

**AIR
DRIED**
FOR PERFECTION



PRIME100™

THE FINAL WORD IN PET NUTRITION

prime100.com.au

SPD™

SINGLE PROTEIN DIETS

The next generation of Single Protein Diets.

Scientifically crafted with a careful balance of a single protein, selected fruits, vegetables, vitamins and minerals. Gently air dried to lock in essential nutrients and natural aroma to create a functional, fully balanced diet.

Palatable & Functional

Prime100 SPD™ Air Dried is unique in air dried diets for dogs. SPD™ Air Dried is highly palatable and functional which means it can provide significant health benefits by assisting with the control of many common health indications including gastritis, diabetes melitus, food aversion, dermatitis and more.

100% Australian

Prime100 SPD™ Air Dried is totally Australian. 100% made and owned. All our fresh ingredients are sourced from Australian farms, primary producers, and manufacturers. You Beauty!



Ingredients With Purpose™

What makes SPD™ Air Dried so good is the ingredients.

Not just fresh, Australian sourced ingredients, but the right ingredients. Carefully and scientifically selected, blended, and gently air-dried for the utmost palatability and functionality. Every ingredient is important in the health and wellbeing of your dog.

The Prime100 SPD™ Air Dried process

Creating air-dried food is a delicate and timely technique. Every stage in the process is carefully and clinically executed to achieve the highest quality in nutritious, complete and balanced dog food.

STEP 1

Single Protein

We select the finest meat from a single protein source before gently blending to ensure the protein, fats and amino acids are balanced.

STEP 2

Functional Superfoods

We source the most functional and nutritious plant matter to create a natural balance of essential antioxidants, fatty acids, vitamins and minerals, prebiotics and other macro and micro nutrients.

STEP 3

Raw Blending

The chilled single meat protein and superfoods are carefully blended and monitored to ensure every batch is nutritionally balanced and mixed.

STEP 4

Gently Air-Dried

Next, we gently air-dry the blend at controlled temperatures. Slowly reducing the moisture content is crucial for retaining nutritious goodness and eliminating pathogens.

STEP 5

Quality Assurance

Once we've air-dried the batch, our Quality Assurance team tests and inspects each tasty morsel before packaging.

Benefits of an air-dried diet

The air-drying process reduces moisture from raw ingredients to achieve the following benefits:

High-quality nutrients – nutritional value is maintained while retaining higher quantities of natural protein, fat, antioxidants, essential amino acids, fatty acids, vitamins and minerals.

Complete and balanced – fresh Australian sourced ingredients – protein, fruit, vegetables, blended and air-dried to make a nutritious, complete and balanced diet.

Minimal processing – a safe and gentle air dried process locks in essential nutrients and natural aroma.

Fresh and nutritious – the functionality of a fresh diet with similar nutritional profile to a raw diet.

Human-grade ingredients – all fresh ingredients are sourced from HACCP approved human-grade facilities.

Temperature sensitive probiotics – temperature sensitive ingredients are added for optimum nutrition. This includes vitamins and minerals and probiotics to benefit the digestive system.

Microbially safe – eliminates the risk of harmful pathogens. Hygienic and shelf stable nutrients and flavours are naturally preserved without artificial preservatives, flavours or colours.

No fillers – no added grains or fillers as no expansion is required. Perfect for hypoallergenic formulas.

Energy dense – ideal for dogs to maintain a healthy weight and body condition.

Highly palatable – suitable for inappetent and fussy dogs.

Multiple uses – use for training and treating, as a complete and sole diet or an addition to an existing fresh or dry diet.



