

Fresh. Simple. Whole.

**For Every Size
& Stage of Life.**



Part of the **Petcurean** family

ABOUT OUR RECIPES

WHEN IT COMES TO YOUR PET'S FOOD, ONE SIZE DOESN'T FIT ALL

That's why our nutritionists create delicious recipes for all life stages & breed sizes, using only the highest quality ingredients like fresh meats & fish and nutrient-rich superfoods. Minimally processed to preserve nutrients & flavour, our recipes offer complete nutrition to help dogs & cats thrive throughout their lives.

PERFECTLY BALANCED RECIPES

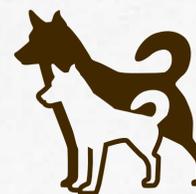
Our 100% grain-free recipes are thoughtfully crafted with protein from fresh meats & fish, whole eggs and antioxidant-rich fruits & veggies, perfectly balanced to provide delicious goodness for cats & dogs to help them keep happy, fit, and healthy for life.



Premium-quality fresh meats & fish



Minimally processed with no by-product or meat meals



Tailored to life stage & breed size



Over 20 nutrient-rich superfoods

RECIPES FOR ALL SIZE DOGS

Carefully Crafted Recipes for Dogs of Every Shape and Size.



RECIPE FOR PUPPIES

Complete food for puppies

INGREDIENTS:

Fresh boneless turkey (28%), peas, potatoes, pea fibre, whole dried egg (7%), potato flour, flaxseed (5.5%), canola oil, fresh boneless salmon (4%), fresh boneless duck (4%), natural flavour, monocalcium phosphate, coconut oil (2.5%), calcium carbonate, suncured alfalfa, apples (0.8%), marine microalgae oil, tomato, carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, sodium chloride, dried chicory root, potassium chloride, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	29.3%	Moisture	8.0%	Phosphorus	0.9%
Fat Content	18.6%	EPA + DHA	0.3%	Omega-6	2.9%
Crude Fibre	3.3%	Calcium	1.3%	Omega-3	1.9%
Crude Ash	8.0%				



FISH RECIPE FOR ADULTS

Complete food for fish-loving adult dogs

INGREDIENTS:

Fresh boneless trout (28%), potatoes, whole dried egg (13%), peas, potato flour, pea flour, flaxseed (5.5%), fresh boneless salmon (4%), fresh boneless herring (4%), natural flavour, monocalcium phosphate, calcium carbonate, apples (1%), canola oil, tomato, suncured alfalfa, pea fibre, dried chicory root, coconut oil (0.4%), carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, sodium chloride, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	25.0%	Crude Ash	7.5%	Phosphorus	0.8%
Fat Content	15.0%	Moisture	8.0%	Omega-6	3.1%
Crude Fibre	3.5%	Calcium	1.1%	Omega-3	1.4%



ORIGINAL RECIPE FOR ADULTS

Complete food for adult dogs

INGREDIENTS:

Fresh boneless turkey (32%), peas, potatoes, whole dried egg (9%), potato flour, pea fibre, flaxseed (5%) natural flavour, apples (4%), fresh boneless salmon (4%), fresh boneless duck (4%), canola oil, monocalcium phosphate, coconut oil (1.5%), calcium carbonate, suncured alfalfa, tomato, dried chicory root, sodium chloride, carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, potassium chloride, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	26.5%	Crude Ash	7.2%	Phosphorus	0.8%
Fat Content	16.5%	Moisture	8.0%	Omega-6	2.2%
Crude Fibre	4.4%	Calcium	1.0%	Omega-3	1.4%



RECIPE FOR SENIORS

Complete food for senior dogs

INGREDIENTS:

Fresh boneless turkey (26%), peas, potatoes, potato flour, whole dried egg (7%), pea fibre, pea flour, apples (4%), flaxseed (4%), fresh boneless salmon (4%), fresh boneless duck (4%), natural flavour, canola oil, calcium carbonate, monocalcium phosphate, sodium chloride, suncured alfalfa, tomato, coconut oil (0.5%), dried chicory root, carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, glucosamine hydrochloride, chondroitin sulphate, New Zealand green mussels (0.02%), potassium chloride, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	24.8%	Moisture	8.0%	Chondroitin sulphate	100 mg/kg
Fat Content	12.4%	Phosphorus	0.5%	Omega-6	1.8%
Crude Fibre	4.4%	Glucosamine	400 mg/kg	Omega-3	1.3%
Crude Ash	6.5%				

RECIPES FOR ALL SIZE DOGS

Carefully Crafted Recipes for Dogs of Every Shape and Size.



