

# ORIJEN

# PUPPY

# FOOD



# Brand Observed



## Company overview:

Orijen Puppy Food is a UK brand of pet food makers founded by Reinhard Muhlenfeld. ORIEN offers unparalleled and distinctive meat inclusions that naturally supply all the essential nutrients for the dog or cat to thrive, drawing inspiration from the diet of complete prey animals. With over 30 years of trusted experience, ORIEN provides peace of mind and keeps your beloved companion strong, happy, and healthy.

Target Product Category : **Dog Food**

Name of the Product : **Orijen puppy food**

# NUMBER OF PRODUCTS: 4

- Orijen Puppy
- Orijen Puppy Large
- New Orijen Small Breed Puppy
- New Orijen small breed marine fish



# ORIJEN PUPPY

## Primary Ingredient:

Fresh chicken (23%), raw turkey (10%), fresh chicken giblets (liver, heart) (8%), raw whole herring (6%), raw whole hake (5%), fresh eggs (5%), dehydrated chicken (4%), dehydrated turkey (4%), dehydrated mackerel (4%), dehydrated sardine (4%), dehydrated herring (4%), chicken fat (4%), whole red lentils, whole peas, whole green lentils, whole chickpeas, lentil fibre, whole pinto beans, whole navy beans, raw turkey liver (2%), pollock oil (2%), pea starch, dried kelp, fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole carrots, fresh whole apples, fresh whole pears, dried chicory root, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, whole cranberries, whole blueberries, whole saskatoon berries, turmeric, milk thistle, burdock root, lavender, marshmallow root, rosehips.

## Minerals:

Zinc: 105mg, Copper: 11mg

## Acidity Regulator:

citric acid: 40mg

## Serving size:

130g (based on the weight the serving size will change)



## Nutritional Information

### Per 130g

Crude Protein: 38%  
Carbohydrate: 17%  
Fat Content: 20%  
Crude Ash: 8%  
Crude Fibre: 5%  
Moisture: 12%  
Calcium: 1.4%  
Phosphorus: 1.1%  
Omega 3 fatty acids: 1.1%  
Omega 6 fatty acids – 3%  
DHA (docosahexaenoic acid) - 0.35%  
EPA (eicosapentaenoic acid) - 0.25%

## Antioxidants:

Tocopherol extract from vegetable oils: 121mg,  
Rosemary extract: 80mg

## Servings per pack:

14 servings (per 2kg)

## Sweetener: -

## Zootechnical additives:

*Enterococcus faecium* NCIMB 10415  $1 \times 10^9$  CFU

**Vitamins:** Vitamin B1: 14.7mg,  
Vitamin B5: 12.5 mg, Vitamin A: 3750 IU, Vitamin D3: 500 IU,  
Vitamin E: 110 IU.

# ORIJEN PUPPY LARGE

## Primary Ingredient:

Fresh chicken (21%), raw turkey (11%), fresh chicken giblets (liver, heart) (10%), raw whole hake (5%), raw whole herring (5%), fresh eggs (5%), raw turkey liver (5%), dehydrated chicken (5%), dehydrated mackerel (5%), dehydrated sardine (4.5%), dehydrated herring (4%), whole red lentils, whole green lentils, whole peas, lentil fibre, whole chickpeas, whole pinto beans, pea starch, dehydrated turkey (2%), chicken fat (2%), whole navy beans, pollock oil (0.5%), dried kelp, fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole carrots, fresh whole apples, fresh whole pears, dried chicory root, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, whole cranberries, whole blueberries, whole saskatoon berries, turmeric, milk thistle, burdock root, lavender, marshmallow root, rosehips..

## Minerals:

Taurine: 400mg, Zinc: 105mg, 3b406  
Copper: 11mg

## Acidity Regulator:

citric acid: 40mg

## Serving size:

120g (based on the weight the serving size will change)



## Nutritional Information

### Per 130g

Crude Protein: 40%  
Carbohydrate: 22%  
Fat Content: 16%  
Crude Ash: 8%  
Crude Fibre: 6%  
Moisture: 12%  
Calcium: 1.3%  
Phosphorus: 1.1%  
Omega 3 fatty acids: 0.9%  
Omega 6 fatty acids – 2.8%  
DHA (docosahexaenoic acid) - 0.3%  
EPA (eicosapentaenoic acid) - 0.2%

