

Unsure of Raw?

Click on the speech bubbles to answer your questions



UNSURE OF RAW?



AN INTRO...



Take the
Quiz?

UNSURE ABOUT
STORAGE?



Unsure
how to switch
diets?

UNSURE ABOUT DEALING
WITH RAW FOOD?



Is it
expensive?



MYTH
BUSTER!



UNSURE OF RAW?

So...you're unsure of raw?

We get it.

It's hard to know what's best for our own health when it comes to food, let alone our four-legged friends. With ever-changing trends, advice and warnings when it comes to what we eat – it can be a real minefield to find what is best and what works for us.

Should we cut carbs? Is sugar the enemy? Should I go veggie? What about the different types of fat?!

One good thing for pet owners is that when it comes to our pets, optimal nutrition is simple.

As simple as: high-quality protein sources, free from any biologically inappropriate or artificial ingredients, and raw. Just like the animal would eat in 'nature'. Just what their digestive systems are designed to work with.

Traditional pet foods such as kibble and tinned varieties are man-made and tailored to what we as humans want and need, rather than what is nutritionally best for our pets. In most cases, this means convenient, cheap, and mass producible.

With Nutriment raw pet food, there is only one concern: animal health.

Take the Quiz

WOOF!





MYTH BUSTER!



There are lots of myths about raw. Click below to find the truth behind the myths!



Raw food will turn my pet feral and dangerous



Raw food is dangerous because of bacteria like salmonella



Raw food isn't nutritionally complete



Vets do not recommend raw food diets



Raw = gore



Dogs have adapted to dry / cooked diets



You can't switch a senior dog to raw



Unsure how to switch diets?

Switching your dog from processed food to raw is super easy and here is no need to worry about following special methods or guidelines when doing so.

You can simply start your new Nutriment raw food at breakfast time.



Simple!

REMEMBER -

Keep it simple for both you and your dog!

To make it even easier, we have ready-made starter packs and mixer boxes to introduce your pup to this new style of food for the first few weeks.

Once your dog has become accustomed to his or her delicious new diet, you can go ahead and introduce raw treats and bones, to keep your dog satisfied outside of mealtimes.



REMEMBER -

Nutriment is a complete formula and does not require any supplementation.

For many dogs, a straight switch is seamless and both dog and owner never look back. However, you may notice some changes or differences, which we talk about below.



REMEMBER -

These are all perfectly normal responses to switching to a raw diet!

FAQs About Switching



UNSURE ABOUT STORAGE?

High-quality raw dog and cat food is nothing like tinned or kibble varieties. There is no funny smell, no greasy residue and no off-putting jelly or other squeamish ingredients.

You don't need to worry about specialist food safety and contamination risks, you just have to remember that raw pet food contains raw meat and so requires the same sanitary treatment as the handling of any raw meat in the kitchen.

In fact ordering Nutriment raw food products is really simple...



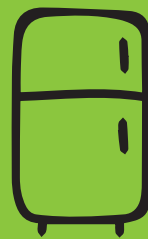
Place order!



We pack order in polystyrene boxes which keeps goods frozen for 2-3 days



We send food via courier (24-hour delivery)



**Order arrives!
Place in freezer**



**Defrost
and serve**



**Place in fridge and
use within 2-3 days**

If storing your pet food in the fridge is just not possible, then Nutriment's Leo & Wolf meatball products are the perfect solution for you. Simply remove the required number of meatballs you wish to feed your pet, allow to quickly defrost, and you can serve! No fridge storage required.



IS it expensive?

Kilo-for-kilo, raw food can appear considerably more expensive than kibble. However, if you calculate the cost on a meal-for-meal basis, you will find that you need to feed less weight of raw than it's processed counterpart.



This is for multiple reasons:

- the nutritional value of raw food is so easily accessed by the body
- raw food hasn't been compromised from any heating or processing
- raw food is free from weighty, unnecessary fillers such as rice and grains.

But just like a 100% British beef burger is more expensive from your local butchers than at your favourite fast-food chain, quality does come at a price.

What we can say though is this...

- Our raw pet food, which is formulated by our in-house nutritionists and produced in accordance with BARF principles, supports optimal canine and feline health.
- Our high-quality ingredients are carefully selected, easily digestible, and
- All of our recipes are completely free from any artificial preservatives or additives, common allergens such as wheat and corn, and flavour / colour enhancers.



In short, it's the best nutrition your pet can get.



What does this mean?

If your pet is receiving high-quality nutrition that satisfies all of their mental and physical needs, then they are receiving the maximum support for their health.

This means:

- a reduced risk of obesity and associated diseases
- reduced risk of behavioural issues that require professional assistance
- reduced risk of allergy development and treatment
- reduced risk of skin, coat, teeth problems that require treatment.

In short, this means a reduced risk of costly health concerns in the long run.



Oh, and you won't have to buy as many poo bags!

SIGN UP to NEWS





UNSURE ABOUT DEALING WITH RAW FOOD?

Do you make meat-based meals for yourself and your family? If so, great! You're fully qualified to deal with raw pet food.

The truth is, serving your pet a raw meal is really no different to preparing a steak for dinner or dicing up chicken for a curry. In fact, it's easier, because there really is no preparation involved and your hands don't actually have to even touch any of the food – it's simply...

DEFROST



SPOON



& SERVE!



The beauty of Nutriment raw food products is that we use only human-grade quality meat in each of our recipes. Each of our products is a high-quality, nutritious meat-focussed meal for your pet to enjoy and thrive on. So just make sure you approach handling your Nutriment raw food with the same guidelines as handling your raw meat for human meals.



Keep raw food separate from cooked meat to prevent any contamination issues.



Ensure food is thoroughly defrosted before serving (overnight is ideal).



Use a stainless-steel bowl, if possible. They're easier to keep clean.



Unserved portions of defrosted raw food can be kept in the fridge for 2-3 days. Beyond this they need discarding.



Wash raw pet food contact surfaces, utensils and hands with warm soapy water or disinfectant spray just as you would after cooking dinner.

Remember, you can always consult our in-house nutritionists or use our handy portion calculator to work out exactly how much food to defrost for your pet.

OUR FEEDING CALCULATOR

