supply a range of feeds for small furbies that don't contain GM ingredients, and use only maize and soya grown from non-GM seed. Their products are very highly regarded among rabbit and guinea pig owners. As with any rabbit mix, Allen & Page feeds should be fed alongside plenty of hay to provide a fully balanced diet. Only available in large bags (20kg), Allen & Page offer great value, but are mainly suitable for customers with a number of rabbits.

More info: www.allenandpage.com



High meat content Forthglade Natural

Forthglade's ranges for dogs and cats offer high meat content at great prices, with each recipe having a minimum of 70% meat for dogs, and 85% meat for cats. The complete foods are all free from artificial flavourings, colours, and preservatives. The Lifestyle range caters specifically to the needs of kittens and puppies, adult pets, and senior animals, so customers can cater for whatever stage in life their pet is at.

More info: www.forthglade.com



Totally tropical Mr Johnson's

Mr Johnson's has been producing rabbit, guinea pig, and other small animal foods for over 100 years, and as most of the mixes and foods are available in large bags (up to 15kg), it's a good option to sell as a weigh-out product. Reasonably priced, the company also has regular special offers, and the choice of feed for rabbits, guinea pigs, hamsters, gerbils, chinchillas, degus, ferrets, rats, and mice is varied and interesting. Mr Johnson's even supplies poultry feed and horse treats, which might be an option for you depending on your customers.

Popular varieties of Mr Johnson's foods include the classic Mr Johnson's Supreme Rabbit Mix (Mr Johnson's Supreme Tropical Fruit Rabbit Mix is also available), Mr Johnson's Special Rabbit Mix – No Added Pellets, and Supreme Guinea Pig Mix.

More info: www.mrjohnsons.co.uk



Steamed and succulent Natures Menu

One of the most well-known of the complete raw dog food and raw cat food ranges, Natures Menu is a longstanding member of the PFMA, even before the association launched the new Raws Group. They offer gently steamed cans and pouches, freeze-dried snacks, and raw 'treats', as well as complete and balanced raw meals. It's a growing, niche sector of the pet food market, Natures Menu are proud to be champions of raw feeding, and offer good deals to trade partners –

including great value freezer deals and point of sale, as well as free training in raw feeding, and the option to become a qualified Raw Advisor.

The complete raw foods for dogs are available frozen in 1kg packs or 12 x 300g packs, while the cat raw foods are available (also frozen) in 400g packs or multipacks of 6x400g. 'Lightly steamed' pouches for cats and pouches and cans for dogs come in a variety of sizes and multipacks.

More info: www.naturesmenu.co.uk



Plenty of meat Butcher's Classic and Butcher's Choice

Butcher's Pet Care's products are well-liked by both dog and cat owners looking for a good value, nutritionally balanced food for their pets. Butcher's Pet Care food ranges have been going strong for over 25 years. As well as being inexpensive, the foods for dogs and cats contain relatively high meat content compared to even some of the more expensive brands.

The Butchers Classic™ Meat selections (for cats) contain a minimum of 49% meat and come in economical 6x400g tins, in chicken,

game, or beef varieties. High in natural meat protein and free from fillers like soya or cereal, Classic™ for cats is a popular choice among budget conscious cat owners.

Butcher's dog food has a meat content of 50%. It comes in 6x400g, 6x390g, 12x400g, 24x400g and 4x1200g, as well as singles of 400g and 1200g. Packed full of meaty goodness, with no artificial colourings, flavourings, or preservatives.

More info: www.butcherspetcare.co.uk



Bring out the wild side

Carnilove





Carnilove will now be available to UK stores from UK importers BSB Products Limited. The range includes 70% wild-origin meats including salmon, duck and pheasant and each food also contains 30% forest fruits, vegetables and herbs.

The Czechoslovakian brand has been supplying food to countries around the world and the UK is the latest addition to the brand's growing reach.

The RRP is £7.97 for 1.kg and £47.9 for 12kg bags.

More info: call 01737 488400 or email: sales@bsbproducts.co.uk



Raw foods done right Nutriment

An award-winning business producing raw food for both cats and dogs, Nutriment has products that include the Dinner for Dogs range of individual servings for smaller dogs, Just, for high performance and working dogs, and Nutriment for cats, as well as treats like chicken wings, chicken hearts, and bull pizzle (for dogs of all breeds). Nutriment products are available in two sizes of packaging, 500g tubs and 1.4kg chubbs

(large sausage-like tubes). As they're supplied frozen they have a minimum order weight of 5kg for consumers (as do many of the frozen raw food suppliers), making having the option to buy from a retailer even more attractive to pet owners.

More info: www.nutriment.co

