



DETAILED NUTRITIONAL ANALYSIS – DOG

FACT SHEET 28A

How to use this information

The information contained within this fact sheet is designed to make it easier for you to make an accurate comparison between different Denes recipes and to compare our products with those of other pet food manufacturers. This can be useful if your dog has specific dietary needs, such as a recipe that is low in protein or one which is high in fibre.

The statutory statement

The nutritional information supplied on the side of each can, bag or packet is part of the statutory statement and gives the typical levels of moisture, protein, oil (fat) and fibre, as a percentage, and the amount of added vitamins. This is done on what is called an "as is basis" or an **As fed basis**, and is essentially based on the product just as it comes straight out of the packaging.

Unfortunately you cannot use this information to make an accurate comparison between different products, as pet foods differ considerably in the levels of moisture they contain. Canned foods, for example, contain a much higher level of moisture than dry products. The greater relative percentage of moisture on the statutory statement therefore reflects on the percentage of other remaining components, such as protein.

Dry matter analysis

To overcome this problem it is best to compare products on what is known as a **Dry matter basis**. This type of analysis provides a nutritional breakdown of each recipe with the water (moisture) content removed. In this way it is possible to accurately compare both dry and canned products and to check the levels of protein, fat and fibre between different products.

If you have any queries concerning your pet's health or feeding problems, you can contact us for free pet care advice by:

- Visiting our website www.denes.com
- Emailing us at info@denes.com
- Calling us on **01273 325364** Mon-Fri, 9am – 12Noon
- Writing to us at:
Denes Natural Pet Care Ltd
2 Osmond Road
Hove, East Sussex BN3 1TE

DETAILED NUTRITIONAL ANALYSIS – DOG

CANNED RECIPES 1

	PUPPY WITH CHICKEN 400g		ADULT CHICKEN WITH TRIPE 400g & 1200g		ADULT RABBIT & CHICKEN 400g & 1200g	
	AS FED	DRY MATTER	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	78.0	-	78.0	-	78.0	-
Protein %	9.50	43.2	8.0	36.4	8.0	36.4
Oil %	8.0	36.4	5.0	22.7	5.0	22.7
Ash %	2.0	9.1	2.5	11.4	2.5	11.4
Fibre %	1.0	4.5	1.0	4.5	1.5	6.8
ME kcal/100g	107.0	486	90.00	409	88.0	400
Calcium %	0.52	2.36	0.36	1.64	0.5	2.27
Phosphorus %	0.4	1.82	0.32	1.45	0.38	1.73
Potassium %	0.4	1.82	0.31	1.41	0.33	1.5
Sodium %	0.22	1.0	0.22	1.0	0.21	0.95
Magnesium %	0.02	0.09	0.02	0.09	0.03	0.14
Copper mg/kg	4.6	20.9	3.4	15.5	3.5	15.9
Iron mg/kg	73	332	42	191	41	186
Vitamin A iu/kg	1000	4545	1000	4545	1000	4545
Vitamin D3 iu/kg	100	455	100	455	100	455
Vitamin E iu/kg	10	45	10	45	10	45

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CANNED RECIPES 2

	ADULT TRIPE MIX RICH IN TURKEY 400g		ADULT LIGHT WITH CHICKEN & LIVER 400g	
	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	81.0	-	TBC	
Protein %	9.0	47.4	TBC	
Oil %	7.0	36.8	TBC	
Ash %	2.0	10.5	TBC	
Fibre %	0.4	2.1	TBC	
ME kcal/100g	91	479	TBC	
Calcium %	0.43	2.26	TBC	
Phosphorus %	0.32	1.68	TBC	
Potassium %	0.3	1.58	TBC	
Sodium %	0.19	1.0	TBC	
Magnesium %	0.01	0.05	TBC	
Copper mg/kg	3.3	17.4	TBC	
Iron mg/kg	42	221	TBC	
Vitamin A iu/kg	1000	5263	TBC	
Vitamin D3 iu/kg	100	526	TBC	
Vitamin E iu/kg	10	53	TBC	

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CANNED RECIPES 3

	SENIOR WITH CHICKEN, LAMB & RICE 400g		SENIOR WITH TURKEY, RABBIT & RICE 400g	
	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	78.0	-	78.0	-
Protein %	6.0	27.3	6.0	27.3
Oil %	4.0	18.2	4.0	18.2
Ash %	2.0	9.1	2.0	9.1
Fibre %	1.0	4.5	1.0	4.5
ME kcal/100g	87	395	87	395
Calcium %	0.35	1.59	0.35	1.59
Phosphorus %	0.31	1.41	0.31	1.41
Potassium %	0.36	1.64	0.38	1.73
Sodium %	0.21	0.95	0.2	0.91
Magnesium %	0.02	0.09	0.02	0.09
Copper mg/kg	3.4	15.5	3.3	15.0
Iron mg/kg	52	236	45.0	205
Vitamin A iu/kg	1000	4545	1000	4545
Vitamin D3 iu/kg	100	455	100	455
Vitamin E iu/kg	10	45	10	45

