

# fidèle<sup>+</sup>

...happiness in every bowl!









## *Our Story*

Since 2014, Fidele has been committed to filling the gap in the market for affordable, high-quality pet food in India. Created by close friends Bharat and Aiyaz, who recognized the need for nutritious options, Fidele was developed in collaboration with international Veterinary & Canine Nutrition Experts.

In 2021, we took things a step further by introducing Fidele+. Produced in Belgium to meet the highest international standards, our recipes draw inspiration from the nourishing essence of **Ghar Ka Khaana** (home-cooked meals). Unlike other brands, we remain true to the goodness of traditional ingredients like chicken, rice, turmeric, basil, coconut oil, ginger, flaxseed, and more. No deceptive protein parts or chemicals here, just handpicked, protein-rich ingredients that promote health and longevity.

Now, in 2023, we are proud to present our latest innovation: Fidele+ Fresh! Our delightful range of meal toppers is designed to add fun and excitement to your pet's meal times. Carefully crafted using fresh chicken, fish, eggs, and vegetables, and infused with the goodness of turmeric, ashwagandha, and cold-pressed coconut oil, these toppers not only enhance flavors and provide moisture to your pet's kibble but also transform mealtime into a joyful experience - even for the pickiest eaters.

# Why Choose fidele<sup>+</sup>?



NATURAL AND FAMILIAR  
INGREDIENTS



NO WHEAT



FREE FROM  
NASTIES



NO SOY

**Harnessing the Power of Indian Herbs:** At Fidele+, we go the extra mile to unlock the incredible benefits of Indian herbs in our recipes. With a focus on holistic nutrition, we carefully incorporate ingredients like holy basil, turmeric, and ginger, known for their medicinal properties and long-standing use in traditional Indian cuisine.

**Wheat and Soy-Free Formulation:** We understand the importance of avoiding common allergens in pet food. That's why our Fidele+ recipes are meticulously crafted to be free from wheat and soy. By excluding these potential irritants, we provide a clean and easily digestible formula that caters to the needs of pets with sensitivities or specific dietary requirements.

**Animal Proteins as Primary Ingredients:** We believe that the foundation of a nutritious meal lies in high-quality meat-based proteins. That's why Fidele+ always prioritizes animal proteins, such as chicken and fish, as the main ingredient and the very first ingredient listed.

**Irresistible Taste:** Pure, wholesome, and handpicked protein-rich ingredients come together in our recipe, catering even to the fussiest eaters. Enhanced with flavor boosters like hydrolyzed chicken, the combination of flavors, textures, and aromas is designed to transform mealtime into an exciting and enjoyable experience for your beloved pet.

**Made for All:** Fidele+ caters to all breeds and life stages. From weaning puppies to seniors, and small to large breeds, our formula is curated to support your pet's health throughout their journey. We understand that every stage and breed has specific nutritional requirements.

**Vet-Approved:** At Fidele+, we prioritize your pet's well-being. Our recipes are meticulously formulated with the guidance of veterinary and canine nutrition experts from around the world. With their approval, we ensure that our products provide both exceptional taste and optimal nutrition for your pet.

**No Nasties:** Our recipes are carefully crafted without the use of any preservatives or chemical additives. We believe in providing your furry friend with the purest and cleanest nutrition possible.



# Wholesome Goodness

Unleashing the Secrets Behind Fidele+'s Premium Dry Food Formulas



## Chicken

An unparalleled source of lean protein, chicken for years has been a celebrated ingredient in dog food. A diet including chicken serves several benefits like increased energy, better skin and coat and stronger bones among others!



## Holy Basil

With its amazing medicinal benefits, it acts as an antiviral, antimicrobial and antioxidant, mood enhancer and more. In short, Holy Basil works wonders for your dogs!



## Dried Turmeric

Dogs can safely have small quantities of turmeric. It is anti-inflammatory and can help in arthritis, gastrointestinal diseases, dental diseases, and allergies.!



## Dried Chicory

A source of Inulin. Studies suggest that Inulin can have a beneficial effect on the gut's 'good bacteria' as a prebiotic and as a source of soluble dietary fibre.



