

NATURALLYGOOD,  
FROM NEW ZEALAND  
WITH LOVE. **XX**



RESULTS BASED PET NUTRITION

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# AT KIWI KITCHENS OUR PETS ARE PART OF THE FAMILY.

WE RELISH THEIR EXCITEMENT  
AT MEAL TIMES. WE LOVE  
KNOWING THEY'RE EATING  
A COMPLETE AND BALANCED  
WHOLE FOOD DIET MADE FROM  
HIGH QUALITY MEAT, FISH AND  
PRODUCE FROM NEW ZEALAND.

*Calvin & Jo*

Calvin & Jo Smith  
Kiwi Kitchens Founders







PURE,  
NATURAL,  
SIMPLE.

Pet Nutrition is our passion and we're immensely satisfied when we see pets thriving because they are being fed the highest quality food. We believe that dogs and cats need a high level of protein and more Omega 3's for ultimate health.

OUR INGREDIENTS ARE PURE, NATURAL AND SIMPLE. THESE PREMIUM INGREDIENTS ARE NATURALLY PACKED WITH PROTEIN AND HIGH IN OMEGA 3'S.



GRASS FED  
NEW ZEALAND  
BEEF, LAMB AND  
VENISON

Chefs the world over agree that cattle, sheep and deer that have been allowed to enjoy a grass fed diet deliver superior tasting beef and lamb. At Kiwi Kitchens we're far happier consuming **high quality protein** that we know has led a happy, healthy life and comes from farms that follow regenerative farming practices. We want to follow that same philosophy when we feed our pets.



SUSTAINABLY  
FARMED  
NEW ZEALAND  
KING SALMON

New Zealand King Salmon is a rich **natural source of healthy Omega 3** fatty acids. The Omega 3's are a natural anti-inflammatory that combat many common ailments, assist with cognitive function, the immune system and retinal function. These richly delicious salmon also provide a natural source of a healthy Omega 6 – linoleic acid, which promotes a shiny glossy coat.



NEW ZEALAND  
WILD CAUGHT  
WHITE FISH

Our wild caught white fish are sourced from the sub Antarctic waters of southern New Zealand. Fish from these waters contain low amounts of heavy metals and are **very high in Omega 3's**. New Zealand ocean fisheries have one of the highest rankings in the world for sustainability.



BARN RAISED  
NEW ZEALAND  
CHICKEN

We use cage free humanely raised chicken from New Zealand farmers who grow their birds without added hormones and no genetic modification. Poultry that has been allowed to develop at its natural rate not only satisfies our personal ethics but also delivers **better nutrition** and lower levels of pathogens.



GREEN MUSSEL FARM,  
COROMANDEL, NEW ZEALAND.

IN ADDITION TO HIGH QUALITY PROTEINS WE ADD SUPER FOODS LIKE: NEW ZEALAND GREEN MUSSEL, NEW ZEALAND KING SALMON, KELP, FLAXSEED, KIWIFRUIT, BLACKCURRANT AND FISH OIL. EACH CAREFULLY SELECTED SUPER FOOD HAS A UNIQUE BENEFIT, SUCH AS ASSISTING TO DEVELOP A HEALTHY DIGESTIVE SYSTEM, IMPROVED SKIN CONDITION, OVERALL IMMUNITY AND ULTIMATELY GREAT ANIMAL HEALTH.

kiwikitchens.nz

# PACKED WITH NEW ZEALAND SUPER FOODS



## New Zealand Green Mussels

This marine super food found only in New Zealand has powerful anti-inflammatory properties. New Zealand Green Mussels have a unique combination of fatty acids and are a nutrition powerhouse. They contain:

- Chondroitin sulphate and glucosamine (aids in stimulating the repair of cartilage and preventing its breakdown),
- EPA and DHA Omega 3 fatty acids (improves brain function, decreases inflammation and high blood pressure, and decreases the risk of heart disease).

**Most Importantly** there is also one Omega 3 fatty acid which is unique to New Zealand Green Mussels and provides a powerful natural benefit, namely eicosatetraenoic acid (ETA). ETA produces similar effects in terms of reducing inflammation to that of commonly used anti-inflammatory drugs, but without any of the potential negative health implications.