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SELECT SINGLE SERVE TRAYS

	SELECT WITH DUCK & RABBIT 300g		SELECT WITH CHICKEN & TURKEY 150g	
	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	80	-	80.0	-
Protein %	10	50	10	50
Oil %	4.0	20.0	4.0	20.0
Ash %	2.0	10.0	2.0	10.0
Fibre %	0.4	2.0	0.4	2.0
ME kcal/100g	79.0	395	79.0	395
Calcium %	0.3	1.5	0.3	1.5
Phosphorus %	0.25	1.25	0.25	1.25
Potassium %	0.18	0.9	0.18	0.9
Sodium %	0.2	1.0	0.2	1.0
Magnesium %	0.02	0.1	0.02	0.1
Copper mg/kg	3.9	19.5	3.9	19.5
Iron mg/kg	51.0	255	51.0	255
Vitamin A iu/kg	2500	12500	2500	12500
Vitamin D3 iu/kg	200	1000	200	1000
Vitamin E iu/kg	10	50	10.0	50

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DRY FOOD & MIXER

	OPTIONS SENSITIVE DIGESTION, 2kg, 15kg		OPTIONS HEALTHY SKIN 2kg, 15kg		PUPPY-GROWTH RICH IN CHICKEN & RICE. 3kg, 7.5kg		WHOLEGRAIN MIXER 2.5kg, 10kg	
	AS FED	DRY MATTER	AS FED	DRY MATTER	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	8.0	-	8.0	-	10.00	-	10.00	-
Protein %	24.0	26.09	25.0	27.17	30.00	33.30	11.00	12.20
Oil %	11.45	12.45	11.1	12.07	18.00	20.00	2.00	2.22
Ash %	11.0	11.96	8.3	9.02	7.00	7.78	7.50	8.33
Fibre %	2.1	2.28	1.3	1.41	2.50	2.78	4.00	4.44
ME kCal/100g	401	435	398	432	391	434	295	328
Calcium %	3.5	3.8	1.98	2.15	1.40	1.56	1.40	1.55
Phosphorus %	1.12	1.22	0.85	0.92	1.00	1.10	0.44	0.49
Potassium %	0.54	0.59	0.6	0.65	0.60	0.67	0.65	0.72
Sodium %	0.34	0.37	0.24	0.26	0.21	0.23	0.20	0.22
Magnesium %	0.11	0.12	0.12	0.13	0.10	0.11	0.14	0.15
Copper mg/kg	25.0	27.17	25.0	27.17	10.00	11.10	15.00	16.67
Iron mg/kg	361	392	372	404	115.56	123.95	118.46	131.62
Vitamin A iu/kg	20460	22239	21860.0	23760	17000	18888	5000	5555
Vitamin D3 iu/kg	1280	1391	1550.0	1684	1600.0	1777.0	500.0	555.55
Vitamin E iu/kg	129	140	142.0	154	100.0	111.0	50.0	55.55
Vitamin C mg/kg	52	56	60	65	126	140	-	-

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BAKED BISCUITS

	WHOLEGRAIN BAKED BISCUITS 300g, 10kg		LOW CALORIE BAKED BISCUITS 300g		WHEAT GLUTEN FREE BAKED BISCUITS 300g		FRESH BREATH BAKED BISCUITS 300g	
	AS FED	DRY MATTER	AS FED	DRY MATTER	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	10.00	-	10.00	-	10.00	-	10.00	-
Protein %	10.00	11.11	9.00	10.00	11.00	12.22	9.00	10.00
Oil %	1.90	2.11	1.80	2.00	5.80	6.44	10.50	11.67
Ash %	3.00	3.33	16.00	17.78	0.90	1.00	1.80	2.00
Fibre %	3.00	3.33	2.90	3.22	1.20	1.33	2.00	2.22
ME kcal/100g	319.95	355.50	273.40	303.80	349.25	388.05	374.95	416.61
Calcium %	0.26	0.29	5.60	6.30	0.14	0.15	0.08	0.09
Phosphorus %	0.25	0.27	0.28	0.31	0.19	0.21	0.25	0.28
Potassium %	0.49	0.54	0.52	0.60	0.15	0.17	0.36	0.40
Sodium %	0.06	0.07	0.04	0.05	0.03	0.03	0.01	0.01
Magnesium %	0.10	0.11	0.12	0.13	0.06	0.07	0.10	0.11
Copper mg/kg	4.91	5.50	4.47	5.00	2.74	3.04	5.59	6.21
Iron mg/kg	61.34	68.15	66.37	73.74	31.56	35.06	38.78	43.09
Vitamin A iu/kg	-	-	-	-	-	-	-	-
Vitamin D3 iu/kg	-	-	-	-	-	-	-	-
Vitamin E iu/kg	-	-	-	-	-	-	-	-
Vitamin C mg/kg	-	-	-	-	-	-	-	-