## Dried Ginger

It's good for you and it's good for your dog, too. Functioning as a digestive aid, Ginger also helps treat Osteoarthritis and even Cancer!



## Cold Pressed Coconut Oil

With a surfeit of advantages like weight loss, a lustrous coat, good skin and alleviating digestive disorders, Cold Pressed Coconut Oil is extremely beneficial for your pet dog!



## Flax Seeds

Assists in digestive health, thereby maintaining optimum weight. Its essential fatty acid Omega-3 also helps in reducing kidney inflammation in dogs.



## Salmon Oil

One of the richest sources of Omega-3, Salmon Oil provides multiple benefits to your pet – enhances brain functioning and development, skin and coat condition, improves eyesight, regulates and supports the immune system, aids joint health and improves overall heart health, to name a few.!





# STARTER PUPPY

**3 weeks - 2 months**  
**All Breeds**



Small Bite Kibble  
can be soaked to create  
highly digestible porridge  
Diameter: 7 - 8 mm  
Height: 3 - 4 mm



A complete balanced diet for Weaning Puppies at 3 weeks. Also suitable for pregnant and lactating bitches.

### Ingredients:

Dehydrated chicken, white rice, peas, maize, chicken fat, hydrolyzed chicken protein (5%) dried beet pulp, flax seed, salmon oil, minerals, MOS (mannan-oligosaccharides) & beta glucans, dried chicory (a natural source of FOS and inulin), coconut oil, dried turmeric, dried basil, dried ginger.

### Analytical Constituents:

Crude Protein: 32%  
Crude Fat: 20%  
Crude Ash: 7.5%  
Crude Fiber: 2.5%  
Moisture: 9%

### Feeding Guide:

Weight of Puppy in Kgs	Daily Recommended Intake (grams/day)					
	Ages in Months					
	2	3	6	9	12	18
2 - 4 Kgs	59 g	68 g	64 g	62 g	-	-
5 - 6 Kgs	108 g	123 g	121 g	113 g	-	-
7 - 9 Kgs	133 g	149 g	154 g	142 g	-	-
10 - 14 Kgs	166 g	188 g	199 g	188 g	180 g	-
15 - 19 Kgs	214 g	245 g	263 g	251 g	236 g	-
20 - 24 Kgs	255 g	295 g	320 g	310 g	286 g	-
25 - 29 Kgs	292 g	339 g	372 g	366 g	347 g	332 g
30 - 40 Kgs	323 g	380 g	421 g	416 g	397 g	375 g

Metabolic energy Calculated is 4.069 kcal/Kg.

Transition Disclaimer: For 7-10 days, gradually decrease the amount of current food while increasing the amount of new food.





# SMALL & MEDIUM PUPPY

**Small Breed 2 - 10 months**

**Medium Breed 2 - 12 months**



Small Bite Kibble  
Diameter: 7 - 8 mm  
Height: 6 - 8 mm



A complete balanced diet for Small (1 to 7 Kgs) and Medium (3 to 17 Kgs) Breed Puppies.

### Ingredients:

Dehydrated chicken protein, maize, white rice, peas, chicken fat, hydrolyzed chicken protein, dried beet pulp, flax seed, minerals, salmon oil, dried brewer's yeast, dried chicory (a natural source of FOS and inulin), MOS & beta glucans, coconut oil, dried turmeric, dried basil, dried ginger

### Analytical Constituents:

Crude Protein: 28%  
Crude Fat: 18%  
Crude Ash: 7.5%  
Crude Fiber: 3.5%  
Moisture: 10%

### Feeding Guide:

Weight of Puppy in Kgs	Daily Recommended Intake (grams/day)					
	Ages in Months					
	2	3	6	9	12	18
2 - 4 Kgs	60 g	69 g	65 g	63 g	-	-
5 - 6 Kgs	110 g	125 g	123 g	115 g	-	-
7 - 9 Kgs	135 g	152 g	157 g	144 g	-	-
10 - 14 Kgs	169 g	192 g	202 g	191 g	183 g	-
15 - 19 Kgs	219 g	249 g	267 g	255 g	240 g	-
20 - 24 Kgs	260 g	300 g	326 g	316 g	291 g	-
25 - 29 Kgs	297 g	345 g	379 g	372 g	352 g	337 g
30 - 40 Kgs	329 g	386 g	428 g	423 g	404 g	381 g

Metabolic energy Calculated is 3.938 kcal/Kg.

