

PRIME100™

Our SPD™ Slow Cooked Range Just Got Even Better.

Quinoa Now in Four More Recipes.

We've been listening to pet parent feedback, and we're thrilled to announce some tasty improvements to four recipes in our SPD™ Slow Cooked range.

What's New?

We've enhanced the texture and formulation of four SPD™ Slow Cooked diets to make mealtime even more enjoyable for dogs and serving easier for pet parents. **Here's what to expect:**



Improved Texture

Easier serving and a more appealing look with less broth.



Added Quinoa

A nutrient-dense superfood that supports gut health and provides a hypoallergenic source of carbohydrates.

Which Recipes Are Getting an Upgrade?



**SPD™ Slow Cooked
Puppy Lamb & Blueberry**



**SPD™ Slow Cooked
Lamb & Rosemary**



**SPD™ Slow Cooked
Salmon & Pumpkin**



**SPD™ Slow Cooked
Duck & Sweet Potato**

Benefits of Quinoa

Quinoa is a gluten-free seed commonly mistaken for a grain. It's a highly nutritious superfood, offering a source of protein, carbohydrates, essential vitamins, minerals and fibre, making it a beneficial ingredient to your dog's diet.



Rich in Fibre

To promote digestive health and maintain a diverse gut microbiota for overall well-being.



Vet Recommended

A hypoallergenic and gluten-free alternative to traditional grains.



Complex Carbohydrates





Essential for a balanced diet, providing a primary energy source for efficient cell function.

These improved recipes will start shipping in the coming weeks.

Please note: As stock transitions, you may receive both the previous and improved formulas in the same period. Look for the **"Improved Formula - Now with Quinoa"** icon on the updated packaging over the next three months. This icon means you're getting the improved recipe.



Here's How the Changes Compare

	Ingredients (Old)	Guaranteed Analysis (Old)	Ingredients (New)	Guaranteed Analysis (New)
SPD™ Slow Cooked Lamb & Blueberry Puppy 	Australian Lamb, Sweet Potato, Bamboo Fibre, Vitamins & Minerals, Blueberries, Functional Oils (Sunflower, Flaxseed, Algae), Algimun®, Pumpkin, Salt, Chicory Root Extract, Trumune®, Postbiotics, Carrot, Psyllium Husk, Taurine, Glucosamine, Chondroitin	Crude Protein: 10% (min) Crude Fat: 7% (min) Crude Fibre: 3% (max) Moisture: 80% (max) ME kcal/100g: 128	Australian Lamb (including selected organs), Sweet Potato, Quinoa, Bamboo Fibre, Vitamins & Minerals, Blueberries, Functional Oils (Sunflower, Flaxseed, Algae), Algimun, Salt, Carrots, Pumpkin, Chicory Root Extract, Trumune Postbiotics, Psyllium Husk, Taurine, Glucosamine, Chondroitin.	Crude Protein: 10% (min) Crude Fat: 7% (min) Crude Fibre: 3% (max) Moisture: 80% (max) ME kcal/100g: 128
SPD™ Slow Cooked Lamb & Rosemary 	Australian Lamb, Sweet Potato, Bamboo Fibre, Vitamins & Minerals, Carrots, Functional Oils (Sunflower, Flaxseed, Algae), Rosemary, Pumpkin, Salt, Chicory Root Extract, Trumune® Postbiotics, Psyllium Husk, Algimun®, Taurine, Glucosamine, Chondroitin	Crude Protein: 10% (min) Crude Fat: 6% (min) Crude Fibre: 3% (max) Moisture: 80% (max) ME kcal/100g: 120	Australian Lamb (including selected organs), Sweet Potato, Quinoa, Bamboo Fibre, Functional Oils (Sunflower, Flaxseed, Algae), Vitamins & Minerals, Rosemary, Carrots, Salt, Chicory Root Extract, Trumune Postbiotics, Psyllium Husk, Algimun, Pumpkin, Taurine, Glucosamine, Chondroitin.	Crude Protein 10% (min) Crude Fat 6% (min) Crude Fibre 3% (max) Moisture 80% (max) ME kcal/100g: 120
SPD™ Slow Cooked Salmon & Pumpkin 	Australian Salmon, Pumpkin, Bamboo Fibre, Carrot, Salt, Vitamins & Minerals, Parsley, Trumune® Postbiotics, Chicory Root Extract, Algumun®, Taurine, Glucosamine, Chondroitin	Crude Protein: 9% (min) Crude Fat: 13% (min) Crude Fibre: 3% (max) Moisture: 80% (max) ME kcal/100g: 170	Australian Salmon (including ground salmon bone), Quinoa, Pumpkin, Functional Oil (Sunflower), Bamboo Fibre, Carrot, Salt, Parsley, Vitamins & Minerals, Trumune Postbiotics, Chicory Root Extract, Algimun, Taurine.	Crude Protein: 8% (min) Crude Fat: 12% (min) Crude Fibre: 3% (max) Moisture: 80% (min) ME kcal/100g: 170
SPD™ Slow Cooked Duck & Sweet Potato 	Australian Duck, Sweet Potato, Bamboo Fibre, Functional Oils (Sunflower, Flaxseed, Algae), Vitamins & Minerals, Salt, Parsley, Chicory Root Extract, Trumune® Postbiotics, Algimun®, Pumpkin, Taurine, Glucosamine, Chondroitin	Crude Protein: 7% (min) Crude Fat: 9% (min) Crude Fibre: 3% (max) Moisture: 80% (max) ME kcal/100g: 125	Australian Duck (including ground duck bone), Sweet Potato, Quinoa, Functional Oils (Sunflower, Flaxseed, Algae), Bamboo Fibre, Vitamins & Minerals, Salt, Parsley, Chicory Root Extract, Trumune Postbiotics, Algimun, Pumpkin, Taurine, Glucosamine, Chondroitin.	Crude Protein: 7% (min) Crude Fat: 8% (min) Crude Fibre: 3% (max) Moisture: 80% (min) ME kcal/100g: 125

PRIME100.

We've made mealtime even better, but our commitment to quality hasn't changed. You can still expect 100% Australian-made, Single Protein Diets crafted with care. Plus, all on-pack claims and product suitability remain exactly the same.

Have Questions?

Scan the QR code to access our FAQs and find out everything you need to know about the improvements.

