

# what's in the recipe?

A HANDY GUIDE TO HELP YOU COMPARE DOG FOOD BRANDS

Brand	Flavour variant	Main ingredient	Quantity of poultry / fish / beef / pork / duck †	Feeding cost per day*	Bag size	Sold by Pets at Home	
AATU	Adult Free Run Chicken	Chicken	Chicken & Dehydrated Chicken	80%	£1.55	5kg	✓
Aldi (Earls Complete Dry)	Earls Complete Chicken and Vegetable	Cereals	Chicken	Not Clear	18P	10kg	
Applaws	Small and Medium Breed	Dried Chicken	Dried Chicken	23.5%	96P	2kg	✓
Arden Grange	Adult with Fresh Chicken and Rice	Chicken Meat Meal	Chicken Meat Meal & Fresh Chicken	32%	76P	6kg	✓
ASDA (Hero Complete Dry)	Chicken, Rice & Vegetables	Cereals	Chicken	Not Clear	21P	12kg	
Asda Naturally Nutritious	Turkey with Rice	Rice	Turkey Meal	22%	43P	5kg	
AVA	Adult Medium Breed Chicken	Chicken Meal	Chicken Meal & Fresh Chicken	36.5%	64P	15kg	✓
B&M (Reward Complete)	Chicken	Cereals	Chicken	4%	51P	2.7kg	
Bakers	Adult Rich in Chicken with Country Vegetables	Cereals	Chicken	14%	47P	14kg	✓
Barking Heads	Bowl lickin' chicken	Chicken	Chicken, Dried Chicken	55%	£1.37	12kg	✓
Beta	Adult with Chicken	Chicken meal	Chicken Meal	28%	66P	14kg	✓
Beyond	Chicken with Whole Barley	Chicken	Chicken & Dehydrated Chicken Protein	38.5%	£1.09	10kg	
Burgess	Rich in British Chicken	Wholegrain Wheat	Chicken Meal & Beef Meal	21%	23P	15kg	✓
Burns	Chicken and Brown Rice	Brown Rice	Chicken Meal	20%	65P	15kg	✓
Canagan	Free-Range Chicken	Freshly Prepared Deboned Chicken	Freshly Prepared Deboned Chicken & Dried Chicken	51%	£1.47	12kg	
Chappie	Adult with Chicken & Whole Grain Cereal	Cereals	Chicken	4%	39P	15kg	✓
Charlie Little	Chicken	Chicken Meal	Chicken Meal	26%	£1.23	1.5kg	✓
Collards	Adult Turkey & Rice	Turkey Meat Meal	Turkey Meat Meal	26%	88P	10kg	
Edgard Cooper	Chicken, Mango, Blueberry, Apple, Carrot	Fresh Chicken	Fresh Chicken	41%	£1.29	7kg	✓
Eukanuba	Adult Medium Breed, Rich in Fresh Chicken	Dried Chicken & Turkey	Dried Chicken & Turkey, Fresh Chicken	40%	71P	12kg	✓
Feedwell	Supreme	Cereals	Not Stated	Not Stated	26P	15kg	✓
Fishmonger's Finest	Salmon & Potato	Salmon	Salmon & Salmon Meal	51%	98P	10kg	✓
Greenacre	Turkey & Rice	Rice	Turkey Meal	26%	£1.06	12kg	
Harrington's	Rich in Turkey with Veg	Maize	Turkey Meat Meal	15%	60P	15kg	✓
HiLife Feed Me!	Chicken, Turkey and Bacon	Meat Meals	Turkey, Chicken & Bacon	8.5%	58P	6kg	✓
Hill's	Adult Advanced Fitness with Chicken	Maize	Poultry	39%	76P	12kg	✓
IAMS	for Vitality Small & Medium Breed with Fresh Chicken	Dried Chicken	Dried Chicken & Turkey	34.8%	56P	12kg	✓
James Wellbeloved	Adult Turkey and Rice	Turkey Meal	Turkey Meal	23.3%	76P	15kg	✓
K9 Optimum	Chicken	Freshly Prepared Chicken	Freshly Prepared Chicken, Dried Poultry Meal	46%	90P	12kg	
Lidl (Orlando Complete Dry)	Chicken & Vegetables	Cereals	Chicken	Not Clear	16P	10kg	
Lifestage	Turkey	Turkey	Turkey Meal & Freshly Prepared Turkey	26%	66P	12kg	
Lily's Kitchen	Adult Free Run Chicken & Duck	Chicken	Chicken, Duck & Chicken Liver	42%	£1.71	7kg	✓
McAdams	Free Range Chicken	Whole British Free Range Chicken	Whole British Free Range Chicken	50%	£2.30	10kg	
MORE	Chicken	Chicken Meal	Chicken Meal & Fresh Chicken	47%	£1.10	12kg	
Morrisons Complete Dry	Chicken with Vegetables & Rice	Cereals	Chicken	Not Clear	28P	6kg	
Pedigree	With Chicken & Vegetables	Cereals	Chicken	Not Clear	40P	12kg	✓
Perfect Fit	Chicken	Dried Poultry Protein	Chicken	18%	81P	2.6kg	✓
Pets at Home (Complete)	Chicken and Vegetables	Cereals	Chicken	14%	26P	2.5kg	✓
Pooch & Mutt	Calm & Relaxed, Fresh Lean Turkey & Sweet Potato	Turkey	Turkey	42%	90P	10kg	✓
Pro Plan	Chicken	Chicken	Chicken	20%	82P	14kg	✓
Pure	Chicken Delicious	Chicken	Chicken	40%	76P	2kg (8kg rehydrated)	✓
Royal Canin	Medium Adult	Dehydrated Poultry Protein	Dehydrated Poultry Protein	Not Stated	69P	15kg	✓
Sainsbury's Complete Dry	Chicken & Vegetables	Cereals	Chicken	4%	23P	15kg	
Step Up To Naturals	Rich in Chicken with Turkey	Chicken Meal	Chicken Meal & Turkey Meal	24.5%	43P	14kg	✓
Symply	Turkey & Rice	Dried Turkey	Dried Turkey	26%	99P	12kg	
Tesco Complete Dry	Chicken & Vegetables	Cereals	Chicken	Not Clear	24P	12kg	
The Co-Operative (Complete Dry)	Chicken & Vegetables	Cereals	Chicken	4%	41P	2kg	
Tribal	Grain Free Turkey Adult Dog	Fresh Turkey	Fresh Turkey, Fish Hydrolysate	44.4%	£1.32	12kg	
True Instinct	Adult Free Range Chicken with Vegetables	Free Range Chicken	Free Range Chicken, Dried Chicken	80%	£2.16	5kg	✓
Wagg	Adult Complete with Chicken & Veg	Cereals	Chicken	Not Clear	30P	12kg	✓
Wainwright's	Adult Turkey & Rice	Turkey Meat Meal	Turkey Meat Meal	27%	64P	15kg	✓
Webbox	Chicken & Vegetables	Cereals	Not Stated	Not Clear	34P	2.5kg	
Wellness	Original Turkey with Chicken	Fresh Turkey	Fresh Turkey, Turkey Meal, Chicken Meal & Dried Chicken Protein	48%	86P	10kg	✓
Wilko Best Complete	Turkey & Rice	Turkey	Turkey	26%	46P	2kg	
Wilko Special Feast Complete	Special Feast Chicken & Country Vegetables	Cereals	Chicken	Not Clear	30P	2kg	

