

the ESSENTIAL

JOURNAL



THE ONE AND ONLY

We are the one and only lifestyle pet food brand that represents an opportunity for you, not seen since the roll-out of the super premium brands in the '00s. More than 250,000 dogs already enjoy ESSENTIAL FOODS meals and treats across the globe (making us a real export success story as well), and 20,000 of these reside in our beautiful country.

If you're curious to know more about a brand created for long-term growth and profitability, tailor made for independent retailers and making real changes, this journal will excite you. Our retail partners are thriving, enjoying year-on-year growth ranging from 35% to 100%, thanks to our extensive range, which can be tailored to the space you have available. You also get to take full advantage of our exclusive, detailed and rich branding story and all manner of materials, which we place at your disposal.

What's more, we direct business and new customers to your shop, mainly by working closely with breeders, sharing our mission

and brand on social media platforms, and attending fairs and shows. And last but not least, our annual £100,000 charity programme for dogs and animals generates a lot of attention and the desire to go the ESSENTIAL FOODS way.

Our products and branding excite customers and brighten up the shelves while appealing to quality conscious pet owners - customers who appreciate the wholeness and richness that the only lifestyle brand for pet foods provides.

Our values are set for long-term partnerships. We stay true to our word and believe our retail partners know their local market best. This allows us to focus on providing superb service, developing our award-winning meal and treat range, along with our expanding assortment of meals, treats, supplements and products relevant to discerning customers, present and future.

EXCEPTIONAL QUALITY AND ATTRACTIVE
TO DISCERNING CUSTOMERS

TAILORMADE FOR INDEPENDENT
RETAILERS, WITH AN EXCELLENT PROFIT
MARGIN

AWARD-WINNING AND MAKING REAL
CHANGES

HIGH PERCENTAGE OF NEW DOG OWNERS

TOTAL SATISFACTION GUARANTEE
REGARDLESS

ACCESS TO NEW BUSINESS THROUGH
FOCUSED BRANDING ACTIVITIES

BRANDING STORY AND MATERIALS
AVAILABLE FOR CERTIFIED RETAILERS





MEALS

We constantly strive to improve but we never forget the fundamentals: We never compromise on the quality. We are proud that our meal range is UK made with our own unique recipes and comes with a minimum of 90% UK sourced ingredients, something which also secures a future proof supply chain.



MEALS



ESTATE LIVING

3 KG • 12 KG

*74% lamb, venison, chicken
and egg.*

ESSENTIAL ESTATE LIVING is our unique grain-free complete meal, prepared with heaps of grass reared British lamb and free range venison. An extremely tasty tribute to the British countryside.

ANALYTICAL CONSTITUENTS

Crude Protein	30%
Crude Fat	15%
Crude Fibre	4%
Crude Ash	8.5%



HIGHLAND LIVING

3 KG • 12 KG

*79% Norfolk Black turkey, Aberdeen Angus beef,
pigeon, partridge, duck, salmon and egg.*

ESSENTIAL HIGHLAND LIVING is a complete and unique grain-free meal inspired by the Highlands of Scotland. We love the meal ourselves because it's made from an abundance of delicacies such as Aberdeen Angus Beef and Norfolk Black Turkey. Pretty Crazy!

ANALYTICAL CONSTITUENTS

Crude Protein	29%
Crude Fat	17%
Crude Fibre	3.5%
Crude Ash	8.5%

ESSENTIAL LIVING MEALS

ESSENTIAL LIVING is our take on the best meal range for all adult dogs. Born grain-free, BOF-approved and containing only high-quality ingredients, it's little wonder the meals have been worldwide hits for many years.



NAUTICAL LIVING

3 KG • 12 KG

*77% salmon, trout, herring, egg
and seasonal fish.*

ESSENTIAL NAUTICAL LIVING is our uncompromising grain-free complete meal, packed with fish. We love the meal ourselves for its high omega-3 content, and for all the great feedback we receive from our customers about NAUTICAL LIVING. Our most popular meal!

ANALYTICAL CONSTITUENTS

Crude Protein	29%
Crude Fat	14%
Crude Fibre	4%
Crude Ash	8%



SUPERIOR LIVING

3 KG • 12 KG

*80% duck, chicken, salmon,
trout and egg.*

ESSENTIAL SUPERIOR LIVING is our unique, grain-free complete meal prepared with fresh chicken and duck. We love the meal ourselves because it was an instant classic that has been one of our most popular meals right from the start.

