



Eden<sup>®</sup>  
*Holistic Pet Foods*

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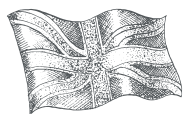
PREMIUM PET FOODS MADE *with* NATURAL INGREDIENTS

# WE STRIVE *to see* PETS THRIVE

As a family-owned company, we understand that dogs and cats aren't just pets but a part of our family. We share and create memories with them that will last a lifetime, and here at Eden, we want to help them be a part of your family for longer.

We strive to see pets thrive and we do this by supporting animal health through nutrition. Eden Holistic Pet Foods have been created and developed with nutritionists and in accordance to FEDIAF standards to achieve the optimal ratio of meat and fish to fruits, vegetables, herbs, minerals and botanicals, thus creating a nutritionally balanced natural pet food whilst being totally tantalizing.

**Our pets rely on us to make the best decisions for them, and one of the best and the most important decisions you can make as a pet owner is what food is fuelling them.**



FAMILY OWNED IN THE UK



## SUPPORT

You owe it to your pet to get their food right but don't fret, we're here to help all the way. From our in-house nutritional advice to support you on your Eden journey, whether that's a new journey or an existing journey, to our extended family Facebook forum, get some tips and reviews from our Eden community. We are all here to help you and your pet on a journey to healthier lifestyle



## SUSTAINABLE

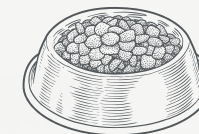
Our ingredients used are all sustainably and responsibly sourced, with as much being sourced in the UK as possible from trusted farms and fisheries.

We are continually working to become more eco-friendly, switching from single source plastics to recyclable, whilst also reducing the amount of packaging used on each shipment.



## LESS IS MORE

With our foods being higher in meat content than other brands, you will see a reduction in the amount of food recommended to feed your pet. This will result in lower costs per feed and a bag of food lasting you longer. Because your pet has been able to absorb their food more effectively into the body, this will result in smaller, firmer, more manageable stools.



## PREMIUM QUALITY FOODS

We produce foods that are naturally complete, providing optimum nutrition. Selecting only the finest meats and fish sourced from trusted farms and fisheries providing excellent stories of provenance and traceability.

# FOLLOW *their* GUT INSTINCT

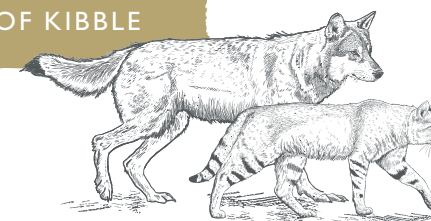
Our recipes are inspired by nature and  
our pet's ancestral diet of whole prey

Although our dogs and cats no longer look  
like their wolf or wild cat ancestors, their  
digestive tract remains almost identical.

Staying as close to the ancestral diet as  
we could, Eden has created a kibble that  
holds the equivalent nutrients to raw  
feeding, but in the convenience of kibble  
pieces. Eden is the perfect choice for  
those who want to feed their pet the  
best, without worrying about creating  
a nutritionally balanced meal. Instead,  
you can be confident knowing that you  
are giving your pet the best from bag  
to bowl. This is raw without the thaw.



EDEN CONTAINS ALL  
THE NUTRITION OF  
BALANCED RAW FEEDING  
BUT WITH THE  
CONVENIENCE OF KIBBLE





## IT'S ALL ABOUT *the* INGREDIENTS

We select only the finest ingredients  
that are 100% natural, freshly prepared  
and responsibly sourced



The differences between the various  
complete pet food brands are the quality  
of the raw ingredients used, and this is  
what makes Eden stand out from the rest.

Whilst other pet foods will often use  
artificial additives to achieve the minimum  
nutritional requirements, we produce foods  
that are naturally complete, providing  
optimum nutrition.

We select the best ingredients using only  
the finest meats, fish, fruits and vegetables  
that are 100% natural, freshly prepared  
and responsibly sourced. To preserve  
their integrity we gently steam cook our  
ingredients to lock in all of the key nutrients  
whilst also creating a kibble full of flavour.