RECIPE FOR PUPPIES

- + Balanced protein & fat to support growth and development
- + Controlled levels of calcium & phosphorus for bone development
- + DHA & EPA to support healthy brain development



FISH RECIPE FOR ADULTS

- + Balanced protein & fat to support a healthy lifestyle
- + L-carnitine to support heart health & fat burning
- + Omega-3s & 6s and coconut oil for skin & coat health



ORIGINAL RECIPE FOR ADULTS

- + Balanced protein & fat to help manage a healthy weight
- + L-carnitine to support heart health & fat burning
- + Omega-3s & 6s and coconut oil for skin & coat health



RECIPE FOR SENIORS

- + Moderate protein & fat to help manage a healthy weight
- + Glucosamine & chondroitin for hip and joint support
- + Omega-3s & 6s and coconut oil for skin & coat health

RECIPES FOR SMALL BREED DOGS

Tasty, Wholesome Nutrition for Little Dogs.



RECIPE FOR PUPPIES

Complete food for small breed puppies

INGREDIENTS:

Fresh boneless turkey (27%), peas, potatoes, whole dried egg (9%), pea flour, potato flour, flaxseed (5%), fresh boneless salmon (4%), fresh boneless duck (4%), natural flavour, canola oil, pea fibre, monocalcium phosphate, coconut oil (1.7%), calcium carbonate, sodium chloride, apples (0.5%), suncured alfalfa, tomato, dried chicory root, marine microalgae oil, carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.1%), blackberries, pomegranate, papayas, lentils, broccoli, potassium chloride, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	28.6%	Moisture	8.0%	Phosphorus	0.9%
Fat Content	18.5%	EPA + DHA	0.3%	Omega-6	3.1%
Crude Fibre	3.0%	Calcium	1.4%	Omega-3	1.6%
Crude Ash	8.5%				



FISH RECIPE FOR ADULTS

Complete food for fish-loving small breed adult dogs

INGREDIENTS:

Fresh boneless trout (26%), potatoes, whole dried egg (12%), peas, potato flour, pea flour, flaxseed (5%) fresh boneless salmon (4%), fresh boneless herring (4%), canola oil, natural flavour, apples (1.2%), pea fibre, calcium carbonate, monocalcium phosphate, coconut oil (1.1%), tomato, suncured alfalfa, dried chicory root, sodium tripolyphosphate, carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.1%), blackberries, pomegranate, papayas, lentils, broccoli, sodium chloride, parsley (0.07%), peppermint (0.07%), green tea extract, potassium chloride, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	26.4%	Crude Ash	7.5%	Phosphorus	0.8%
Fat Content	16.5%	Moisture	8.0%	Omega-6	2.5%
Crude Fibre	3.2%	Calcium	1.1%	Omega-3	1.3%



ORIGINAL RECIPE FOR ADULTS

Complete food for small breed adult dogs

INGREDIENTS:

Fresh boneless turkey (25%), peas, potatoes, whole dried egg (10%), pea flour, potato flour, flaxseed (5.5%) natural flavour, fresh boneless salmon (4%), fresh boneless duck (4%), canola oil, pea fibre, monocalcium phosphate, calcium carbonate, coconut oil (1.5%), apples (0.5%), suncured alfalfa, tomato, dried chicory root, sodium chloride, sodium tripolyphosphate, carrots, pumpkin (0.2%), sweet potatoes, squash, bananas, blueberries (0.1%), cranberries (0.1%), blackberries, pomegranate, papayas, lentils, broccoli, potassium chloride, parsley (0.07%), peppermint (0.07%), green tea extract, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	27.2%	Crude Ash	8.4%	Phosphorus	0.8%
Fat Content	17.8%	Moisture	8.0%	Omega-6	2.3%
Crude Fibre	3.1%	Calcium	1.3%	Omega-3	1.5%



RECIPES FOR SMALL BREED DOGS

Tasty, Wholesome Nutrition for Little Dogs.



