



Lamb & Rice Kibble

Complete dry dog food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

Regular feeding with lamb and rice has always been the traditional way to calm a dog's digestion and help avoid allergic skin irritation. James Wellbeloved Lamb & Rice Kibble is a pure, natural, complete dry food of succulent lamb and brown rice. Barley is also added as a source of fibre and seaweed, alfalfa and yucca all bring health benefits



Turkey & Rice Kibble

Complete dry dog food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

As a white meat turkey is full of goodness and is very gentle on the digestive tract. Turkey is a better white meat choice than chicken for a hypo-allergenic food because some dogs are known to have already developed a chicken hypersensitivity. A sensitivity to turkey is less likely because turkey is not used as much in pet food, so dogs will not have been over-exposed to it.



Duck & Rice Kibble

Complete balanced dog food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

We use lean, easily digestible duck because it is a tasty, novel source of protein for dogs. James Wellbeloved Duck & Rice Kibble is a pure, natural, complete food which uses organic oats as a source of fibre. Seaweed, alfalfa and yucca are also added for the health benefits they bring.



Ocean White Fish & Rice Kibble

Complete dog food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

The delightful fresh taste of Ocean White Fish & Rice is one that dogs love. Low in histamine, white fish is also high in omega 3 fatty acids which are vital for maintenance of optimum health. The necessary dietary fibre is provided by peas and chicory, something different for our Ocean White Fish & Rice diet. And olive oil is not only delicious, but also has a high mono-unsaturate content compared to other oils, and is well known as part of the healthy Mediterranean diet.



Lamb & Vegetable Kibble

Complete cereal free dog food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

Lamb & Vegetable Kibble is a cereal free complete and balanced food for dogs with extra sensitivities. Lamb is highly digestible and peas and potato supply additional protein and carbohydrate. We also add JW+ to help lubricate joints. The fantastic palatability of Lamb & Vegetable Kibble means that is also suitable for fussy eaters.



Turkey & Vegetable Kibble

Complete Cereal free dog food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

Turkey & Vegetable Kibble is a cereal free complete and balanced food for dogs with extra sensitivities. The white meat goodness of turkey is highly digestible and peas and potato supply additional protein and carbohydrate. We also add JW+ to help lubricate joints. The fantastic palatability of Turkey & Vegetable Kibble means that it is also suitable for fussy eaters.



Lamb with Rice and Vegetables Pouch

Complete natural wet dog food - ideal on its own or as a tasty topper to our dry food

Wholesome, natural hypo-allergenic dog food. Helps loose bowels and calms itchy, irritated skin and coat.

The benefits for your dog

James Wellbeloved pouches are made to the same high standards as our dry food. This means that you can be sure that you are feeding your dog food which is natural, tasty and healthy

We only use lamb as a meat protein source, plus easily digested rice and vegetables to reduce the risk of food intolerance and digestive upsets. We also add extra ingredients such as alfalfa, seaweed and linseed to aid digestion and soothe itchy coats.



CrackerJacks

Hypo-allergenic dog treats

CrackerJacks are the original James Wellbeloved treat and like our range of complete pet food are available in four delicious variants: Turkey, Duck, Lamb and Ocean White Fish that are blended with rice and seasoned with herbs. CrackerJacks contain no added artificial colours, flavours or preservatives, enabling you to treat your dog kindly. With no beef, pork, wheat, gluten or dairy products, CrackerJacks don't contain ingredients that are likely to cause food intolerances in dogs.

These naturally healthy treats are packaged in 225g foil packs especially to keep the treats fresh and are re-sealable for your convenience.



MiniJacks

Hypo-allergenic dog treats

MiniJacks, as their name suggests, are a small sized treat that still have all the valuable qualities of James Wellbeloved food. Ideal for training or as a treat for smaller dogs, they are free from ingredients that typically cause intolerances. With no beef, pork, dairy products or wheat, they treat your dog's well-being as well as its appetite. For ease of use and to maintain the freshness of the MiniJacks, these tasty treats are available in 90g foil wrapped packs.

With four variants of Turkey, Duck, Lamb or Ocean White Fish each combined with tomato and rice and gently baked, you can be assured that your dog will enjoy being treated by you with MiniJacks. With no added artificial colours, flavours or preservatives, MiniJacks are the naturally healthy treat for your dog.

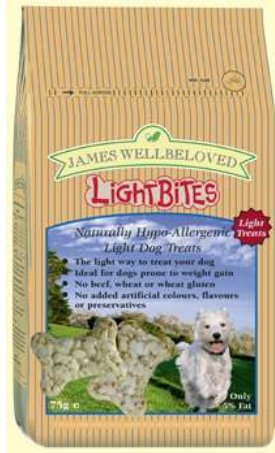
Duck Ingredients: Rice, duck, duck fat, tomato, potato, potato protein, poultry protein, mixed herbs. **Contains:** Minimum 55% rice, minimum 20% duck, minimum 10% tomato.

Fish Ingredients: Rice, fish, tomato, potato, olive oil, potato protein, fish oil, mixed herbs. **Contains:** Minimum 55% Rice, min 14% fish, min 10% tomato.

Lamb Ingredients: Rice, lamb, sunflower oil, tomato, potato, potato protein, mixed herbs. **Contains:** Minimum 55% rice, minimum 10% lamb, minimum 10% tomato.

Turkey Ingredients: Rice, turkey, turkey fat, tomato, potato, potato protein, poultry protein, mixed herbs. **Contains:** Minimum 55% rice, minimum 20% turkey, minimum 10% tomato.

Typical analysis: Protein 15%, oil 15%, ash 4%, fibre 4%.



LightBites

Hypo-allergenic light low calorie dog treats

LightBites are deliciously tasty bone-shaped treats made from rice, turkey and sunflower oil. Lower in fat than most other dog treats with no added sugars, artificial colours, flavourings or preservatives.

Ideal for dogs prone to putting on weight, LightBites contain only 8 calories per treat, but rest assured your dog will still feel like it is being treated because LightBites still have a full and satisfying flavour. If you find it hard to resist giving your dog the occasional treat, but hold back because you don't want him to put on weight, try putting LightBites on the menu.

Ingredients: Whole rice, turkey meat (rich in liver), turkey fat.

Typical analysis: Protein 9.0%, oil 5%, ash 2%, fibre 2.5%

Typical calories: 350 calories/100g, 8 calories per treat

Feeding Guidelines: To be fed as a treat at any time. Always ensure that fresh drinking water is available.

Please note: LightBites can only help control bodyweight as part of a calorie controlled diet. James Wellbeloved recommends that owners of overweight dogs see a specialist before undertaking such a diet.



Pure Incentives

High reward hypo-allergenic training treats

Pure Incentives are the best way to encourage your dog's training, or simply give him or her a treat. Pure Incentives are available in Lamb & Rosemary and Fish & Parsley varieties, and have been developed in association with professional dog trainers to ensure that they provide the kind of 'high reward' needed to make training really effective. Freeze-dried for convenience, and supplied in a 25g re-sealable pot for long-lasting freshness, the treats are suitable for dogs and puppies of all ages.

Like all other James Wellbeloved foods, Pure Incentives contain no added artificial additives, colours, flavours or preservatives, and are naturally hypo-allergenic.