# OUR RANGES

# The CUISINE RANGE

The most luxurious pet food in the UK



The Cuisine Range, first launched in 2012, is our best seller. Every ingredient in our three recipes, Original, Country and Fish has been hand-selected. They contain a combination of **80% high quality freshly prepared meats and fish**, with fruits, vegetables, herbs and botanicals. Dog food, just as nature intended.



A longer, happier and more active life with fewer trips to the vets



Tackling pet obesity and helping maintain a healthier weight



Showing the body has absorbed the critical nutrients from the food



Due to natural ingredients and lack of artificial colours and flavours



## ORIGINAL CUISINE

This is the perfect all-rounder for your pet. Containing free-run chicken, Scottish salmon, North Atlantic herring and Suffolk duck. Original Cuisine contains the optimal levels of protein, helping to strengthen and build lean muscles and aids in maintaining healthy weight. Brimming in omega 3 & 6, Original Cuisine supports skin and coat health, aids cognitive development and helps keep joints healthy.

## FISH CUISINE

The number one choice for aiding dogs with sensitive stomachs. Using the finest selection of Scottish salmon and North Atlantic herring, including seasonally available cod, haddock, hake, plaice and pollock dependent on the "catch of the day". Fish Cuisine has a single protein source which means gentler digestion whilst delivering all the essential nutrients your dog needs.

## COUNTRY CUISINE

Our most palatable recipe. Consisting of a delicious combination of four flavoursome meats, Suffolk duck, lean rabbit, grass reared lamb and venison. This recipe is a great choice for active dogs or dogs who want to enjoy a luxurious flavour. The carefully selected superfood "coconut oil" gently elevates the metabolism, helping to deliver energy and vitality, perfect for those long walks and hikes and aiding in promoting a sleek and glossy coat.

Cost From  
**£0.58 PER DAY\***  
FOR A SMALL DOG  
BAG LASTS APPROX.  
**144 DAYS**

\*BASED ON 5KG DOG,  
FEEDING 12KG ORIGINAL CUISINE



# Introducing PUPPY CUISINE

For the best start in life



By introducing your puppy to Eden, you'll take them on a journey that will see your puppy thriving at the time they need the most nutritional support. Filled with high protein ingredients such as succulent Scottish salmon, juicy chicken, tempting turkey, flavourful herring and delectable duck.



Supporting your puppy through peak periods of growth



Protecting your puppy's health at the time they need it most



Showing the body has absorbed the critical nutrients from the food



High levels of omega-3 & 6 aid cognitive development, perfect for training



## PUPPY CUISINE

The perfect starting point for your puppy. Consisting of succulent Scottish salmon, juicy chicken, tempting turkey, flavourful herring, and delectable duck. Enriched with joint supporting ingredients to support your puppy through peak periods of growth. This recipe consists of high levels of omega-3 & 6, which support cognitive development, perfect for training. Eden's Puppy Cuisine is elevated with immune boosting ingredients to protect your puppy from the inside out.

*Puppy Cuisine is packed full of high protein ingredients, including:*

**SALMON:** A fantastic source of omega-3 fatty acids, aiding vision and brain development as well as supporting the immune system with additional anti-inflammatory properties.

**CHICKEN:** A good source of omega-6 fatty acids which promotes healthy skin and coat. It also contains essential amino acids such as glucosamine which aids in supporting healthy bones.

**DUCK:** A lean, easy to digest protein which is also a great source of B vitamins and phosphorus, supporting bones and teeth. Duck also contains potassium which helps enable enzyme, muscle and nerve function.

**HERRING:** Aids in boosting your puppy's skin and coat quality, decreases inflammation and helps to support the immune system.

**TURKEY:** A highly digestible novel protein. It's a lean meat which is great for supporting your puppy's muscles and is rich in nutrients such as riboflavin and phosphorous.