ALL DOGS ARE UNIQUE AS THEY HAVE DIFFERENT NUTRITIONAL NEEDS BASED ON THEIR AGE, LIFESTYLE AND ACTIVITY LEVELS

If you're unsure or simply want more information, then book a free food consultation to discover the best diet for your dog. **ask in store or visit [petsathome.com/foodconsultation](https://petsathome.com/foodconsultation)**

\*Based on feeding a medium sized adult dog (weighing approximately 20kg with a normal level of activity). Feeding costs per day may differ depending on bag sizes available and are calculated from on pack or online feeding guidelines and using non promotional prices checked on 16/12/2018. You should understand that the estimations provided may not be an exact reflection of your dog's unique characteristics and individual needs. †Only named ingredients are taken into account when calculating quantity of poultry/fish/beef/pork/duck. †Not Stated means total quantity of poultry/fish/beef/ pork/duck is not specified as part of the total ingredient composition. †Not Clear means quantity of poultry/fish/beef/pork/duck is not clearly stated as part of the total ingredient composition. Hill's: total % poultry quantity is not specified as part of the total ingredient composition, but packaging does state "Total Poultry 39%". True Instinct: total % poultry quantity is not clearly stated as part of the total ingredient composition, but the supplier provided us with more detailed information. Wainwright's: on pack ingredients list states 31% Turkey, which is made up of 27% Turkey Meat Meal and 4% Turkey Gravy, this is what has been used to calculate the named poultry quantity data. For full terms and conditions, feeding guidelines and details of how individual costs are calculated please visit [petsathome.com/recipe](https://petsathome.com/recipe).