

**SLOW
COOKED**
FOR FLAVOUR



PRIME100™

THE FINAL WORD IN PET NUTRITION

prime100.com.au

SPD™

SINGLE PROTEIN DIETS

The next generation of Single Protein Diets.

SPD™ Slow Cooked is a functional, single protein diet crafted with care. Select ingredients and a flavourful broth are simmered low and slow, reducing pathogens and locking in essential nutrients, natural aroma and delicious flavour. Each recipe is carefully sealed in a pack that has up to 6 times less impact on the environment than a can. Keep in the pantry for an easy, delicious, complete and balanced meal.

Palatable & Functional

Our Prime100 SPD™ Slow Cooked range offers a single source of protein that can assist with food sensitivities and other indications, whilst being highly palatable and supported with our 100% Satisfaction Guarantee.

100% Australian

Prime100 SPD™ Slow Cooked is totally Australian. 100% made and owned. Fresh ingredients are sourced from Australian farms, primary producers and manufacturers. You Beauty!



What is a Single Protein Diet?

A Single Protein Diet (SPD™) is a diet that is made from a single source of protein such as salmon, kangaroo or lamb. It is a nutrient-dense diet that helps dogs with food sensitivities or allergies by simplifying their meals and removing allergens.

Why Single Protein Diets?

Vets recommend Single Protein Diets as it simplifies the diets of pets and removes allergens, assisting with food-related illnesses and food sensitivities. SPD's™ mimic the diet of animals in the wild, an approach which improves taste, nutrition and provides optimal health.



Sustainable Packaging for a Greener Future

At Prime100, we believe that every action we take has an impact beyond ourselves. Our commitment to caring for our pets, and the world around us runs deep and influences each and every decision we make - from the food we create, how we source our ingredients, and the packaging we use.

After all, our home is our pet's home and they deserve the best.



Made from 71% plant-based materials



6x less impact on climate change compared to traditional wet food cans



The Prime100

SPD™ Slow Cooked Process

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, postbiotics 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

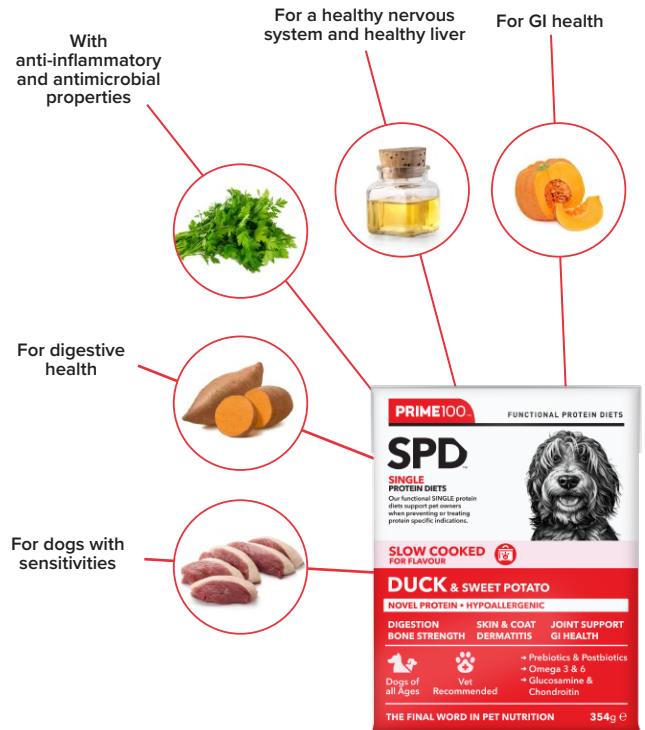
Slow Cooking

The combined ingredients are simmered low and slow, locking in essential nutrients, and delicious aroma and flavour for your dog. This process reduces the risk of harmful pathogens, creating hygienic and shelf stable nutrients and flavours.

STEP 5

Quality Assurance

After each batch is complete, our Quality Assurance team tests and inspects the finished packs, ready to be stocked in your pantry for your pup's next delicious meal.



Ingredients With Purpose™

Our 'ingredients with purpose' way delivers functional, nutritious and tasty diets every time. Scientifically formulated, using hand picked proteins and ingredients, we carefully move our diets through innovative preparation, cooking, and packaging methods. At each and every stage we strive to capture and preserve the very best nutrition, function and taste for you and your pet.

