

# BlackHawk®

## HEALTHY BENEFITS™

### TAILORED FOR SPECIFIC NEEDS



**TRY  
NEW**



**FROM AUSTRALIA'S #1 NATURAL DOG FOOD BRAND IN PET SPECIALTY\***

\*Pet specialty scan sales May 2023





## WHY RANGE BLACK HAWK® HEALTHY BENEFITS?

Pet parents are very aware of their adult dog's health needs and are increasingly **seeking natural foods to achieve preventative healthcare\***.

As a market leader, we have worked with our animal nutritionists and vets to develop the **Black Hawk Healthy Benefits** range to address the specific health concerns of Weight, Sensitive Skin & Gut, Dental and Joints & Muscles in adult dogs.

Each diet is **tailored for the specific need** and combines carefully selected ingredients that naturally contain the nutrients and minerals best suited to help dogs live a happier and healthier life.

## CONSUMER INSIGHTS AND TRENDS

Black Hawk® research along with consumer insights, highlights that pet parents are looking for a natural dog food which addresses specific health concerns.

<p>Pet specialty <b>'special needs'</b> segment of total dry dog food market is valued at around</p> <p><b>\$150m*</b></p> <p>Massive opportunity for Black Hawk and retailers</p>	<p><b>&gt;75%</b> of dog owners believe pets with specific health concerns can <b>benefit from a better diet^</b></p>	<p>Consumers are more discerning about food they eat themselves with <b>Health &amp; Wellness</b> driving personal choices</p> <p>This extends to the <b>foods they serve their dogs#</b></p>
<p>Pet parents with dogs that have specific sensitivities <b>want to feed natural</b> but there are <b>limited natural options*</b></p>	<p>Consumers are aware of their dog's needs and believe <b>natural dog foods</b> are effective for <b>preventative healthcare*</b></p>	<p>Consumers want reassurance that natural food can deliver on specific health needs*</p> <p><b>BlackHawk®</b> provides this reassurance as it is developed by pet nutritionists from <b>Australia's #1 Natural Dog Food Brand in Pet Specialty*</b></p>

**Black Hawk is committed to the highest standards of pet food safety.**

Our quality assurance program ensures high standards of pet food quality and safety are maintained. Australian and New Zealand standards and best manufacturing practices underpins the production, certification and audit processes for these products.

**Made in regional NSW, our suppliers & manufacturing site complies with:**



DAFF & MPI HEALTH CERTIFICATION

PFIAA & NZPFMA MEMBERSHIP OBLIGATIONS

\*Masterpet scan sales data Pet Specialty, May 2023. ^3 Packaged Facts. (May 2018). Pet Industry Outlook: Veterinary Services and Pet Product Retailing.

\*5 Consumer Trends Affecting the Pet Food Category by Ignite2X, Mar 6, 2020. \*Black Hawk Consumer Research, 2018-2019.

# NEW BLACK HAWK® HEALTHY BENEFITS™ RANGE

The new Black Hawk Healthy Benefits range, made in Parkes NSW is tailored to meet pet parents of adult dog's key health concerns across Weight Management, Sensitive Skin & Gut, Dental and Joints & Muscles.



## WEIGHT MANAGEMENT

Developed as a lower calorie diet\* to help adult dogs maintain a healthy weight. It contains supplementary L-carnitine to help boost fat metabolism and maintain strong, lean muscles. The kibble is a unique shape that fills the bowl and aims to slow their eating, with ingredients to help them feel fuller for longer.

**Available in 2kg & 10kg bags.**



**Lower  
calorie diet\***



**Fuller for  
longer**



## SENSITIVE SKIN & GUT

It is a balanced diet developed to aid nutrient absorption, supporting bowel function and skin and coat health in adult dogs. It focuses on high digestibility and is fortified with probiotics and prebiotics for optimal gut flora. It also contains fish oil, a natural source of omega-3 fatty acids for healthy skin, shiny coat and joint support.

**Available in 2kg & 12kg bags.**



**Skin  
sensitivities**



**Microbiome  
support**



## DENTAL

Developed for your adult dog's oral health. The tear-drop kibble size and fibrous plant-based ingredients creates a tooth-friendly texture that aims to clean your dog's teeth while they chew. Vitamin C an antioxidant helps to prevent plaque and tartar build-up.

**Available in 2kg & 10kg bags.**



**Oral  
hygiene**



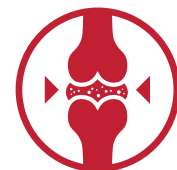
**Microbiome  
support**



## JOINTS & MUSCLES

Developed to support joint and muscle health in adult dogs. This diet contains natural sources of glucosamine and chondroitin for cartilage support, essential minerals like calcium and phosphorus for healthy joints and bones, and L-carnitine for fuelling strong, healthy muscles.

**Available in 2kg & 12kg bags.**



**Cartilage  
support**



**Supports  
strong  
muscles**

\*9% lower calories than Black Hawk Original Adult Chicken & Rice.



# DISRUPT SHOPPERS WITH IMPACTFUL DISPLAYS



CIRCLE WOBBLER  
BHP941

SINGLE TOWER  
UNIT FOR 2KG  
BHP942



IN AISLE SHELF TALKERS  
BHP937-BHP940



OFF LOCATION PALLET DISPLAY  
BHP935



BROCHURE  
BHP950



HEALTHY BENEFITS  
SAMPLE CARDS  
BHP951-BHP954



AISLE END  
HEADER CARD BHP963  
SHELF TALKERS BHP937-BHP940

BH458 B/HWK DOG HB WEIGHT MANAGEMENT SAMPLES 100G  
BH452 B/HWK DOG HB SENSITIVE SKIN & GUT SAMPLES 120G  
BH461 B/HWK DOG HB DENTAL SAMPLES 100G  
BH449 B/HWK DOG HB JOINTS & MUSCLES SAMPLES 120G

## LAUNCH SUPPORTED FROM SEP-DEC 2023



'Always On' Targeted  
SEO, SEM Campaign



Social  
Media



Sampling



Point  
of Sale

PRODUCT CODE	PRODUCT DESCRIPTION	SIZE	BARCODE
BH447	Black Hawk Dog Healthy Benefits Joints & Muscles	2kg	9312239047680
BH448	Black Hawk Dog Healthy Benefits Joints & Muscles	12kg	9312239047697
BH450	Black Hawk Dog Healthy Benefits Sensitive Skin & Gut	2kg	9312239047710
BH451	Black Hawk Dog Healthy Benefits Sensitive Skin & Gut	12kg	9312239047727
BH456	Black Hawk Dog Healthy Benefits Weight Management	2kg	9312239047772
BH457	Black Hawk Dog Healthy Benefits Weight Management	10kg	9312239047789
BH459	Black Hawk Dog Healthy Benefits Dental	2kg	9312239047802
BH460	Black Hawk Dog Healthy Benefits Dental	10kg	9312239047819

For further information please contact your Masterpet Representative  
or contact our friendly Customer Service Team via phone or email:

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