To maintain its potency, it is vital that no heat treatment is used on New Zealand Green Mussel. **New Zealand** Green Mussels are tested for bio toxins, bacteria and heavy metals. In 2012 the Blue Ocean Institute put **New Zealand** Green Mussel as one of the “top two eco-friendly seafoods in the world.”

We’re excited about the worldwide acclaim this Kiwi Super Food is attracting and are proud to include **Raw New Zealand** Green Mussel in our Kiwi Kitchens Frozen Raw Food and Raw Freeze Dried Dinners.



## Naturally High in Chondroitin and Glucosamine

**Kiwi Kitchens** is naturally high in Chondroitin Sulphate and Glucosamine. Both provide the building blocks to support the repair of damaged cartilage and assist with maintaining healthy pain free joints.

## A Complete and Balanced Whole Food.

We add vitamins and minerals to ensure all of our dinner recipes are COMPLETE and BALANCED. Our recipes meet the nutritional requirements established by the AAFCO Pet Food Nutrient Profiles for All Life Stages.

A “complete” meal provides all the nutrition pets require. A “balanced” meal delivers these nutrients in the correct ratios.

## It's what we don't include that's important too.

We ensure that there are no fillers, synthetic flavours or colours in our products.

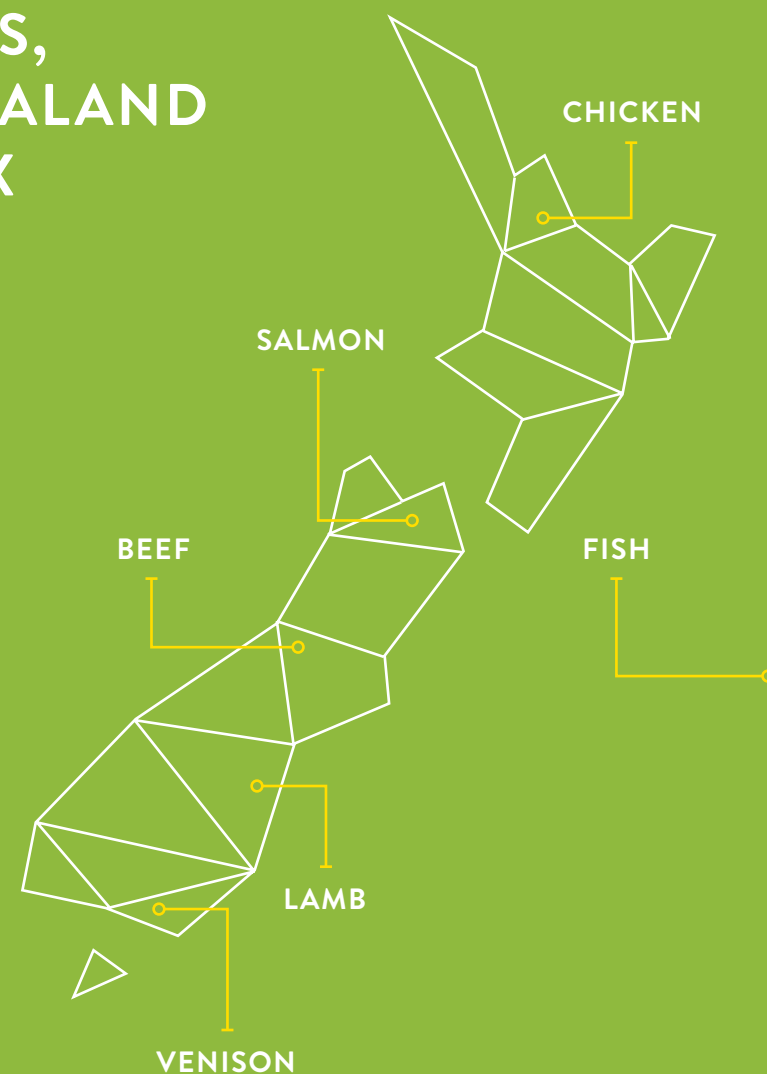
### \*NB:

New Zealand Green Mussels are heat sensitive so they are not included in products that are heat treated as part of the production process.