The benefits of a SPD™ Slow Cooked diet

The SPD™ Slow Cooked process retains moisture from raw ingredients to achieve the following benefits:



Complete and balanced

Fresh Australian sourced ingredients - protein, fruit, vegetables, blended and slow cooked to make a nutritious, complete and balanced diet.



Non-temperature sensitive postbiotics

Added for optimum nutrition. This includes vitamins and minerals to benefit the digestive system.



No fillers

No added fillers, perfect for hypoallergenic formulas.



Multiple uses

Carefully designed to be fed as a complete and balanced diet, or can be used as a delicious topper to existing diets.



Highly palatable

Suitable for inappetent and fussy dogs.



Fresh ingredients

All sourced from HACCP approved facilities and were intended for human consumption.



Energy dense

Ideal for dogs to maintain a healthy weight and body condition.



Fresh and nutritious

The functionality of a fresh diet with similar nutritional profile of a raw diet, very high in single meat protein.



Processed low and slow

Each batch is carefully simmered to retain maximum nutrition, natural aroma and delicious taste.



Microbially safe

The cooking process allows for a hygienic and shelf stable meal. Nutrients and flavours are naturally preserved without artificial preservatives, flavours or colours.



High-quality nutrients

Nutritional value is maintained while retaining higher quantities of natural protein, fat, antioxidants, essential amino acids, fatty acids, vitamins and minerals.





Puppy Lamb & Blueberry Slow Cooked

Prime100 SPD™ Slow Cooked Lamb & Blueberry Puppy is a 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 promote healthy microbiome in the gut. With blueberries to provide a rich level of vitamins and antioxidants.

Ideal for:

- Immunity Gap • Skin & Coat • Learning & Development
- Active Puppies • GI Health

INGREDIENTS: Australian Lamb, Sweet Potato, Bamboo Fibre, Vitamins & Minerals, Blueberries, Functional Oils (Sunflower, Flaxseed, Algae), Algimun®, Pumpkin, Salt, Chicory Root Extract, Trumune® Postbiotics, Carrots, Psyllium Husk, Taurine, Glucosamine, Chondroitin

GUARANTEED ANALYSIS: As fed basis Crude Protein 10% (min), Crude Fat 7% (min), Crude Fibre 3% (max), Moisture 80% (max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min)
ME: 128 kcal/100g • 453 kcal/Per Pack

FEEDING GUIDE FOR PUPPIES: 5kg puppy < 4 months 575g per day per 5kg body weight. 5kg puppy > 4 months 380g per day. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.

Chicken & Brown Rice Slow Cooked

Prime100 SPD™ Slow Cooked Chicken & Brown Rice is a single protein diet designed for dogs with digestive issues and for gastrointestinal health. Complete and balanced with natural sources of calcium, glucosamine, and chondroitin for all breeds and dogs of all ages. With added amino acids for heart health, essential nutrients for muscular development, and essential fatty acids and omegas for skin and coat health.

Ideal for:

- Bone Strength • Joint Support • Digestion
- Skin & Muscle • GI Health

INGREDIENTS: Australian Chicken, Brown Rice, Bamboo Fibre, Functional Oils (Flaxseed, Algae), Salt, Vitamins & Minerals, Chicory Root Extract, Trumune® Postbiotics, Algimun®, Taurine, Glucosamine, Chondroitin

GUARANTEED ANALYSIS: As fed basis Crude Protein 9% (min), Crude Fat 7% (min), Crude Fibre 3% (max), Moisture 80% (max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min)
ME: 122 kcal/100g • 432 kcal/Per Pack

FEEDING GUIDE FOR ADULT DOGS: Approximately 190g per 5kg bodyweight of a typical dog. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.



Lamb & Rosemary Slow Cooked

Prime100 SPD™ Slow Cooked Lamb & Rosemary is a single protein diet designed for active dogs and puppies. Complete and balanced for dogs of all ages and breeds, including giant breeds. No added artificial colours, flavours, or preservatives. Formulated with natural sources of essential amino acids and dietary fats to help sustain energy and essential nutrients for muscular and brain development.