RECIPE FOR PUPPIES

- + Controlled levels of calcium & phosphorus for bone development
- + DHA & EPA to support healthy brain development
- + Omega-3s & 6s and coconut oil for skin & coat health



FISH RECIPE FOR ADULTS

- + Small clover shaped kibble for tiny teeth
- + Balanced protein & fat to support a healthy lifestyle
- + Omega-3s & 6s and coconut oil for skin & coat health



ORIGINAL RECIPE FOR ADULTS

- + Small clover shaped kibble for tiny teeth
- + Balanced protein & fat to help manage a healthy weight
- + Added taurine to support vision & heart health



RECIPES FOR LARGE BREED DOGS

Delicious Recipes for Larger-Than-Life Dogs.

RECIPE FOR PUPPIES

Complete food for large breed puppies



INGREDIENTS:

Fresh boneless turkey (27%), whole dried egg (12%), peas, potatoes, pea fibre, tapioca, potato flour, flaxseed (5.5%), natural flavour, fresh boneless salmon (4%), fresh boneless duck (4%), sweet potatoes, monocalcium phosphate, canola oil, calcium carbonate, suncured alfalfa, apples (0.8%), coconut oil (0.6%), marine microalgae oil, sodium chloride, dried chicory root, tomato, carrots, pumpkin (0.2%), squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, potassium chloride, New Zealand green mussels (0.02%), yucca schidigera extract, rosemary (0.02%), spinach, green tea extract, peppermint, parsley, rosehips, dandelion, chamomile, ginger, fennel, turmeric, licorice, marigold extract.

ANALYTICAL CONSTITUENTS

Protein	28.9%	Moisture	8.0%	Phosphorus	0.9%
Fat Content	16.7%	EPA + DHA	0.3%	Omega-6	3.2%
Crude Fibre	2.9%	Calcium	1.2%	Omega-3	1.8%
Crude Ash	8.1%				



RECIPE FOR ADULTS

Complete food for large breed adult dogs

INGREDIENTS:

Fresh boneless turkey (28%), peas, potatoes, whole dried egg (9%), tapioca, potato flour, pea flour, flaxseed (5%), natural flavour, fresh boneless salmon (4%), fresh boneless duck (4%), sweet potatoes, monocalcium phosphate, calcium carbonate, pea fibre, apples (1%), canola oil, sodium chloride, suncured alfalfa, dried chicory root, coconut oil (0.2%), carrots, pumpkin (0.2%), squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, spinach, potassium chloride, glucosamine hydrochloride, chondroitin sulphate, New Zealand green mussels (0.02%), yucca schidigera extract, rosemary (0.02%), green tea extract, peppermint, parsley, rosehips, dandelion, chamomile, ginger, fennel, turmeric, licorice, marigold extract.

ANALYTICAL CONSTITUENTS

Protein	27.5%	Moisture	8.0%	Chondroitin sulphate	200 mg/kg
Fat Content	13.5%	Calcium	1.2%	Omega-6	2.4%
Crude Fibre	2.8%	Phosphorus	0.8%	Omega-3	1.6%
Crude Ash	8.0%	Glucosamine	800 mg/kg		



RECIPES FOR LARGE BREED DOGS

Delicious Recipes for Larger-Than-Life Dogs.



RECIPE FOR PUPPIES

- + Large kibble to help slow chewing
- + Controlled levels of calcium & phosphorus for bone development
- + DHA & EPA to support healthy brain development



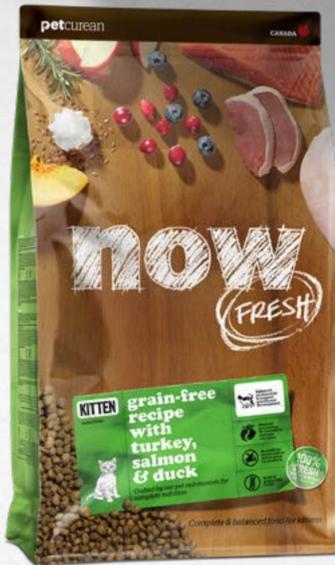
RECIPE FOR ADULTS

- + Large ridged kibble to help slow chewing
- + Balanced protein & fat to help manage a healthy weight
- + Balanced calcium & phosphorus to support bone and joint health