ANALYTICAL CONSTITUENTS

Crude Protein	31%
Crude Fat	16%
Crude Fibre	3.5%
Crude Ash	8.5%

MEALS



OLDER

3 KG • 12 KG

*78% chicken, duck, salmon,
trout and egg.*

ESSENTIAL OLDER is our complete meal, specifically formulated for older dogs. Steamed with heaps of freshly prepared chicken and duck for the daily joy of eating. It is tailored to give older dogs the best conditions for a high quality of life.

ANALYTICAL CONSTITUENTS

Crude Protein	32%
Crude Fat	14%
Crude Fibre	4.5%
Crude Ash	8%



BALANCE

3 KG • 12 KG

*Turkey, rice and oats. So only one
source of protein.*

ESSENTIAL BALANCE is a single source protein food in which turkey, rice and oats are the main ingredients. We love it ourselves because, as the lowest priced of our meals, it opens the door for even more people to share our mission to prolong and improve the lives of dogs.

ANALYTICAL CONSTITUENTS

Crude Protein	20%
Crude Fat	10%
Crude Fibre	4%
Crude Ash	7%

ESSENTIAL SPECIAL MEALS

For the ones with needs out of the ordinary, we have formulated special meals with only one goal in mind:
To give them the best nutritional conditions for a high quality of life.



STAMINA

3 KG • 12 KG

*88% chicken, duck, salmon,
trout and egg.*

ESSENTIAL STAMINA is our unique, high-energy complete meal. Perfect for all dogs with an energy-intensive lifestyle. Also ideal for those with a tendency to be underweight. It provides the best conditions for a high quality of life for dogs that are expected to go that extra mile.

ANALYTICAL CONSTITUENTS

Crude Protein	39%
Crude Fat	13%
Crude Fibre	3%
Crude Ash	8.5%



CONTOUR

3 KG • 12 KG

*78% chicken, duck, salmon,
trout and egg.*

ESSENTIAL CONTOUR is our complete meal formulated for dogs of all sizes/breeds that are overweight and/or have a reoccurring tendency to be overweight. Suitable for castrated/sterilised dogs and their specific dietary requirements.

ANALYTICAL CONSTITUENTS

Crude Protein	39%
Crude Fat	13%
Crude Fibre	3.5%
Crude Ash	8.8%



ESSENTIAL BEGINNING MEALS

Our two BEGINNING meals are tailored to the sensitive growth phases puppies undergo. Both are massive hits with breeders and therefore cornerstones in our endeavour to be the preferred choice for new dog owners and securing new business for our partners.



THE BEGINNING

3 KG • 12 KG

*85% chicken, duck, salmon,
trout and egg.*

ESSENTIAL THE BEGINNING is specifically formulated for puppies and juniors with an expected adult weight below 15kg. Our ingredients are of the highest quality; a quality you'll learn to expect from ESSENTIALS. The meal follows our BOF principle and is even grain-free.

ANALYTICAL CONSTITUENTS

Crude Protein	35%
Crude Fat	21%
Crude Fibre	3.5%
Crude Ash	8%



THE BEGINNING LARGE BREED

3 KG • 12 KG

*74% chicken, duck, salmon,
trout and egg.*

ESSENTIAL the BEGINNING LARGE BREED is specifically formulated for puppies and juniors with an expected adult weight of 15kg and above. The meal is developed to perfectly support this specific sensitive growth stage that bigger dogs go through. LARGE BREED follows our BOF principle and is even grain-free.

ANALYTICAL CONSTITUENTS

Crude Protein	25%
Crude Fat	14%
Crude Fibre	3.5%
Crude Ash	8%

MEALS



THE LYNX

80 G

This brilliant combination of cod and haddock is our take on the exquisite small delight.



THE PANTHER

1.5 KG · 3 KG

Launch in Q1 2022

A complete grain-free meal formulated with a twist because it is made for sterilised/neutered cats, older cats (7+ years) and in-active/weight control lifestyles.



THE LITTLE LION

1.5 KG · 3 KG

Launch in Q1 2022

This complete meal is our tribute to the incredible and ever fascinating souls: The Kittens.