Ideal for:

- Skin & Coat • Immunity • Cognitive Health
- Body Condition • Active Dogs • GI Health

INGREDIENTS: Australian Lamb, Sweet Potato, Bamboo Fibre, Vitamins & Minerals, Carrots, Functional Oils (Sunflower, Flaxseed, Algae), Rosemary, Pumpkin, Salt, Chondroitin Root Extract, Trumune® Postbiotics, Psyllium Husk, Algimun®, Taurine, Glucosamine, Chondroitin

GUARANTEED ANALYSIS: As fed basis Crude Protein 10% (min), Crude Fat 6% (min), Crude Fibre 3% (max), Moisture 80% (max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min)
ME: 120 kcal/100g • 423 kcal/Per Pack

FEEDING GUIDE FOR ADULT DOGS: 195g per 5kg bodyweight of a typical dog. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.



Salmon & Pumpkin Slow Cooked

Prime100 SPD™ Slow Cooked Salmon & Pumpkin is a novel, hypoallergenic, single protein diet created for dogs with suspected food sensitivities, skin allergies or digestive issues. Complete and balanced for dogs of all ages and includes a natural sources of essential fatty acids to support cognitive and cardiovascular health. This diet can be used for elimination diets, food trials or as a maintenance for dogs with no allergies.

Ideal for:

- Skin & Coat • Cognitive Health • Cardiovascular
- Dermatitis • Joint Support

INGREDIENTS: Australian Salmon, Pumpkin, Bamboo Fibre, Carrot, Salt, Vitamins & Minerals, Parsley, Trumune® Postbiotics, Chicory Root Extract, Algimun®, Taurine, Glucosamine, Chondroitin

GUARANTEED ANALYSIS: As fed basis Crude Protein 9% (min), Crude Fat 13% (min), Crude Fibre 3% (max), Moisture 80%(max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min).
ME: 170 kcal/100g • 600 kcal/Per Pack

FEEDING GUIDE FOR ADULT DOGS: 135g per 5kg bodyweight of a typical dog. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.



Duck & Sweet Potato Slow Cooked

Prime100 SPD™ Slow Cooked Duck & Sweet Potato is a novel, hypoallergenic, single protein diet designed to provide a novel source of protein and a rich source of fibre. Complete and balanced with a natural source of essential amino acids, fatty acids, glucosamine, chondroitin, for dogs of all ages. Plus a carefully balanced calcium phosphorous ratio essential for large and giant breeds.

Ideal for:

- Digestion • Bone Strength • Skin & Coat
- Dermatitis • Joint Support • GI Health

INGREDIENTS: Australian Duck, Sweet Potato, Bamboo Fibre, Vitamins & Minerals, Functional Oils (Flaxseed, Algae), Salt, Parsley, Chicory Root Extract, Trumune® Postbiotics, Algimun®, Pumpkin, Taurine, Glucosamine, Chondroitin

GUARANTEED ANALYSIS: As fed basis Crude Protein 7% (min), Crude Fat 9% (min), Crude Fibre 3% (max), Moisture 80% (max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min).
ME: 125 kcal/100g • 443 kcal/Per Pack

FEEDING GUIDE FOR ADULT DOGS: 175g per 5kg bodyweight of a typical dog. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.



Kangaroo & Pumpkin Slow Cooked

Prime100 SPD™ Slow Cooked Kangaroo & Pumpkin is a novel, hypoallergenic, single protein diet created for dogs with suspected food sensitivities, skin allergies or digestive issues. A complete and balanced, low-fat diet formulated for adult and senior dogs with acute gastrointestinal indications such as pancreatitis or IBD. Added pumpkin is a rich source of fibre and supports digestive health.

Ideal for:

- GI Health • Weight Control • IBD
- Dermatitis • Pancreatitis • Heart Health

INGREDIENTS: Australian Kangaroo, Pumpkin, Quinoa, Bamboo Fibre, Vitamins & Minerals, Functional Oils (Sunflower, Flaxseed, Algae), Chicory Root Extract, Trumune® Postbiotics, Salt, Psyllium Husk, Algimun®, Parsley, Taurine, Glucosamine, Chondroitin.

GUARANTEED ANALYSIS: As fed basis Crude Protein 10% (min), Crude Fat 1.5% (min), Crude Fibre 3% (max), Moisture 80% (max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min).
ME: 80 kcal/100g • 284 kcal/Per Pack

FEEDING GUIDE FOR ADULT DOGS: Approximately 300g per 5kg bodyweight of a typical dog. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.