SPD™ SINGLE PROTEIN DIETS

A natural evolution

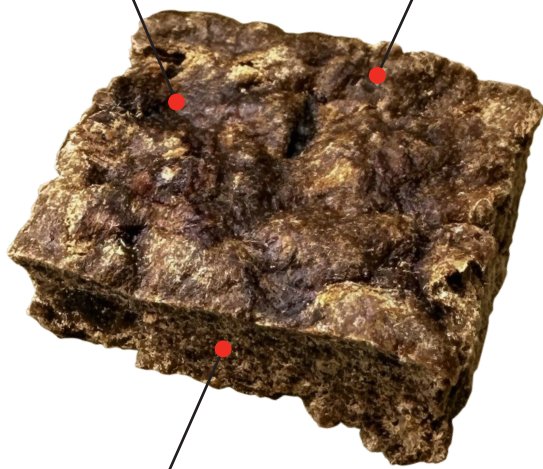
Prime100 are pioneers in creating and developing the Single Protein Diet.

Single protein diets are scientifically designed using fresh, natural, locally sourced ingredients to create low allergen, functional and highly palatable diets for complete health and wellbeing.

SPD™ Air Dried is now part of the natural evolution of Single Protein Diets. Air dried to perfection, SPD™ Air Dried is a naturally crafted, functional, complete and balanced diet.

Vet-recommended
& science-backed

Air-dried for
maximum nutrition



Single Protein
Diet (SPD™)

Hypoallergenic

Prime100 SPD™ Air Dried Kangaroo and Pumpkin and SPD™ Air Dried Duck and Sweet Potato are both hypoallergenic. **This is a big deal, as no other air dried diet can claim to be hypoallergenic.** A perfect diet for all adult dogs and especially for dogs who suffer from allergic sensitivities.



Common allergic symptoms

- Diarrhoea
- Skin infection
- Scratching and itching
- Licking
- Vomiting
- Ear infection
- Hair loss
- Runny eyes
- Coughing and sneezing



Lamb Apple & Blueberry (Puppy)

SPD™ Air Dried Lamb, Apple & Blueberry is a scientifically formulated, complete and balanced, single protein diet for puppies.

Made with Australian lamb and key functional fruits, natural prebiotics and added postbiotics to provide functional gastro-intestinal support and promotes healthy microbiome in the gut.

Targeted levels of protein, fat, antioxidants, and essential amino acids, provide young growing dogs with the nutritional support needed during the most important life stage.

Apples and blueberries provides rich levels of vitamins and antioxidants.

Key health indications

- Diabetes mellitus
- Food aversion
- Food responsive enteropathy
- Dermatitis
- Underweight dog
- Inappetent dogs

INGREDIENTS: Australian Lamb (whole meat & selected organs), pumpkin, carrot, vitamins & minerals, functional oils (sunflower, algae, flaxseed, evening primrose), apple fibre, blueberries, salt, buffered vinegar, postbiotics, chicory root extract, Algimun®, parsley, natural antioxidants, taurine, chondroitin, glucosamine.

GUARANTEED ANALYSIS: Crude Protein 38% (min), Crude Fat 28% (min), Crude Fibre 4% (max), Moisture 7% (min), Typical ME: 450 kcal/100g.



Chicken & Brown Rice

SPD™ Air Dried Chicken & Brown Rice has been formulated to be a complete and balanced diet for dogs of all ages.

Australian Chicken provides a species appropriate protein and contains glucosamine, calcium and essential amino acids.

Brown rice contains natural fibres and antioxidants that can assist the digestive and cardiovascular system and naturally occurring manganese helps synthesize fat and can also benefit the nervous and reproductive systems.

Key health indications

- IBD
- Dermatitis
- Food aversion
- Underweight dogs
- Inappetent dogs

INGREDIENTS: Australian chicken (whole meat and selected organs), carrot, rice (including brown rice), vitamins & minerals, apple fibre, functional oils (sunflower, algae, flaxseed, evening primrose), salt, buffered vinegar, natural antioxidants, parsley, postbiotics, chicory root extract, Algimun®, taurine, chondroitin, glucosamine.

GUARANTEED ANALYSIS: Crude Protein 30% (min), Crude Fat 34% (min), Crude Fibre 4% (max), Moisture 7% (min), Typical ME: 475 kcal/100g.