CONTAINS OVER 30 ACTIVE INGREDIENTS, CAREFULLY SELECTED TO ENSURE YOUR PUPPY IS SUPPORTED THROUGH EVERY STEP

Turkey

Thyme

Chicken



## NEW & IMPROVED RECIPES

# The SEMI-MOIST RANGE

Complete nutrition packed into a softer bite



### DUCK & TRIPE

Duck & Tripe is perfect for supporting all-round health and wellbeing with its multiple nutritional and health benefits. Duck is a great source of protein, low in saturated fat and a rich source of most B vitamins. Tripe helps to promote good bacteria in the stomach, eliminating the need to add a pro-biotic.

### COUNTRY FEAST

Inspired by our best-selling Cuisine range, Country Feast contains Suffolk duck, lean rabbit, grass-reared lamb and venison. This recipe is perfect for active dogs as it contains the highest number of essential amino acids that aids tissue repair. Country Feast also benefits from four superfoods in spirulina, green lipped mussel, coconut oil, seaweed oil and cranberry. Each of these selected ingredients hold their own health benefit. The product contains no chicken.

### SALMON & QUAIL

This recipe can be a great choice for dogs with allergies, with our carefully selected novel proteins salmon, quail, pork liver and venison. Both salmon and quail have excellent skin and coat health properties. Quail is rich in vitamin E which supports healthy skin, whilst salmon is a great source of omega 3, helping to keep your dog's coat shiny and healthy.

A unique formula, resulting in softer and squidgier pieces of kibble without compromising on the quality or nutrition of the food. The unique formulation of the kibble pieces gives a juicier, more succulent bite, which results in an intriguing consistency for fussier dogs and allows senior dogs to bite with ease.

This is a complete food, **boasting a 60% meat content.**



A soft and palatable kibble, enticing to the fussiest of dogs



Tackling pet obesity and helping maintain a healthier weight



Showing the body has absorbed the critical nutrients from the food



Enriched with superfoods providing multi-health benefits

A PERFECT COMBINATION OF PROTEIN AND MOISTURE TO STIMULATE APPETITE WITH A MORE PALATABLE BITE



Cranberry

Venison

Sweet Potato

Pumpkin

# The GOURMET RANGE

A luxury taste sensation



Our most exquisite and sensational tasting wet food. Formulated with **70% novel proteins**, these three recipes benefit from containing superfoods, such as turmeric which aids in boosting the immune system and is a great antioxidant, alongside green-lipped mussel which is a natural anti-inflammatory that also helps to strengthen bones.



Benefiting pets with allergies and sensitive stomachs, whilst boosting skin & coat health



Encourages the growth of healthy bacteria to promote gastrointestinal health



Showing the body has absorbed the critical nutrients from the food



Due to natural ingredients and lack of artificial colours and flavours



## DUCK & HERRING

Duck & Herring is great for supporting heart health and a perfect choice for dogs prone to allergies and sensitive stomachs. With easy to digest duck containing multiple B vitamins aiding nerve function, red blood cell function and assisting with turning food into fuel. Duck is also a great source of omega-3, aiding in supporting heart health. Herring also helps to decrease inflammation in joints.



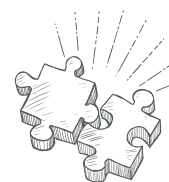
## GOOSE, RABBIT & CHICKEN

Goose, Rabbit & Chicken is perfect for supporting active dogs fuelling them on long walks and adventures. With two main novel proteins, rabbit, which contains essential amino acids that help aid in tissue repair and is an excellent source of B12 vitamin helping to maintain energy levels. And goose, with high levels of riboflavin, helping to aid digestion by breaking down proteins and converting the food into fuel.



## SALMON & PHEASANT

Salmon & Pheasant is rich in omega-3, aiding in supporting cognitive development, nerve function and skin and coat health. The consistency of this recipe is smoother than the other two gourmet recipes. Salmon & Pheasant is perfect for puppies beginning their journey with Eden, while also promoting all-round health for adult and senior dogs.



## Combine & Dine

WHY NOT COMBINE WITH OUR DRIED FOOD RANGES AS A TASTY TOPPER OR A SPECIAL TREAT.

OUR WET FOOD IS ALSO SO HIGH-QUALITY, IT IS COMPATIBLE EVEN WITH RAW FOODS.