Crocodile & Algae Oil Slow Cooked

Prime100 SPD™ Slow Cooked Crocodile & Algae Oil is an advanced novel, hypoallergenic, single protein diet made specifically for dogs requiring an advanced novel protein elimination diet or food trial. Ideal for dogs with suspected food sensitivities, skin allergies or digestion problems including IBD. A complete and balanced functional diet with prebiotics from chicory root extract for gastrointestinal health.

Ideal for:

- Diabetes • IBD • Dermatitis • Digestion • GI Health

INGREDIENTS: Australian Crocodile, Pumpkin, Bamboo Fibre, Functional Oils (Sunflower, Flaxseed, Algae), Vitamins & Minerals, Chicory Root Extract, Trumune® Postbiotics, Algimur®, Salt, Psyllium Husk, Taurine, Glucosamine, Chondroitin

GUARANTEED ANALYSIS: As fed basis Crude Protein 9% (min), Crude Fat 6% (min), Crude Fibre 3% (max), Moisture 80% (max), Glucosamine 500mg/kg (min), Chondroitin 500mg/kg (min)
ME: 106 kcal/100g • 375 kcal/Per Pack

FEEDING GUIDE FOR ADULT DOGS: 225g per 5kg bodyweight of a typical dog. This is a guide only, please visit prime100.com.au or contact your vet for further information. Always have fresh water available.

Feeding Guide

At Prime100, we believe your pet deserves only the best nutrition, 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.

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™ Slow Cooked range is just the beginning – we have a variety of other single-protein options to suit every pet's preferences and needs.



PRODUCT RANGE

Discover our full range



SPD™ Air Dried

A must-have addition to your pet's dinnertime routine, our SPD™ Air Dried range is nutritious and easy to feed, providing a complete and balanced diet or topper for kibble, raw or chilled dog food. And the best part? It makes for fantastic treats too! With five delicious flavours to choose from, you're sure to find something your pet will love.



SPD™ Prime Cut Treats

SPD™ Prime Cut Treats are a single, high protein and low carbohydrate, delicious and healthy treat or reward. Prime cut for taste, with no gluten, grain or GMO, these treats are vet recommended and made for the health and happiness of dogs of all ages.



SPD™ Fresh Rolls

Our SPD™ Fresh Rolls are made with low-allergy and novel proteins like kangaroo, wild boar or crocodile, 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.

Indications

SPD™ Slow Cooked is formulated to meet the nutritional levels established by AAFCO.



Indications	Puppy Lamb & Blueberry	Chicken & Brown Rice	Lamb & Rosemary	Salmon & Pumpkin	Duck & Sweet Potato	Kangaroo & Pumpkin	Crocodile & Tapioca
Puppies	✓	✓	✓	✓	✓		
Large breed puppies	✓	✓	✓	✓	✓		
Adult dogs		✓	✓	✓	✓	✓	✓
Senior dogs		✓	✓	✓	✓	✓	✓
Active dogs		✓	✓	✓	✓		
Large breed dogs		✓	✓	✓	✓	✓	✓
Overweight dogs						✓	✓
Advanced novel protein				✓	●	✓	✓
Hypoallergenic formula	✓		✓	✓	✓	✓	✓
Grain free	✓	○	✓	✓	✓	✓	✓
Diabetes insipidus			●	●	●	●	✓
Diabetes mellitus			●	●	●	●	✓
Dermatitis				✓	✓	✓	✓
IBD including:	●	●	●		✓	✓	✓
- Gastritis	●	●	●		✓	✓	✓
- Enteritis	●	●	●		✓	✓	✓
- Colitis	●	●	●		✓	✓	✓
Gastrointestinal health	✓	✓	✓	✓	✓	✓	✓
Source of glucosamine and chondroitin	✓	✓	✓	✓	✓	✓	✓
Vet prescribed elimination diet				✓	●	✓	✓
Skin and coat health	✓	✓	✓	✓	✓		✓
Pancreatitis						✓	
Hyperlipidemia						●	
Food aversion	✓	✓	✓	✓	✓	✓	✓
Food intolerance				✓	✓	✓	✓
Cardiovascular health				✓		✓	

✓ Ideal for indications ● Assists with indications ○ Gluten free



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