CAT

Our CAT assortment is tailored to create excitement. From our take on the ULTIMATIVE meal, THE JAGUAR, to the exceptional meal, THE PANTHER, made for cats with needs out of the ordinary, we have gone the extra mile to provide you with ingredients of the highest quality.

AN ESSENTIAL
CAT
PRODUCT



THE JAGUAR

1.5 KG • 3 KG • 12 KG

*95+% duck, chicken, salmon,
trout and egg.*

A very special cat food for adult cats and kittens of all breeds and sizes. This is our idea of the ULTIMATE meal! A GRAIN-FREE meal, very similar to what cats would have eaten in the wild. With our unique recipe containing 95% chicken, salmon, trout and eggs, we are sure that even the fussiest of cats will share our enthusiasm for ESSENTIAL FOODS.

ANALYTICAL CONSTITUENTS

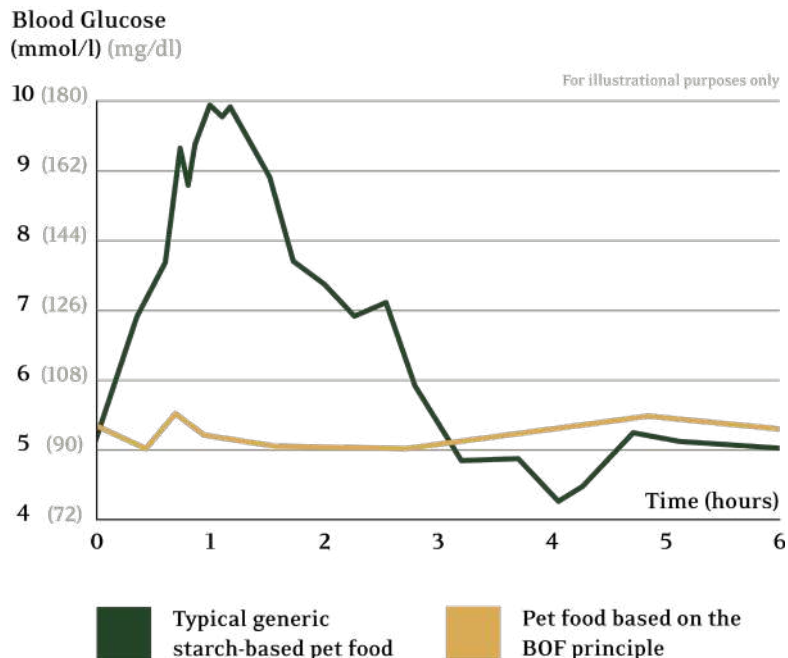
Crude Protein	40%
Crude Fat	17%
Crude Fibre	3.5%
Crude Ash	9%



BEHAVIORAL OPTIMIZING FOODS

A significant part of the idea behind the ESSENTIALS meals is to keep the dog's blood sugar stable. When the dog's blood sugar is running low or high, significant mental and physical fluctuations occur. It's the same for humans, but even more so for dogs. All our meals are composed with a view to preventing these fluctuations, creating a new standard of foods. The principle we have developed is BOF (Behavioural Optimising Foods) and has been extremely well received.

Our high fresh meat content and the low cooking temperature mean your dog gets exceptional nutritional values compared to mass-branded pet foods. Serving ESSENTIALS will have a positive effect on the mental balance of your dog. Some people report seeing a dramatic transformation in their dog's behaviour, while others note a smaller change, however improvement is always seen.





SALMON

Scottish farmed Atlantic salmon, a unique source of Omega-3 (ALA, DHA & EPA).



MARIGOLD

Contains a high level of the important antioxidants.



CHICKEN

Farm reared responsibly in the UK. All chickens are cage free (free run).

INGREDIENTS

Our heritage is our distinction and is steeped in its British origins. ESSENTIAL FOODS is British born, saluting the long-established connection between a quintessentially English countryside lifestyle and the superior quality of the local produce.

90% of all ESSENTIALS' ingredients are of English, Scottish or Welsh provenance – a standard we protect. Our heritage rests on our pledge to continue using the finest British ingredients and our dedication to raising the quality of life and longevity of those we exclusively serve: Dogs.