NATURALLY GOOD, FROM NEW ZEALAND.



KIWI KITCHENS,  
FROM NEW ZEALAND  
WITH LOVE. XX



New Zealand has an abundance of grass fed red meats and sustainable fisheries. The clean pure environment provides a platform to grow the world's best food. Kiwi Kitchens delivers high quality New Zealand sourced protein, less carbohydrate and more Omega 3's to pets in the most natural way possible.

Environmental, financial, social and ethical sustainability are at the heart of our business. We're proud to bring the world a food that is both considerate of the environment and beneficial to pets.

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**Safe food that is fully traceable**

All Kiwi Kitchens products are produced from meat and fish deemed fit for human consumption. Every batch is tested to ensure bacteria levels are safe.

[kiwikitchens.nz](http://kiwikitchens.nz)



WE ARE PROUD  
TO BRING  
NEW ZEALAND'S  
FINEST TO  
YOUR PET

NATURALLY GOOD, FROM NEW ZEALAND.



# GREAT FOR ALL BREEDS AND AGES



THE KIWI KITCHENS RANGE  
DELIVERS PREMIUM NUTRITION  
SUITABLE FOR ALL DOG AND CAT  
BREEDS AND ALL LIFE STAGES. THE  
FOOD HAS BEEN DESIGNED TO  
ENSURE A PET OF ANY AGE WILL  
RECEIVE THE CORRECT AMOUNT  
OF VITAMINS, MINERALS AND  
AMINO ACIDS.







# RAW FREEZE DRIED DOG FOOD

Kiwi Kitchens RAW Freeze Dried Food is made from **high quality whole foods sourced entirely from the farms and waters of New Zealand**. Along with these high-quality proteins, we include super foods like New Zealand Green Mussel, New Zealand King Salmon, Kiwifruit, and Blackcurrants.

Freeze Drying is the most natural way of preserving these premium ingredients, keeping nutrients in their raw natural state which allows the goodness to remain intact and available.

These Freeze Dried dinners are complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages.

GUARANTEED ANALYSIS	LAMB DINNER	BEEF DINNER	FISH DINNER
MIN. PROTEIN	36%	33%	41%
MIN. FAT	30%	32%	23%
MAX. FIBRE	7%	7%	7%
MAX. MOISTURE	5%	5%	5%
MIN. Eicosapentaenoic Acid (EPA)	0.15%	0.15%	0.15%
MIN. Docosahexaenoic Acid (DHA)	0.30%	0.30%	0.30%
*MIN. OMEGA 3	1.50%	1.50%	1.50%
*MIN. OMEGA 6	3%	3%	3%
*MIN. Chondroitin Sulphate mg/kg	5000	5000	5000
*MIN. Glucosamine mg/kg	2500	2500	2500
Metabolisable Energy (ME) kcal/kg	5050	5480	4555



High in  
Natural Taurine



Packed with Super Foods like  
Kiwifruit & Blackcurrant



Contains  
New Zealand Green Mussel



Rich in  
Omega 3's







# RAW FREEZE DRIED

## CAT FOOD

Kiwi Kitchens RAW Freeze Dried Cat Food is made from **high quality whole foods sourced entirely from the farms and waters of New Zealand**. Along with these high-quality proteins, we include New Zealand Green Mussel.

Freeze Drying is the most natural way of preserving these premium ingredients, keeping nutrients in their raw natural state which allows the goodness to remain intact and available.

These Freeze Dried dinners are complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages.