Pheasant



Green Lipped Mussel

# The CAT CUISINE RANGE

Ancestral inspired food, with health benefits



These recipes have been formulated with the highest meat content to align with your cat's natural diet based on the ancestral diet. Every ingredient has been carefully selected for its nutritional elements and benefits. These ingredients serve a purpose to all cats, helping to optimise their holistic health while also assisting cats with health issues.



Supporting your cat's immune function, development and heart



Enriched with animal proteins and natural fibre, our food can help to reduce hairballs



Showing the body has absorbed the critical nutrients from the food

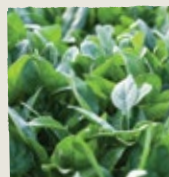
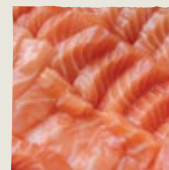
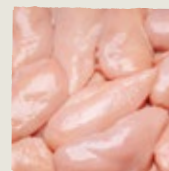


Due to natural ingredients and lack of artificial colours and flavours



## ORIGINAL CUISINE

This is the perfect all-rounder for your cat, ensuring they get the high protein diet they need, as well as added health benefits such as healthy skin and coat, immune-boosting ingredients and joint supporting properties. Our kibble consists of free-run chicken, Scottish salmon, North Atlantic herring, Suffolk duck and white fish. It boasts an 85% meat content food, which makes it one of the highest protein cat foods made in the UK on the UK market.



## IT'S ALL ABOUT THE INGREDIENTS

For The Cat Range, Eden have combined the finest meats and fish, with human-grade oils, fruits, vegetables, herbs, and botanicals to optimise the nutritional and health benefits of our incredibly palatable and flavoursome food.

*"We source our ingredients from trusted farms and fisheries"*

We openly list our ingredients because we understand how important it is to be able to determine whether you are making the right choice for your cat. To deliver complete confidence in our food we source our ingredients from trusted farms and fisheries and as a family-owned business, we always strive to support local and UK producers whenever possible.



# Naturally Air-Dried Meat TREATS



Eden's meaty treats boast a 70% meat and fish content, including exotic game meats packed full of flavour, making this range of luxurious treats irresistible for both cats and dogs.

With five luxurious recipes to choose from, your cats and dogs will be spoilt for choice, and as conscious pet owners, you can be rest assured knowing that these rewarding Eden meaty treats are nutritious and healthy.



Added prebiotics and fibre support your pet's digestive health



Helps keep joints lubricated and boost your dog's mobility



Helps keep your pet's breath fresh and reduce plaque and tartar build-up



Our innovative treats can be easily broken into smaller pieces for smaller mouths



## DUCK & GAME

An easy to digest protein source. Rich in B vitamins, these help the health and vitality of our cats and dogs, as well as aiding to strengthen our cat's and dog's muscles.



## LAMB & GAME

An excellent source of high quality protein which can help, build, heal and maintain body tissue, as well as protecting our cat's and dog's immune systems.



## SALMON & GAME

Rich in omega-3, salmon is the perfect treat to aid joint health and decrease inflammation. Omega-3 also helps our cat's and dog's skin and coat health.



## VENISON & GAME

Our most luxurious flavour and great for supporting active cats and dogs, to help them maintain energy levels. Venison also helps to protect our cat's and dog's immune systems.



## WHITE FISH & GAME

Immune boosting white fish treats. White fish helps our cat's and dog's skin and coat health, as well as working as an antioxidant to strengthen our cat's and dog's immune systems.



OUR NATURALLY AIR-DRIED PROCESS ALLOWS THE TREATS TO RETAIN ALL THEIR NATURAL NUTRIENTS AND DELIVER A FULLER FLAVOUR



# All Natural TRAINING TREATS

So irresistible that your dog can't help  
but be on their best behaviour

75%  
meat  
content!



New

Eden's Tasty Triangle Training Treats are the perfect reward for good behaviour. **Boasting a 75% meat content** with the addition of beautiful fruit, vegetables and botanicals making them completely irresistible to your dog.

A tasty treat that offers a recognition of good behaviour, that is so tasty and desirable that simple essential commands can be mastered with ease.