RECIPES FOR CATS

Perfectly Balanced and Whisker-Licking Recipes for Cats



RECIPE FOR KITTENS

Complete food for kittens

INGREDIENTS:

Fresh boneless turkey (30%), peas, potatoes, whole dried egg (10%), pea flour, canola oil, natural flavour, potato flour, fresh boneless salmon (4%), fresh boneless duck (4%), flaxseed (4%), pea fibre, coconut oil (2.8%), calcium carbonate, monocalcium phosphate, phosphoric acid, suncured alfalfa, dried chicory root, sodium chloride, tomato, carrots, pumpkin (0.2%), cranberries (0.2%), sweet potatoes, apples (0.1%), squash, bananas, blueberries (0.1%), blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, potassium chloride, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	32.8%	Crude Ash	7.4%	Magnesium	0.09%
Fat Content	20.1%	Moisture	8.0%	Omega-6	3.6%
Crude Fibre	3.2%	EPA + DHA	0.05%	Omega-3	2.1%



RECIPE FOR SENIORS

Complete food for senior cats

INGREDIENTS:

Fresh boneless turkey (24%), peas, potatoes, pea flour, whole dried egg (7%), potato flour, pea fibre, flaxseed (4.5%), fresh boneless salmon (4%), fresh boneless duck (4%), canola oil, natural flavour, suncured alfalfa, coconut oil (1.4%), calcium carbonate, tomato, sodium chloride, dried chicory root, monocalcium phosphate, phosphoric acid, carrots, pumpkin (0.2%), sweet potatoes, apples (0.1%), squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, yucca schidigera extract, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	30.0%	Crude Ash	5.9%	Magnesium	0.09%
Fat Content	14.3%	Moisture	8.0%	Omega-6	2.4%
Crude Fibre	4.3%	Phosphorus	0.5%	Omega-3	1.2%



RECIPE FOR ADULTS

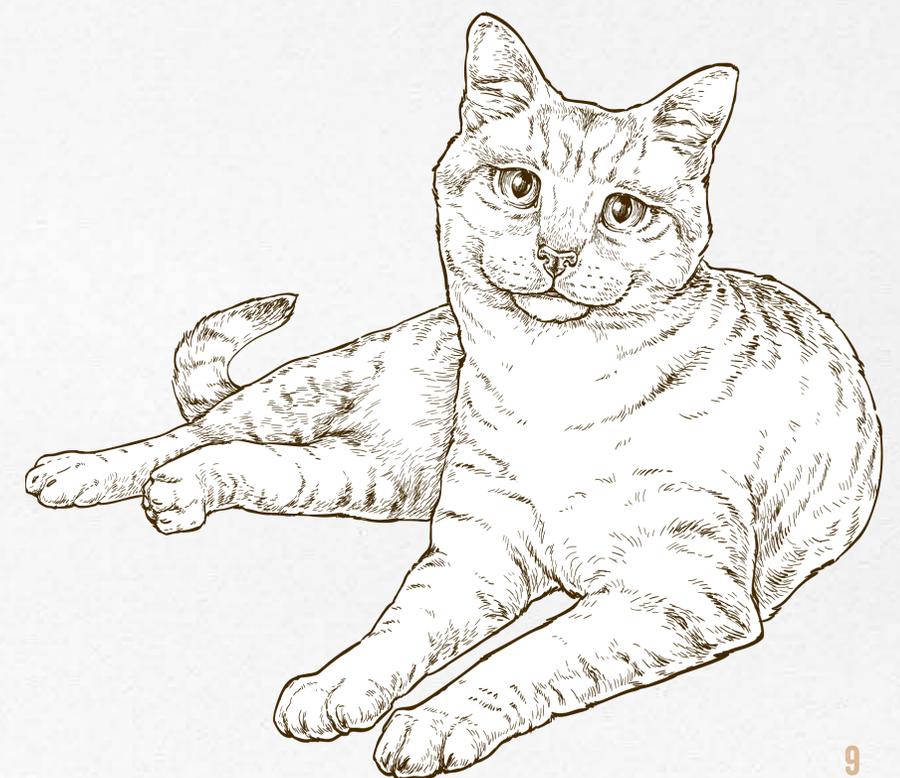
Complete food for adult cats

INGREDIENTS:

Fresh boneless turkey (27%), peas, potatoes, whole dried egg (10%), pea flour, potato flour, canola oil, fresh boneless salmon (4%), fresh boneless duck (4%), pea fibre, natural flavour, coconut oil (2.6%), flaxseed (2%), calcium carbonate, suncured alfalfa, tomato, dried chicory root, sodium chloride, monocalcium phosphate, phosphoric acid, carrots, pumpkin (0.2%), sweet potatoes, apples (0.1%), squash, bananas, blueberries (0.1%), cranberries (0.05%), blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, yucca schidigera extract, potassium chloride, rosemary (0.02%).