GUARANTEED ANALYSIS	VENISON DINNER	FISH DINNER
MIN. PROTEIN	45%	42%
MIN. FAT	24%	32%
MAX. FIBRE	5%	5%
MAX. MOISTURE	5%	5%
MIN. Eicosapentaenoic Acid (EPA)	0.15%	0.15%
MIN. Docosahexaenoic Acid (DHA)	0.30%	0.30%
*MIN. OMEGA 3	1.50%	1.50%
*MIN. OMEGA 6	3%	3%
*MIN. Chondroitin Sulphate mg/kg	5000	5000
*MIN. Glucosamine mg/kg	2500	2500
Metabolisable Energy (ME) kcal/kg	4096	4789



Calcium & Phosphorus  
from Natural Sources



Contains  
New Zealand Green Mussel



Rich in  
Omega 3's







# GENTLY AIR-DRIED

## DOG FOOD

Kiwi Kitchens Gently Air-Dried Dog Food is a single protein range **made with 93% meat sourced entirely from New Zealand** and gently air dried to lock in nutrients.

These Gently Air-Dried Dinners are an easy and convenient way to boost your dog’s nutrition while also being highly palatable making them a delicious option for your pet.

Our Gently Air-Dried Dinners are complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages. It can be used as a full meal or as a meal mixer.



GUARANTEED ANALYSIS	LAMB DINNER	BEEF DINNER	CHICKEN DINNER
MIN. PROTEIN	30%	30%	32%
MIN. FAT	28%	28%	22%
MAX. FIBRE	4%	4%	4%
MAX. MOISTURE	16%	16%	16%
MIN. Eicosapentaenoic Acid (EPA)	0.05%	0.05%	0.05%
MIN. Docosahexaenoic Acid (DHA)	0.10%	0.10%	0.10%
Metabolisable Energy (ME) kcal/kg	4633	4716	4600



Gently Air-Dried



Protein Packed / Naturally Rich in Vitamins & Minerals



Rich in Omega 3's



Great for all Breeds and Ages



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# GENTLY AIR-DRIED CAT FOOD

Kiwi Kitchens Gently Air-Dried Cat Food is a high protein range **made with 93% meat sourced entirely from New Zealand** and gently air dried to lock in nutrients.

These Gently Air-Dried Dinners are an easy and convenient way to boost your cat’s nutrition while also being highly palatable making them a delicious option for your pet.

Our Gently Air-Dried Dinners are complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages. It can be used as a full meal or as a meal mixer.



GUARANTEED ANALYSIS	LAMB WITH MACKEREL DINNER	BEEF WITH CHICKEN DINNER	CHICKEN DINNER
MIN. PROTEIN	30%	30%	32%
MIN. FAT	28%	28%	26%
MAX. FIBRE	3%	3%	3%
MAX. MOISTURE	16%	16%	16%
MIN. Eicosapentaenoic Acid (EPA)	0.03%	0.03%	0.03%
MIN. Docosahexaenoic Acid (DHA)	0.03%	0.03%	0.03%
Metabolisable Energy (ME) kcal/kg	4800	4800	4575







# CANNED DOG FOOD

A single protein canned range with **93% meat or fish sourced entirely from New Zealand.**

These dinners are high in moisture and complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages.

**Carrageenan and BPA free.**



GUARANTEED ANALYSIS	LAMB DINNER	BEEF DINNER	VENISON DINNER	CHICKEN DINNER	SALMON TOPPER
MIN. PROTEIN	8%	8%	10%	8%	9%
MIN. FAT	7.5%	7%	4.5%	5%	7%
MAX. FIBRE	1.2%	1.2%	1.2%	1.2%	1.2%
MAX. MOISTURE	80%	80%	85%	80%	80%
MAX. ASH	4%	4%	4%	4%	4%
METABOLISABLE ENERGY (ME) kcal/kg	1300	1300	1200	1225	1270



Single Protein Source



93% Meat or Fish



No Vegetables No Rice or Grains



Sustainably Sourced



Complete and Balanced



Fully Traceable







# CANNED PUPPY FOOD

A high protein canned range made with meat and fish sourced entirely from New Zealand. **We also include mussels in all of our puppy recipes to help with brain development and growth.**

These dinners are high in moisture and formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profile for Puppies.

**Carrageenan and BPA free.**

GUARANTEED ANALYSIS	CHICKEN & MUSSEL DINNER
MIN. PROTEIN	10.2%
MIN. FAT	5%
MAX. FIBRE	1.2%
MAX. MOISTURE	80%
MAX. ASH	4%
METABOLISABLE ENERGY (ME) kcal/kg	1175



Protein Rich



93% Meat or Fish



No Vegetables No Rice or Grains



Sustainably Sourced



Complete and Balanced



Fully Traceable







# CANNED CAT FOOD

A single protein canned range with **93% meat or fish sourced entirely from New Zealand.**

These dinners are high in moisture and complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages.