AVAILABLE IN THREE TASTY FLAVOURS

## WHY TRAINING TREATS?

Your pet will be on their best behaviour for our Tasty Triangle Training Treats.



### STAY

An important command for your dog's safety and managing impulse control.



### SIT

A great starting command, essential for crossing roads and to avoid jumping up.



### LEAVE

To prevent your dog from picking things up, ensuring both them and others are safe.



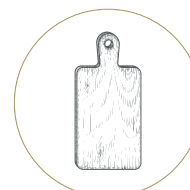
### RECALL

Allows you to take control of situations and strengthen trust between you and your dog.

HAVE PEACE OF MIND KNOWING THAT YOUR PET CAN SAFELY  
EXPERIENCE ALL OF LIFE'S ADVENTURES WITH YOU.

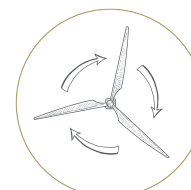


## THE PAWFECT PROCESS



### CAREFULLY HANDCRAFTED

We select the finest cuts of raw meat, sourced responsibly from British farms with some of the highest animal welfare standards in the world.



### SLOWLY AIR-DRIED

Using a unique air-drying system that carefully extracts the moisture in our treats. We use a gentle air-flow, below 40°C and for up to 7 days.



### PERFECT FINISHING

Our Tasty Triangle Training Treats are handpacked and quality checked to the highest standard to ensure pawfection.



### REDUCED CARBON PAWPRINT

Created in an eco factory that is powered by 100% renewable energy sources with zero waste, zero to landfill and zero fossil fuels.

# GOURMET

## SUCCULENT SNACK-SIZED SAUSAGES

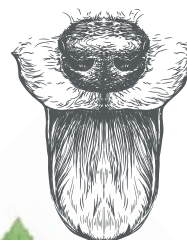
Treats that are so delicious and nutritious



Eden's Succulent Snack-Sized Sausages are inspired by our favourite aspects of our food ranges, taking the soft and squidgy texture of our Succulent Semi-Moist Range and combining this with the bistro ingredients and luxury flavour of our Gourmet Range.

**Boasting a 60% meat content** with the addition of beautiful fruit, vegetables and botanicals making them completely irresistible to your dog.

AVAILABLE IN FOUR SUCCULENT FLAVOURS



### AWAKEN THEIR SENSES

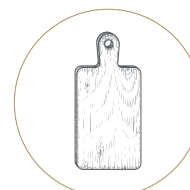
Our Succulent Snack-Sized Sausages were carefully developed to awaken your dog's senses. Bursting full of specialised ingredients, our sausages are totally tantalising to your dog's tastebuds.

We have chosen a combination of ingredients that result in a beautiful aroma. Each recipe smells delicious just like a gourmet meal, making them completely irresistible to your dog.



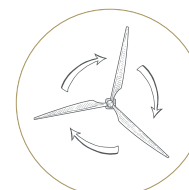
60% meat content!

### THE PAWFECT PROCESS



#### CAREFULLY HANDCRAFTED

We select the finest cuts of raw meat, sourced responsibly from British farms with some of the highest animal welfare standards in the world.



#### SLOWLY AIR-DRIED

Using a unique air-drying system that carefully extracts the moisture in our treats. We use a gentle air-flow, below 40°C and for up to 7 days.



#### PERFECT FINISHING

Our Succulent Snack-Sized Sausages are packed on the string and quality checked to the highest standard to ensure pawfection.



#### REDUCED CARBON PAWFPRINT

Created in an eco factory that is powered by 100% renewable energy sources with zero waste, zero to landfill and zero fossil fuels.

COMING SOON

# The GOURMET RANGE

Our tastiest recipe yet!



## Highly Digestible Protein

Our latest scientific innovation naturally breaks down proteins during cooking, forming perfect sized peptides for enhanced bioavailability and digestion.



**PERFECT PEPTIDES**

Optimal absorption



**CONTAINS COLLAGEN**

Great for skin, coat & joints



**HIGHLY DIGESTIBLE**

Perfect for fussy eaters

## HOW WE MAKE OUR GOURMET RANGE *highly nutritious & taste delicious*



We specially source and select only the finest human-grade meats and fish from ethical farms and fisheries.