ANALYTICAL CONSTITUENTS

Protein	31.0%	Crude Ash	5.9%	Magnesium	0.09%
Fat Content	18.2%	Moisture	8.0%	Omega-6	3.4%
Crude Fibre	3.0%	Phosphorus	0.5%	Omega-3	1.2%



RECIPES FOR CATS

Perfectly Balanced and Whisker-Licking Recipes for Cats



RECIPE FOR KITTENS

- + Small kibble for tiny teeth
- + DHA & EPA to support healthy brain development
- + Added taurine to support vision & heart health



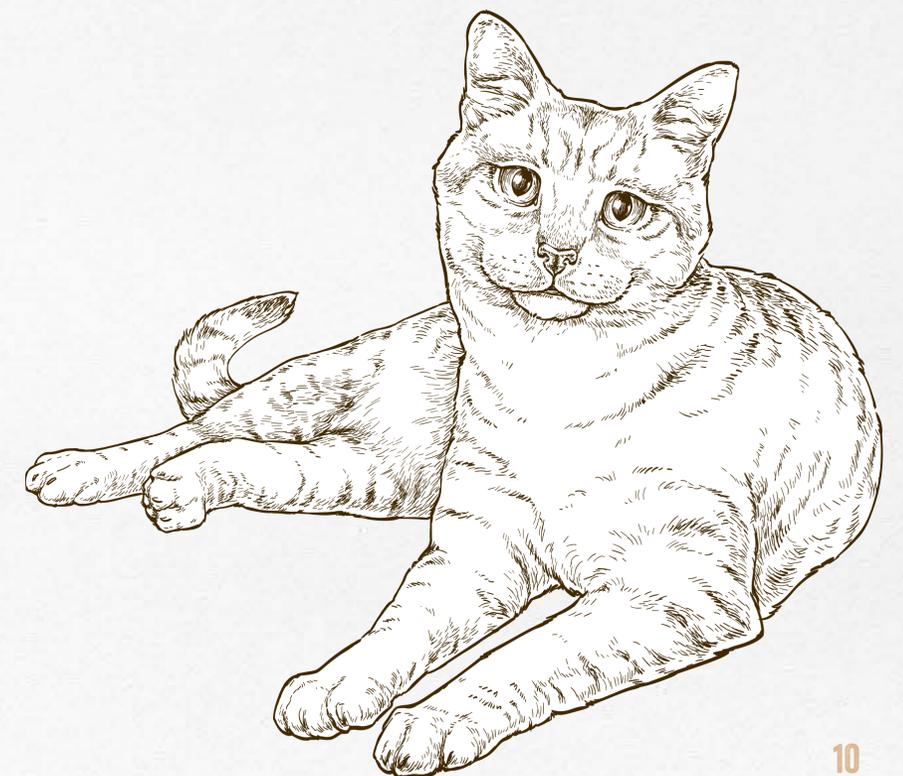
RECIPE FOR SENIORS

- + Controlled minerals to support urinary tract health
- + L-carnitine to support heart health & fat burning
- + Added taurine to support vision & heart health



RECIPE FOR ADULTS

- + Controlled minerals to support urinary tract health
- + L-carnitine to support heart health & fat burning
- + Omega-3s & 6s and coconut oil for skin & coat health