Transition Disclaimer: For 7-10 days, gradually decrease the amount of current food while increasing the amount of new food.





# LARGE PUPPY

*Large Breed 2 - 18 months*  
*Giant Breed 2 - 24 months*



Large Bite Kibble  
Diameter: 12 - 13 mm  
Height: 10 mm



A complete balanced diet for Large (8 to 35Kgs) Breed Puppies.

### Ingredients:

Dehydrated chicken protein, maize, white rice, peas, chicken fat, hydrolyzed chicken protein, flax seed (2,5%), dried beet pulp, salmon oil, minerals, dried chicory (a natural source of FOS and inulin), MOS & beta glucans, coconut oil, dried turmeric, dried basil, dried ginger.

### Analytical Constituents:

Crude Protein: 25%  
Crude Fat: 15%  
Crude Ash: 7%  
Crude Fiber: 3.5%  
Moisture: 9%

### Feeding Guide:

Weight of Puppy in Kgs	Daily Recommended Intake (grams/day)					
	Ages in Months					
	2	3	6	9	12	18
2 - 4 Kgs	237 g	273 g	259 g	248 g	-	-
5 - 6 Kgs	434 g	493 g	485 g	456 g	-	-
7 - 9 Kgs	535 g	601 g	620 g	571 g	-	-
10 - 14 Kgs	669 g	758 g	799 g	756 g	725 g	-
15 - 19 Kgs	862 g	986 g	1058 g	1009 g	950 g	-
20 - 24 Kgs	1027 g	1186 g	1288 g	1249 g	1151 g	-
25 - 29 Kgs	1175 g	1364 g	1498 g	1473 g	1394 g	1335 g
30 - 40 Kgs	1301 g	1527 g	1695 g	1672 g	1597 g	1508 g

Metabolic energy Calculated is 3.837 kcal/Kg.

Transition Disclaimer: For 7-10 days, gradually decrease the amount of current food while increasing the amount of new food.





# SMALL & MEDIUM ADULT

*10 months to 10 years*



Small Bite Kibble  
Diameter: 7 - 8 mm  
Height: 6 - 8 mm



A complete balanced diet for Adult dogs of Small (1 - 10 kgs) and Medium Breed (10 - 21 kgs).

### Ingredients:

Dehydrated chicken protein, maize, white rice, peas, chicken fat, hydrolyzed chicken protein, dried beet pulp, flax seed, minerals, salmon oil, dried brewer's yeast, MOS and beta glucans, dried chickpea (a natural source of FOS and inulin), coconut oil, dried turmeric, dried basil, dried ginger.

### Analytical Constituents:

Crude Protein: 26%  
Crude Fat: 16%  
Crude Ash: 7%  
Crude Fiber: 4%  
Moisture: 10%

### Feeding Guide:

Weight of Adult Dog in Kgs	Daily Recommended Intake (grams/day)	
	1 - 2 Kgs	2 - 5 Kgs
1 - 2 Kgs	20 g	50 g
2 - 5 Kgs	40 g	100 g
5 - 10 Kgs	75 g	150 g
10 - 20 Kgs	120 g	300 g

Metabolic energy Calculated is 3.837 kcal/Kg.

Transition Disclaimer: For 7-10 days, gradually decrease the amount of current food while increasing the amount of new food.



# LARGE ADULT

1 year to 7 years



Large Bite Kibble  
Diameter: 15 - 17 mm  
Height: 9 - 11 mm



A complete balanced diet for Adult dogs of Large Breed (21 Kgs onwards).

### Ingredients:

Dehydrated chicken protein, maize, peas, white rice, brown rice, chicken fat, hydrolyzed chicken protein, flax seed, dried beet pulp, minerals, salmon oil, dried chicory (a natural source of FOS and inulin), dried brewer's yeast, MOS & beta glucans, coconut oil, dried turmeric, dried basil, dried ginger.