Lamb & Rosemary

SPD™ Air Dried Lamb & Rosemary, made from Australian lamb together with key functional ingredients, is ideal for active and adult dogs.

Whole Australian Pumpkin and added prebiotics and probiotics provide functional gastro-intestinal support. Rosemary is a natural antioxidant and can help neutralise cell-damaging free radicals in the body and assist with gastrointestinal health and inappetence in dogs.

Key health indications

- IBD
- Gastritis
- Enteritis
- Colitis
- Food aversion
- Food responsive enteropathy
- Dermatitis
- Underweight dogs
- Inappetent dogs

INGREDIENTS: Australian Lamb (whole meat & selected organs), pumpkin, carrot, vitamins & minerals, functional oils (sunflower, algae, flaxseed, evening primrose), apple fibre, salt, rosemary, buffered vinegar, parsley, postbiotics, chicory root extract, Algimun®, natural antioxidants, taurine, chondroitin, glucosamine.

GUARANTEED ANALYSIS: Crude Protein 37% (min), Crude Fat 27% (min), Crude Fibre 4% (max), Moisture 7% (min), Typical ME: 440 kcal/100g.



Duck & Sweet Potato

SPD™ Air Duck & Sweet Potato has been specifically designed with a hypoallergenic protein and functional fibre. This diet also provides a carefully balanced calcium and phosphorous ratio essential for large, giant breeds and growing dogs.

Australian Duck protein provides essential amino acids, glucosamine, chondroitin, calcium, and fatty acids (EFAs). Sweet Potato provides a natural dietary fibre to assist dogs with gastrointestinal issues.

Key health indications

- IBD
- Gastritis
- Enteritis
- Colitis
- Food aversion
- Inappetent dogs
- Food responsive enteropathy
- Dermatitis
- Hyperlipidaemia
- Underweight dogs

INGREDIENTS: Australian Duck (whole meat & selected organs), sweet potato, carrot, potato, vitamins & minerals, apple fibre, functional oils (sunflower, algae, flaxseed, evening primrose), salt, buffered vinegar, natural antioxidants, parsley, postbiotics, chicory root extract, Algimun®, taurine, chondroitin, glucosamine.

GUARANTEED ANALYSIS: Crude Protein 36% (min), Crude Fat 30.5% (min), Crude Fibre 4% (max), Moisture 7% (min), Typical ME: 470 kcal/100g.



Kangaroo & Pumpkin

SPD™ Air Kangaroo & Pumpkin is an advanced novel hypoallergenic protein diet designed with low to acute food responsive indications, highly suited as an elimination diet and also for weight management.

Whole Australian pumpkin and added prebiotics and probiotics provide functional gastro-intestinal support and promotes healthy microbiome in the gut. This diet is ideal for adult and senior dogs.

Key health indications

- Pancreatitis
- IBD
- Gastritis
- Enteritis
- Colitis
- Diabetes Mellitus
- Food aversion
- Inappetent dogs
- Food responsive enteropathy
- Hyperlipidaemia
- Overweight dogs
- Weight management
- Dermatitis

INGREDIENTS: Australian Kangaroo (whole meat & selected organs), pumpkin, carrot, sweet potato, vitamins & minerals, apple fibre, functional oils (coconut, sunflower, algae, flaxseed, evening primrose), postbiotics, chicory root extract, Algimun®, salt, natural antioxidants, taurine, chondroitin, glucosamine.

GUARANTEED ANALYSIS: Crude Protein 39% (min), Crude Fat 7% (min), Crude Fibre 5% (max), Moisture 7% (min), Typical ME: 350 kcal/100g

Greater variety,
happy pets

SPD™ Air Dried Feeding Options

Prime100 SPD™ Air Dried is a complete, fully balanced diet, perfect to feed on its own OR ideal as a meal topper. Complimenting and enhancing other diets like kibble, chilled food or raw diets.