"Fresh meats & fish are our number 1 ingredient"



Our freshly prepared ingredients are slowly cooked at exactly 82°C. Eden's pioneering process creates a highly digestible protein that enhances taste and digestion.



"Slow cooking locks in the key nutrients & flavour"





"Eden keeps them healthy including their coat & joints too"

"She can taste it's packed with 70% fresh meat & tastes divine!"



"We wanted only the best"



# FREQUENTLY *asked* QUESTIONS

## *Need some advice?*

Our team are here to help you and your pet, use the contact information below to find the best method of contacting us for you.

For live chat and quick advice visit: [edenpetfoods.com](http://edenpetfoods.com)  
or email: [info@edenpetfoods.com](mailto:info@edenpetfoods.com)

### HOW MUCH SHOULD I FEED MY PET?

Our online feeding calculator will help you calculate the amount your dog requires. Our feeding calculator provides a great starting point for determining how much your dog should be fed each day, nevertheless, they can be adjusted to meet your dog's specific dietary requirements. If adjustments are needed we recommend a 10% increase/decrease every two weeks to avoid any stress on the digestive system.

### WHY ARE YOUR FEEDING AMOUNTS LOWER WHEN COMPARED WITH OTHER BRANDS?

Eden food is more nutritionally dense as it's formulated without, gluten, grain, white potato, or any bulk fillers. Because Eden is grain-free this means the carbohydrate content is remarkably lower making the level of digestibility significantly higher, this results in smaller stool volume and feeding portions.

### WHAT DO YOU RECOMMEND FOR KITTENS?

All of our cat food products are suitable for all life stages.

### WHAT DO YOU RECOMMEND FOR PUPPIES?

For Puppies, we recommend our Puppy Cuisine and all our wet food products, as they are suitable from weaning age onwards. Products from both our Succulent Range and Cuisine Range can be fed from 14 weeks onwards, check out individual product pages for suitability. Our Air-dried meat treat range and Joint Support supplement are suitable for all life stages (Puppy, junior, adult, and seniors).

### WHAT DO YOU RECOMMEND FOR FUSSY EATERS?

For fussy dogs, we would recommend our Succulent Semi-Moist Range. The unique texture of the soft and squidgy kibble entices even the fussiest of dogs. It can take some dogs a little bit of time to get used to a new food, never commit to a large bag of food on the first order if your dog is known for being a little fussy. Some dogs like to graze from their bowl rather than having set meal times, try not to stand over your dog whilst it's eating as this can be intimidating for some dogs resulting in them not eating.

### WHAT DO YOU RECOMMEND FOR ADULT DOGS WITH A SENSITIVE STOMACH?

From our Cuisine Range, we would recommend Fish Cuisine as it contains a single source of protein, making digestion easier. From our Succulent Semi-Moist Range, we would recommend our Salmon & Quail as the use of novel proteins in Salmon makes digestion much easier.

### WHAT DO YOU RECOMMEND FOR SENIOR DOGS?

For senior dogs, we recommend any recipes from The Cuisine Range as they all contain high protein levels. As a dog becomes more senior, they sometimes eat a little less as they may have a decrease in their energy levels, however, the major organs (heart, kidneys, liver, lungs) all need protein to survive and function properly. When there is not enough protein available in the dog's food, the body can start to break down its own stores to attain the required protein needed. This is especially detrimental to older dogs because they need more protein (about 50 percent more) than younger dogs.

### MY DOG HAS LOOSE STOOLS WHAT DO I DO?

The best way to ensure proper feeding amounts are being given is to ensure your pet has firm and formed stools as if they are overfed this can cause loose stools and may require feeding amounts to be gradually reduced. Another reason for loose stools could be an intolerance to an ingredient within the formula (most commonly chicken in our experience), so you may want to try another suitable formula of Eden and see if problems persist.

### CAN I COMBINE EDEN PRODUCTS?

Once transitioned on to Eden it should be perfectly fine to combine or switch between any of our Eden products.



Find us online  
[WWW.EDENPETFOODS.COM](http://WWW.EDENPETFOODS.COM)