### Analytical Constituents:

Crude Protein: 24%  
Crude Fat: 14%  
Crude Ash: 6.5%  
Crude Fiber: 3.5%  
Moisture: 10%

### Feeding Guide:

Weight of Adult Dog in Kgs	Daily Recommended Intake (grams/day)	
	Minimum	Maximum
10 - 20 Kgs	194 g	326 g
20 - 30 Kgs	326 g	441 g
30 - 40 Kgs	441 g	548 g
40 - 50 Kgs	548 g	648 g
50 - 60 Kgs	648 g	743 g
60 - 70 Kgs	743 g	834 g
70 - 80 Kgs	834 g	921 g
80 - 90 Kgs	921 g	1006 g

Metabolic energy Calculated is 3.775 kcal/Kg.

Transition Disclaimer: For 7-10 days, gradually decrease the amount of current food while increasing the amount of new food.





# LIGHT & SENIOR ADULT

*Overweight dogs 7 years  
and above*



Medium Bite Kibble  
Diameter: 12 - 14 mm  
Height: 6 - 8 mm



A complete balanced diet for Senior dogs of All Breeds.

### Ingredients:

Dehydrated chicken protein, maize, white rice, brown rice, peas, hydrolyzed chicken protein, chicken fat, dried beet pulp, flax seed, minerals, dried brewer's yeast, salmon oil, dried chicory (a natural source of FOS and inulin), MOS & beta glucans, coconut oil, dried turmeric, dried basil, dried ginger.

### Analytical Constituents:

Crude Protein: 23%  
Crude Fat: 11%  
Crude Ash: 6.5%  
Crude Fiber: 3.5%  
Moisture: 10%

### Feeding Guide:

Weight of Adult Dog in Kgs	Daily Recommended Intake (grams/day)	
	40 g	85 g
2 - 5 Kgs	40 g	85 g
5 - 10 Kgs	85 g	140 g
10 - 20 Kgs	140 g	235 g
20 - 30 Kgs	235 g	320 g

Metabolic energy Calculated is 3.775 kcal/Kg.

Transition Disclaimer: For 7-10 days, gradually decrease the amount of current food while increasing the amount of new food.



# fidèle<sup>+</sup> Fresh



With cold-pressed  
Coconut Oil and Turmeric

Chemical and  
Preservative-Free

FIDELE FRESH FOOD TOPPER







# 100% **Natural** with **Fresh** meat and **Vegetables**

**Coconut Oil**  
healthy skin  
& coat!

**Turmeric**  
anti-inflammatory

**Ashwagandha**  
to boost immunity



**Fresh Eggs**  
added protein, essential  
amino & fatty acids

**Real Chicken**  
fresh high-quality protein

**Fresh Fish**  
quality protein  
& omega acids

**Added Vegetables**  
rich in nutrients fibre

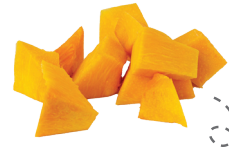
# Fresh and Tasty

Unveiling the Nutrient-Rich  
Goodness of Fidele+'s Wet Food  
Formulas



## Chicken

Packed with essential amino acids, chicken promotes muscle building and supports your pet's overall strength and vitality!



## Pumpkin

Abundant in fiber, pumpkin aids digestion, ensuring a healthy digestive system for your furry friend.



## Carrot

An unparalleled source of vitamin A, carrots promote healthy vision, while their soluble fiber content provides natural antioxidants that support your pet's overall health.



## Fish

A rich source of Omega-3 fatty acids, fish contributes to reduced inflammation, enhances skin and coat health, and supports a healthy immune system.



## Coconut Oil

Known for its antimicrobial properties, coconut oil aids digestion, supports improved skin and coat health, and contributes to your pet's overall well-being.



## Eggs

High in protein and brimming with essential vitamins and amino acids, eggs provide a nutrient-packed addition to your pet's meal, supporting their overall well-being.