**Carrageenan and BPA free.**



GUARANTEED ANALYSIS	LAMB DINNER	BEEF DINNER	VENISON DINNER	CHICKEN DINNER
MIN. PROTEIN	8%	8%	10%	8%
MIN. FAT	7.5%	7%	4.5%	4%
MAX. FIBRE	1.2%	1.2%	1.2%	1.2%
MAX. MOISTURE	80%	80%	85%	78%
METABOLISABLE ENERGY (ME) kcal/kg	1300	1300	1200	1225

Single Protein Source

93% Meat or Fish

No Vegetables  
No Rice or Grains

Sustainably Sourced

Complete and Balanced

Fully Traceable







# CANNED KITTEN FOOD

A high protein canned range made with meat and fish sourced entirely from New Zealand. **We also include mussels in all of our kitten recipes to help with brain development and growth.**

These dinners are high in moisture and formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profile for Kittens.

**Carrageenan and BPA free.**



GUARANTEED ANALYSIS	CHICKEN & MUSSEL DINNER
MIN. PROTEIN	10.2%
MIN. FAT	5%
MAX. FIBRE	1.2%
MAX. MOISTURE	80%
MAX. ASH	4%
METABOLISABLE ENERGY (ME) kcal/kg	1175



Protein Rich



93% Meat or Fish



No Vegetables No Rice or Grains



Sustainably Sourced



Complete and Balanced



Fully Traceable







# RAW FREEZE DRIED TOPPERS

A highly nutritious topper range that can be used as a dinner booster or treat.

These Toppers are protein packed, naturally rich in vitamins and freeze dried to lock in nutrients.



GUARANTEED ANALYSIS	LAMB GREEN TRIPE TOPPER FOR DOGS	LAMB GREEN TRIPE TOPPER FOR CATS
MIN. PROTEIN	60%	60%
MIN. FAT	15%	15%
MAX. FIBRE	3%	3%
MAX. MOISTURE	8%	8%
Metabolisable Energy (ME) kcal/kg	4150	4150



Raw  
Freeze Dried



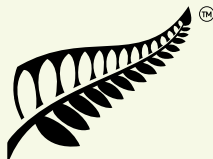
Sustainably  
Sourced



Topper For  
All Dogs



Topper For  
All Cats



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# SUPERFOOD BOOSTER

## FOR DOGS

Kiwi Kitchens Super Food Booster is made from high quality whole foods sourced entirely from the farms and waters of New Zealand. Along with these high-quality proteins, **we include super foods like New Zealand Green Mussel, New Zealand King Salmon, Kiwifruit, and Blackcurrants.**

Freeze Drying is the most natural way of preserving these premium ingredients, keeping nutrients in their raw natural state which allows the goodness to remain intact and available.

While our Freeze Dried Superfood Booster is complemented with vitamins and minerals to ensure the food is complete and balanced for all life stages, it is designed to be used as a meal mixer or topper.

GUARANTEED ANALYSIS	LAMB RECIPE	BEEF RECIPE	FISH RECIPE
MIN. PROTEIN	36%	33%	41%
MIN. FAT	30%	32%	23%
MAX. FIBRE	7%	7%	7%
MAX. MOISTURE	5%	5%	5%
MIN. Eicosapentaenoic Acid (EPA)	0.15%	0.15%	0.15%
MIN. Docosahexaenoic Acid (DHA)	0.3%	0.3%	0.3%
*MIN. OMEGA 3	1.5%	1.5%	1.5%
*MIN. OMEGA 6	3%	3%	3%
*MIN. Chondroitin Sulphate mg/kg	5000	5000	5000
*MIN. Glucosamine mg/kg	2500	2500	2500
Metabolisable Energy (ME) kcal/kg	5050	5480	4555



Raw  
Freeze Dried



Naturally High  
in Chondroitin  
and Glucosamine



Packed with  
Super Foods



Contains  
New Zealand  
Green Mussel



Rich in  
Omega 3's



Great for all  
Breeds and Ages



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# RAW FREEZE DRIED DOG TREATS

This range was developed initially as single ingredient treats using nutrient dense organs from New Zealand grass fed lamb, grass fed beef and grass fed venison.