PARTRIDGE

Wild Partridge, primarily from the Scottish Highlands. A unique source of animal protein.



SWEET POTATO

Root vegetables of the Beauregard & Jewel varieties. Its high protein content makes this vegetable the obvious choice in all our meals as an integral part of our BOF principle.



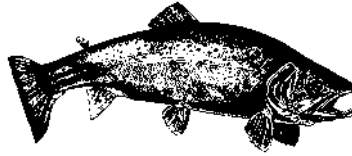
HERRING

An excellent source of omega-3.



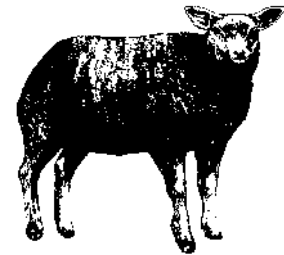
TURKEY

Norfolk Black Turkey, an excellent source of essential nutrients such as riboflavin, potassium and selenium.



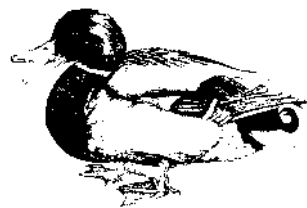
TROUT

Primarily sourced in the UK, trout is a natural source of Omega-3.



LAMB

We only use grass reared British lamb. Not only does this ensure the highest quality but also that it's locally sourced.



DUCK

All our duck is sourced from farms which are British Tractor certified to ensure the very best animal welfare.



BEEF

Aberdeen Angus Beef. Do we need to say more? The very finest beef in the range.



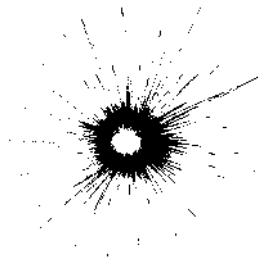
VENISON

British free-range venison, protein-rich and nutritionally wholesome. A good source of iron and B vitamins.



ALFALFA

Another of Earth's small miracles - packed with vitamins, mineral salts, amino acids, enzymes and, most importantly, essential fibres.



PREBIOTICS

Mannan-oligosaccharides (MOS), fructooligosaccharides (FOS) and alfalfa are wholesome ingredients which can have a beneficial effect on the bacterial flora of the gastrointestinal tract.



SEAWEED

Part of our HERB PACK. Known as a rich source of minerals and trace elements that contribute to overall health and wellbeing.



FRESH EGGS

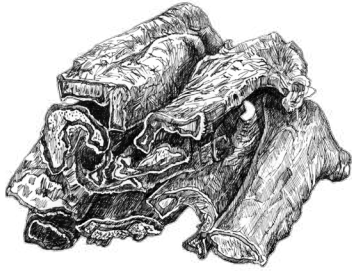
Freshly prepared eggs from cage free chickens.

TREATS

Our ever-expanding treats range is where versatility and high quality meet. From the time-consuming chewy treats, natural delights, allergy-friendly snacks and old-time classics to luxurious delicacies, there is something for every taste, and the ingredients are the very best – something you will learn to expect from ESSENTIAL FOODS.

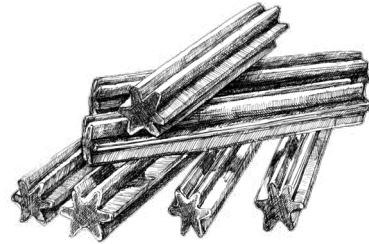


TREATS



SKIN DELIGHTS 5 PCS

100% dried beef frontal lobes. It's fair to say that ESSENTIAL SKIN DELIGHTS combine the savoury attraction of pig ears with the great chewability of ox ears.



DENTAL DELIGHTS 12 PCS

Keep the teeth clean with these better-than-the-rest dental delights which come at an amazing price!



LARGE ROLLED DELIGHTS 10 PCS

An oldie but a goodie. This is our take on the all-time classic, THE ROLLED BEEF BATON!



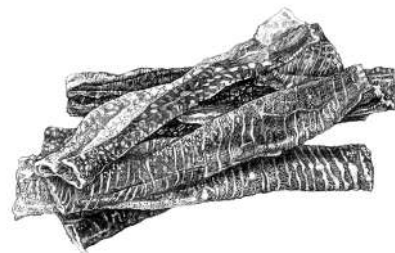
SMALL ROLLED DELIGHTS 50 PCS

The smaller version of the all-time classic, THE ROLLED BEEF BATON!