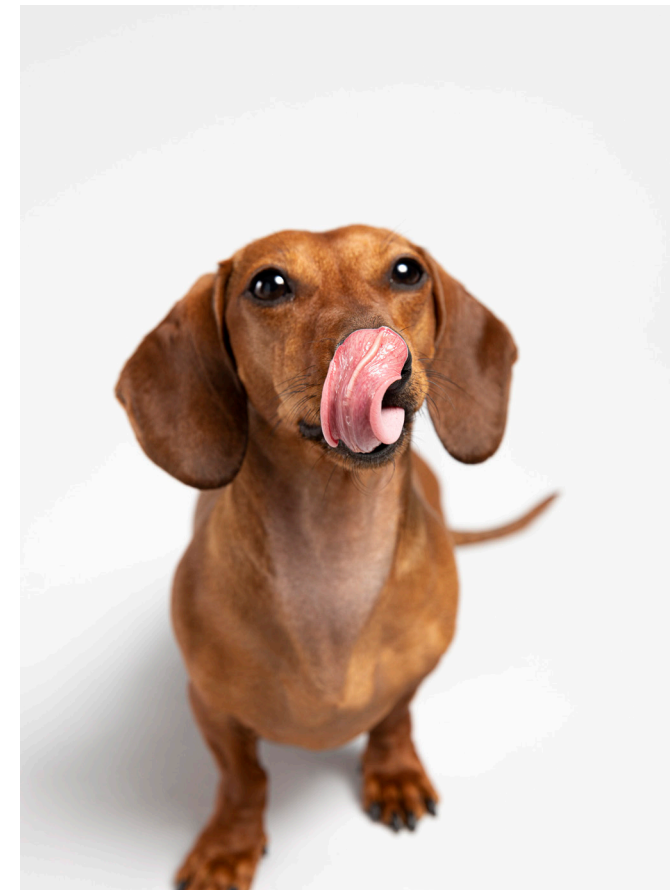
## Ashwagandha

This natural ingredient acts as an immune system booster, aids in cognitive development, and possesses anti-anxiety properties, promoting a calm and balanced state for your pet.



## Curcumin/Turmeric:

With powerful antioxidant properties, curcumin (found in turmeric) supports the immune system, aids in reducing inflammation, and promotes healthy joints for your pet's comfort and mobility.







## Fresh Chicken

WITH VEGETABLES

Every time you open a pouch of Fidele+ Fresh you will see the goodness of fresh chicken and vegetables. Our recipe is a simple, tasty, grain free and 100% natural with no preservatives or additives. Keeping with our Indian roots we have added turmeric for its anti-inflammatory qualities and coconut oil for an extra shiny coat.

### Ingredients:

Chicken, Carrot, Pumpkin, Chicken Chunks, Coconut Oil, Water, and Curcumin.

### Analytical Constituents :

Crude Protein 8.5 %, Crude Fat 12.4 %, Crude Fibre 2.1 %, Moisture 77 %



## Chicken & Egg

WITH VEGETABLES

Every time you open a pouch of Fidele+ Fresh you will see the goodness of fresh chicken, egg and vegetables. Our recipe is a simple, tasty, grain free and 100% natural with no preservatives or additives. Keeping with our Indian roots we have added turmeric for its anti-inflammatory qualities and coconut oil for an extra shiny coat.

### Ingredients :

Chicken, Egg, Carrot, Potato Mash, Pumpkin, Chicken Chunks, Coconut Oil, Water, & Curcumin

### Analytical Constituents :

Crude Protein 10 %, Crude Fat 10.7 %, Crude Fibre 1.7 %, Moisture 78 %



## Fresh Fish

WITH VEGETABLES

Every time you open a pouch of Fidele+ Fresh you will see the goodness of fresh fish and vegetables. Our recipe is a simple, grain free and 100% natural with no preservatives or additives. Keeping with our Indian roots we have added ashwagandha as an immune system booster and coconut oil for an extra shiny coat.

### Ingredients:

Fish, Potato Mash, Carrot, Pumpkin, Fish Chunks, Coconut Oil, Water, and Ashwagandha.

### Analytical Constituents :

Crude Protein 8.5 %, Crude Fat 11 %, Crude Fibre 1.75 %, Moisture 78 %

### Daily Recommended Allowance:



**Upto 5 kg**

1 pouch along with daily dry food



**5 to 10 kg**

2 pouches along with daily dry food



**10 to 25 kg**

3 pouches along with daily dry food

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