Complete
& Balanced

SPD™ Fresh Rolls + SPD™ Air Dried

Raw Diet + SPD™ Air Dried





Ways to use SPD™ Air Dried

A complete and balanced meal

SPD™ Air Dried makes for a convenient and healthy meal option for your pet. With a variety of protein sources and added vitamins and minerals, it provides a complete and balanced diet for prime nutrition. Simply measure out the recommended portion size and serve as is, or add a little water to rehydrate the bites for a delicious meal.

A nutritious option for treats and training

SPD™ Air Dried isn't just a mealtime option – it's also a fantastic treat for your pet. The bite-sized pieces are packed with flavour and are sure to please even the pickiest eaters. And, because it's a single protein source, it's a great option for pets with food sensitivities. Use SPD™ Air Dried as a training aid or a special reward to show your pet how much you care.

A tasty topper to transform mealtime

Elevate your pet's dinnertime by using SPD™ Air Dried as a meal topper. Simply sprinkle some over their raw, fresh or kibble meals to add extra tastiness and nutrition to their daily routine. Made with premium Australian proteins and nutrient-rich superfoods, it's the perfect way to enhance your pet's mealtime experience.

Feeding guide

At Prime100, we believe your pet deserves only the best nutrition, regardless of their age or breed. But we know that determining the right amount to feed your furry friend can be tricky.

That's why we've created a comprehensive Feeding Guide that considers all the essential factors to provide a personalised feeding recommendation for your pet.

Depending on their age, weight, or activity level, some may need more or less food. For example, a working dog might need more food to keep them going, while a less active or overweight dog might need smaller servings.

Whatever your dog's needs, we're here to help. Simply scan the QR code or head to our website to access our easy-to-use feeding calculator. Just remember to weigh their portion before mealtime to ensure the right amount.



FEEDING GUIDE

Discover our full range of Single Protein Diets

Our functional Single Protein Diets (SPD™) are specially formulated to provide prime nutrition and help your pet thrive. Our SPD™ Air Dried range is just the beginning – we have a variety of other single-protein options to suit every pet's preferences and needs.



SPD™ Fresh Rolls

Our SPD™ Fresh Rolls are made with low-allergy and novel proteins like kangaroo, crocodile and wild boar, just to name a few. These scientifically formulated recipes help ease food sensitivities in pets, making them a great option for elimination diets.

Plus, they're a fantastic choice for training aids that your furry friend will love.



SPT™ Treats

Our SPT™ Treats range is a delicious and easy-to-chew single protein treat that complements our Single Protein Diets perfectly. Made from premium 100% Australian meats, they are an ideal training aid or treat for your pet.



PRODUCT RANGE

Indications

SPD™ Air Dried is highly functional and can assist with the control of many common health indications.



Indications	Lamb, Apple & Blueberry	Chicken & Brown Rice	Kangaroo & Pumpkin	Duck & Sweet Potato	Lamb & Rosemary
Food mediated dermatitis	✓		✓	✓	✓
Hypoallergenic formula			✓	✓	
Anorexia (food aversion)	✓	✓		✓	✓
Cachexia (increased catabolism)	✓	✓		✓	✓
Small bowel disease	●	●	●	●	●
Large bowel disease	●	●	●	●	●
Hyperlipidaemia			✓		
Pancreatitis			✓		
Growing dogs	✓	✓		✓	✓
Adult	✓	✓	✓	✓	✓
IBD	●	●	●	●	●
Gastritis			●	●	●
Enteritis			●	●	●
Colitis			●	●	●
Food aversion	✓	✓		✓	✓
Food responsive enteropathy	✓		✓	✓	✓
Dermatitis	✓	✓		✓	✓
Grain free	✓	○	✓	✓	✓

✓ Ideal for indications ● Assists with indications ○ Gluten free

Taken from MSD Veterinary Manual:
Small Animal Nutrition/Nutrition in disease management.



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Prime100 Pty. Ltd.

40 Buys Court, Derrimut, VIC 3026

Phone: 03 9394 1428

prime100.com.au



  @prime100petfood