MARROW BONE DELIGHTS 2 PCS

THE MARROW BONE! What a classic! There are hours of teeth cleaning activity in these delicious treats. Each bag contains two delights, keeping the price just right.



ICELAND FISH DELIGHTS 100 G

Be aware of the smell, because this is 100% FISH! It doesn't get any more authentic than this protein and vitamin-rich fish from Iceland.

DELIGHTS



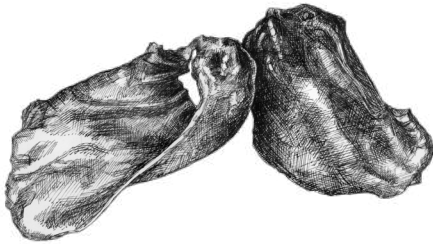
MOTIVATION DELIGHTS 500 G

While not a BOF-approved treat, if used only in training and motivational situations, it offers outstanding value. The taste? Your dog will love it!



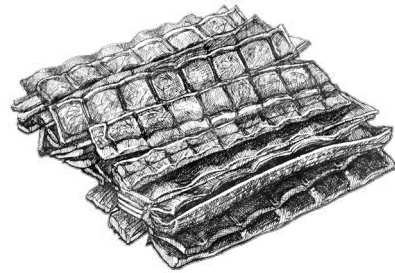
LIVER DELIGHTS 250 G

250 grams of dried liver served in bite size pieces. It is natural, delicious, healthy and 100% BOF approved!



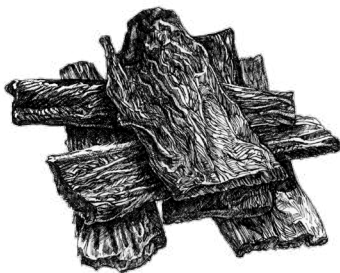
COW DELIGHTS 2 PCS

2 x XXL dried cow's ears - nothing else! The perfect chewy treat.



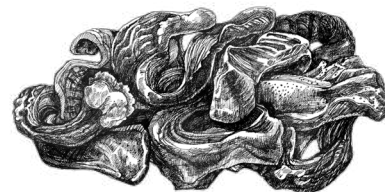
TURKEY DELIGHTS 200 G

A grain-free recipe packed with beef and turkey. An ideal treat for training, motivation and that little extra on walks.



BEEF DELIGHTS 10 PCS

100% dried beef and nothing else. This is a delight that takes snacking time back to basics, which is perhaps why it's an all-time favourite of so many dogs around the world.



PIG DELIGHTS 250 G

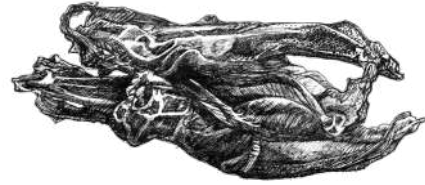
100% dried pig ears and an all-time favourite - dare we say of all dogs? The delights are served in strips because, whether we like it or not, you can have too much of a good thing.





GRAIN FREE DELIGHTS 200 G

BRILLIANT! Grain-free teeth cleaners based on 95%+ chicken and beef. This is the way to get clean teeth without adding any grain to the diet. You're welcome!



RABBIT DELIGHTS 100 G

FINALLY! Something for all of us living with allergies. 100% rabbit ears. Just delicious. The perfect alternative to other teeth cleaning treats.



TINY FISH DELIGHTS 90 G

Caught in the Baltic Sea and carefully dried, this is a must-have for fish lovers. It contains natural Omega-3 and is 100% pure.



LAMB DELIGHTS 120 G

Dried lamb lungs, quite the delicacy! This is for anyone who has been looking for an alternative to beef and chicken.



SMALL LAMB SKIN DELIGHTS 150 G

Oh yes, please! A lamb variation of our incredibly popular SKIN DELIGHTS range. It's a little smaller, making it the perfect chewy treat for dogs weighing up to 10kg.



MINI DELIGHTS

The Fantastic Four!

Grain-free recipes packed with either duck, salmon, lamb or turkey. The small sized pieces and resealable bags make them ideal treats for training and walks alike. There is something for every taste!