**These treats are protein packed, naturally rich in vitamins and freeze dried to lock in nutrients.**

Our latest additions include a Venison Trail Mix consisting of Venison Lung, Kidney & Spleen, as well as Fish Skin treats, which are great for a boost of collagen.



GUARANTEED ANALYSIS	BEEF HEART	BEEF LIVER	LAMB LIVER	FISH SKIN	VENISON TRAIL MIX
MIN. PROTEIN	70%	62%	60%	80%	62%
MIN. FAT	10%	10%	13%	0.5%	10%
MAX. FIBRE	3%	3%	3%	3%	3%
MAX. MOISTURE	5%	5%	5%	5%	3%
METABOLISABLE ENERGY (ME) kcal/kg	4250	4190	4460	3728	4100



Raw  
Freeze Dried



Sustainably  
Sourced



Single  
Protein



Protein  
Packed



Rich in  
Omega 3's



Great for all  
Breeds and Ages



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# TRAINING TREATS

## FOR DOGS

A low calorie treat range using meat and organs from New Zealand grass fed lamb, grass fed beef and grass fed venison.

These treats are protein packed, naturally rich in vitamins and freeze dried to lock in nutrients.



GUARANTEED ANALYSIS	LAMB RECIPE	BEEF RECIPE	VENISON RECIPE
MIN. CRUDE PROTEIN	50%	45%	45%
MIN. CRUDE FAT	20%	25%	25%
MAX. CRUDE FIBRE	3%	3%	3%
MAX. MOISTURE	5%	6%	6%
METABOLISABLE ENERGY (ME) kcal/kg	5,000 kcal/kg 1.0 kcal/treat	4,363 kcal/kg 1.0 kcal/treat	5,177 kcal/kg 1.0 kcal/treat



Raw Freeze Dried



Sustainably Sourced



Low Calorie Treat



Protein Packed



Rich in Omega 3's



Great for all Breeds and Ages



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# RAW FREEZE DRIED CAT TREATS

A highly palatable treat range made from meat, organs and fish **sourced entirely from New Zealand.**

These treats are protein packed, naturally rich in vitamins and freeze dried to lock in nutrients.



GUARANTEED ANALYSIS	LAMB LIVER	BEEF LIVER	BEEF RECIPE	VENISON RECIPE	SALMON RECIPE	TUNA RECIPE
MIN. PROTEIN	60%	62%	45%	45%	40%	40%
MIN. FAT	13%	10%	25%	25%	35%	35%
MAX. FIBRE	3%	3%	3%	3%	3%	3%
MAX. MOISTURE	5%	5%	5%	5%	5%	5%
METABOLISABLE ENERGY (ME) kcal/kg	4,460 (1.0 kcal/treat)	4,190 (1.0 kcal/treat)	4,363 (1.0 kcal/treat)	5,177 (1.25 kcal/treat)	5,750 (1.25 kcal/treat)	5,750 (1.5 kcal/treat)



Raw Freeze Dried



Sustainably Sourced



Low Calorie Treat



Protein Packed



Rich in Omega 3's



Great for all Breeds and Ages



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**KIWI  
KITCHENS**

NEW ZEALAND IN A BOWL

AT KIWI KITCHENS WE LOVE  
IT WHEN PET OWNERS TAKE A  
MINUTE TO CHOOSE WELL FOR  
THE HEALTH OF THEIR PETS.

PET NUTRITION IS OUR PASSION  
AND WE'RE IMMENSELY  
SATISFIED WHEN WE SEE PETS  
THRIVING BECAUSE THEY  
ARE BEING FED THE HIGHEST  
QUALITY FOOD.







KIWI KITCHENS,  
FROM NEW ZEALAND  
WITH LOVE. **XX**