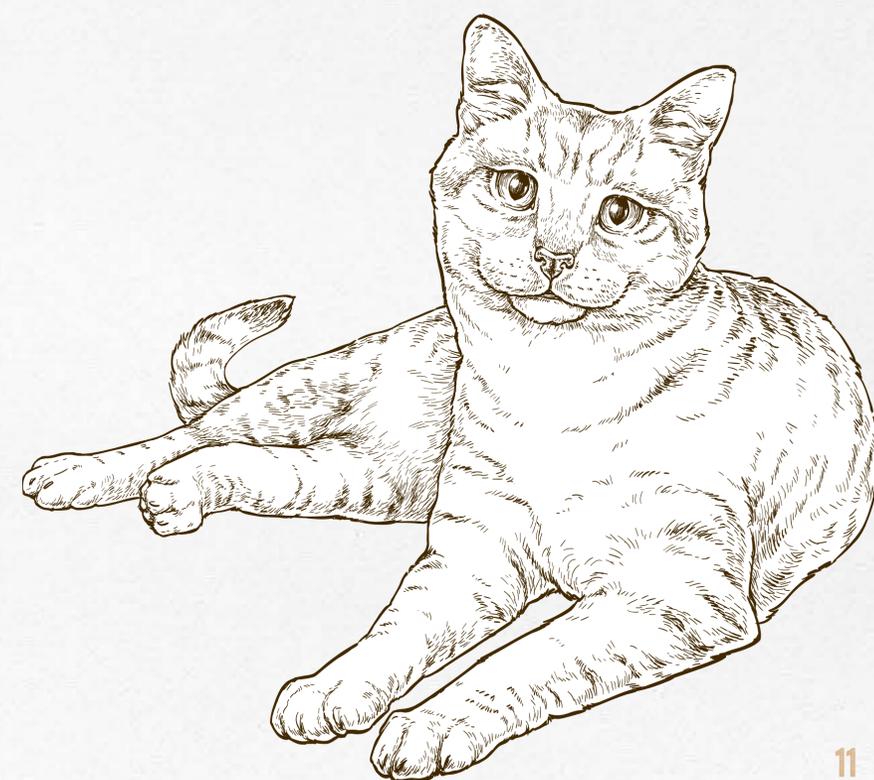
TESTIMONIALS

RECIPE FOR ADULT DOGS

I have struggled to find a dry food that is healthy and my dogs will eat. They are picky and can have sensitive stomachs. THEY LOVE NOW FRESH and eat every bite! Their coats look great and they seem satisfied for a longer period of time! I am so glad we found this food that the dogs love and I can feel good about. - *Tialyates*

RECIPE FOR SENIOR CATS

I adopted my cat at 9 years of age and she had a patchy coat with broken ends and was overweight. I purchased the NOW FRESH brand honestly not expecting a great deal of change despite what I read but was very pleasantly surprised! Within 2 months she lost a noticeable amount of weight and her fur was soft and shiny unlike anything I saw when I initially adopted her. She's also got more energy than before and she absolutely loves this food to. I will buy this food for the rest of my baby's life! - *Bob*



FREQUENTLY ASKED QUESTIONS



WHY DOES NOW FRESH EXIST?

The idea was simple. Pets deserve food that is made with the same love, care, and thoughtfulness as we put into preparing meals for the human members of our families. NOW FRESH gives pet parents the ultimate peace of mind knowing they're feeding their cherished companions perfectly balanced recipes made with fresh meats and nutrient-rich superfoods, tailored to their specific size and age.

HOW IS NOW FRESH TAILORED TO LIFE STAGE & BREED SIZE?

When it comes to your pet's food, one size doesn't fit all. Our nutritionists tailor our perfectly balanced recipes to breed sizes & ages, to help your pet thrive at every stage of life. Our recipes are made with functional ingredients such as Parsley & Peppermint for small breeds, New Zealand green mussels for chondroitin to support healthy hips & joints for large breeds, and DHA & EPA to support brain & heart development in puppies & kittens.

WHAT ARE SUPERFOODS?

Superfoods are nutritionally dense ingredients, full of antioxidants, healthy fats and/or fibre that support the well-being of pets. Each NOW FRESH recipe is bursting with over 20 nutrient-rich superfoods, such as antioxidant-rich fruits and veggies to support immune function, pumpkin to support digestion, and whole eggs, a complete protein with all the essential amino acids.

HOW IS NOW FRESH COMMITTED TO SUSTAINABILITY?

While pets are our number one priority, we also care deeply about our communities and reducing our footprint on the planet. We have developed a four-point plan modeled on the United Nations' Sustainable Development Goals for 2030, to guide our purposeful steps towards creating a positive impact on pets, the environment, and the communities where we live and work.

Find out more on: <https://nowfresh.com/en-eu/our-story>

CONTACT US



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