DUCK MINI DELIGHTS
100 G



LAMB MINI DELIGHTS
100 G



SALMON MINI DELIGHTS
100 G



TURKEY MINI DELIGHTS
100 G

TREATS

ESSENTIAL FINEST

Air-dried and handmade from A-Z in England.



VENISON & DUCK SAUSAGES

8 PCS

The name says it all. THE FINEST! Containing an abundance of deer and duck and made for occasions when only the best is good enough.



SLICED VENISON & DUCK

110 G

A crazy delicacy! Small delights, served in slices, making this the perfect high-end training reward. Prepared with lashings of deer and duck.



SALMON & PARSLEY SMALL SAUSAGES

20 PCS

A testament to the very best Yorkshire artisan treat traditions. Pure joy and sheer excitement, with the eye-opening combination of just 2.2% fat!



LAMB & VENISON BARS

3 PCS

The snack bar to rule them all! A bit “over the top” perhaps, but on the other hand, sometimes only the FINEST will do! Prepared with heaps of lamb and deer.



DUCK, HERB & APPLE SAUSAGES

6 PCS

Duck, herbs and apples. What a crazily delicious combination! Hard to resist, believe us!

ACCESSORIES

Accessories, products and supplements tailored to improve the quality of life for customers present and future.







LEGEND REBORN





**NEW BOTTLES
SAME SMALL MIRACLES**



Essential Foods



ESSENTIAL FOODS
MOBILITY BLEND

Supplement for dogs & cats

VALUE SIZE

Daily total amount

5-10 kg	10-20 kg	20-40 kg	40-60 kg
3-4 ml	4-5 ml	5-6 ml	6-7 ml

SHAKE BEFORE USE



ESSENTIAL FOODS
MOBILITY BLEND

Supplement for dogs & cats

Daily total amount

0-5 kg	5-10 kg	10-20 kg	20-40 kg	40-60 kg
2-3 ml	3-4 ml	4-5 ml	5-6 ml	6-7 ml

500 ml



Keep cool

SHAKE BEFORE USE



Essential
Foods

Keep cool

SHAKE BEFORE USE

ACCESSORIES

DOG DIARY

DOG DIARY is ideal if you've welcomed a new, 4-legged friend to the family. Great for noting down the daily routine, health notes, training and behaviour. A great way to keep all those precious memories. It offers 168 pages with categories such as Daily Exercise, Health, Training exercises, Food and Visits to the vets. Printed on 120 g, wood-free paper sheets.

THE DOG DIARY

The dog diary • 120g wood-free paper • 168 journal pages
All pages are ready for months of journaling about your dog's development.

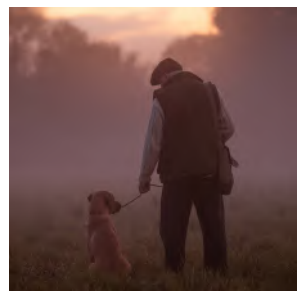
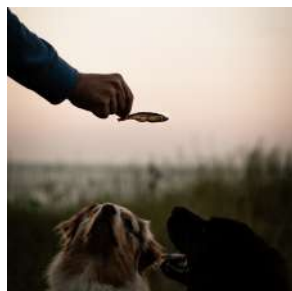


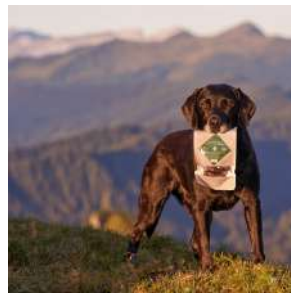
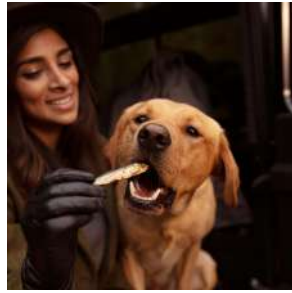




THE ESSENTIAL FAMILY

More than 250,000 dogs enjoy ESSENTIALS in 25 countries, supplied by more than 1,200 of our trusted retail partners. And through our continuous investment in focused branding activities, we make our community grow day by day. Our puppy meals account for 20% of our business, and we will keep it that way, making sure we secure an in-flow of new business to our partners.







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One mission

To improve & prolong the
lives of dogs & cats