**Antioxidants:** Tocopherol extract from vegetable oils: 121mg,  
Rosemary extract: 80mg

**Servings per pack:** 46  
Servings (per 6kg)

**Sweetener:** -

## Zootechnical additives:

Enterococcus faecium NCIMB  
10415 1×10<sup>9</sup> CFU

**Vitamins:** Vitamin B1: 9.8mg,  
Vitamin E: 120 IU

# NEW ORIJEN SMALL BREED PUPPY

## Primary Ingredient:

Fresh chicken (18%), raw salmon (12%), raw turkey (10%), raw whole hake (4%), raw whole herring (4%), raw turkey liver (4%), fresh chicken giblets (liver, heart) (4%), fresh eggs (4%), dehydrated turkey (4%), dehydrated chicken (4%), dehydrated herring (4%), dehydrated chicken liver (4%), dehydrated egg (4%), whole red lentils, whole pinto beans, chicken fat (3%), whole green lentils, whole navy beans, whole chickpeas, whole peas, pollock oil (2%), lentil fibre, raw New Zealand green mussels, dried kelp, fresh whole butternut squash, fresh whole pumpkin, salt, dried chicory root, fresh whole apples, fresh whole carrots, fresh whole pears, fresh whole zucchini, fresh beet greens, fresh kale, fresh spinach, fresh turnip greens, whole cranberries, whole blueberries, whole saskatoon berries, turmeric, milk thistle, burdock root, lavender, marshmallow root, rosehips.

## Minerals:

Zinc: 120mg, Copper: 11mg

## Acidity Regulator:

citric acid: 40mg

## Serving size:

125g



## Nutritional Information

### Per 125g

Crude Protein: 38%

Fat Content: 20%

Crude Ash: 9%

Crude Fibre: 4%

Moisture: 12%

Calcium: 1.3%

Phosphorus: 0.9%

Omega 3 fatty acids: 1%

Omega 6 fatty acids – 3%

DHA (docosahexaenoic acid) - 0.25%

EPA (eicosapentaenoic acid) - 0.3%

## Antioxidants:

Tocopherol extract

from vegetable oils: 121mg,

Rosemary extract: 80mg

## Servings per pack:

13 servings

(per 1.8kg)

## Sweetener: -

## Zootechnical additives:

Enterococcus faecium DSM 10663/ NCIMB 10415  $1 \times 10^9$  CFU.

## Vitamins:

Vitamin B1: 120mg, Vitamin

B5: 60 mg, Vitamin B2: 20mg, Niacin:

200mg, Vitamin B6: 35mg, Vitamin

B9: 7mg, Vitamin B12: 0.2mg, Vitamin

E: 500IU

# NEW ORIJEN SMALL BREED MARINE FISH

## Primary Ingredient:

Raw salmon (17%), raw whole herring (16%), raw flounder (7%), raw whole hake (6%), raw whole rockfish (6%), raw whole sole (6%), dehydrated herring (5%), dehydrated sardine (5%), dehydrated pollock (5%), dehydrated mackerel (5%), dehydrated blue whiting (5%), whole red lentils, whole peas, whole chickpeas, whole green lentils, lentil fibre, whole pinto beans, sunflower oil, herring oil (2%), whole navy beans, raw New Zealand green mussels, dried kelp, fresh whole butternut squash, fresh whole pumpkin, dried chicory root, fresh whole apples, fresh whole carrots, fresh whole pears, fresh whole zucchini, mojave yucca, fresh beet greens, fresh kale, fresh spinach, fresh turnip greens, whole cranberries, whole blueberries, whole saskatoon berries, turmeric, milk thistle, burdock root, lavender, marshmallow root, rosehips.

## Minerals:

Zinc: 80mg, Copper: 11mg

## Acidity Regulator:

citric acid: 40mg

## Serving size:

120g



## Nutritional Information

### Per 120g

Crude Protein: 40%

Fat Content: 15%

Crude Ash: 10%

Crude Fibre: 4%

Moisture: 12%

Calcium: 1.5%

Phosphorus: 1.1%

Omega 3 fatty acids: 2%

Omega 6 fatty acids – 2%

DHA (docosahexaenoic acid) - 0.5%

EPA (eicosapentaenoic acid) - 0.5%

## Antioxidants:

Tocopherol extract from vegetable oils: 121mg,

Rosemary extract: 80mg

**Servings per pack:** 15 servings  
(per 1.8kg)

**Sweetener:** -

## Zotechnical additives:

Enterococcus faecium DSM 10663/ NCIMB 10415  $1 \times 10^9$  CFU.

## Vitamins:

Vitamin B1: 110 mg, 3a825i Vitamin B2: 20 mg, 3a314 Niacin: 200 mg, 3a841

Calcium-D-pantothenate: 60 mg, 3a831

Vitamin B6: 35 mg, 3a316 Folic Acid: 7 mg,

Vitamin B12: 0.2 mg, 3a700 Vitamin E: 500 IU

We are a team comprising of food technologists and scientists who offer assistance with product development. We begin the process by collecting consumer insights through [market consumer research](#). We then formulate products that align with consumer preferences. We test the products extensively, ensuring they are safe and effective. Moreover, we help with product labelling and certifications, making certain the products comply with the regulations, guaranteeing their success in today's highly competitive market.

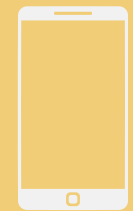


# Contact Us

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UNITED KINGDOM  
**+44- 161 818 4656**



INDIA  
**+91 9566299022**



EMAIL  
**info@foodresearchlab.com**



WEBSITE  
**www.foodresearchlab.com**



**THANK YOU**