

CHUDLEYS



Fuelling working dogs for generations



www.chudleys.com



Making quality dog food for generations

In 1976, the first bag of Chudleys Original left our plant and found its way into the bowls of our first generation of four-legged customers. Since then, we have continued to develop products that offer working dogs a balanced and nutritious diet that can help them to lead happier, healthier and longer lives. By combining our wealth of experience, the latest research and modern manufacturing techniques, we

have been able to create a leading and constantly improving range of foods that have effectively fuelled countless gun, farm and other working dogs. We do this because we know first-hand how important it is to have peace of mind that your dog is receiving the ideal nutrition to keep him performing at his best every single day. Somebody who understands this better than most is expert breeder and trainer, Bill Chudley.



“I started out developing diets over 40 years ago in conjunction with Dodson & Horrell with the simple goal of providing the extra nutrients for my working dogs. Since then, formulations have been improved upon by adopting the latest techniques and I am proud that Chudleys can now offer a complete range of dog food to meet the requirements of all working dogs.”

Bill Chudley

A handwritten signature in blue ink that reads "W. E. Chudley".

What goes into every bag of Chudleys?

Quality protein

All poultry, lamb, beef and fish used in our recipes is sourced from dedicated, reputable suppliers.

Natural, wholesome ingredients

We have a natural approach to our feeds, using only the finest, nutritionally-rich ingredients.

Expertise
In 2006, Chudleys was proud to receive the Royal Warrant in recognition of our devotion to manufacturing outstanding working dog food.



Quality Assurance

We rigorously test both the raw materials and completed batches of food that enter and leave our Northamptonshire mill to make sure that each and every bag of Chudleys is consistently produced to the same high standard. As well as these measures, all of our ingredients are fully traceable and come from fully-audited and Quality Assured suppliers.

Fixed recipes

This means that you get absolute consistency with every bag of Chudleys.

Open declarations

We list all of the raw materials that go into each recipe so there are no hidden surprises. If it isn't on the bag, it isn't in the bag.

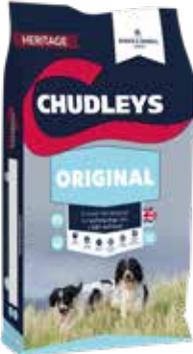


Expertise in every bag



Heritage

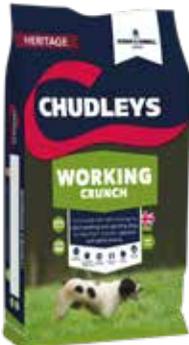
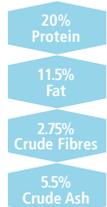
The Heritage range consists of our traditional, proven diets developed specifically for working dogs. With over 40 years of expertise and passion in the physiology, feeding and management of working dogs, Chudleys prides itself on its commitment to quality, epitomised within the Classic, Original and Working Crunch diets.



Original is our best-selling muesli diet, designed for dogs in light work, during rest periods or for those that maintain weight easily.

- Ideal for fussy eaters
- Contains a natural antioxidant package
- Designed to help support stamina and recovery
- Nutritional support for the digestive system, with prebiotics and natural fibre sources
- Promotes improved coat condition and a healthy skin

Available in 2.5kg & 15kg



Working Crunch is high in protein and fat, ideal for the active working dog. The diet is formulated to help support stamina and recovery after a busy day.

- Increased fat and high quality protein to support performance
- Joint care package
- Skin and coat package
- Contains a natural antioxidant package
- Immune and digestive support
- Contains taurine and carnitine for a healthy heart and enhanced fat utilisation for stamina

Available in 2.5kg & 15kg



Classic is a traditional recipe for dogs with light-to-moderate workloads.

- High quality protein to support muscle mass and performance
- Enhanced vitamins, amino acids and trace nutrient levels to aid performance, recovery and stamina
- Contains a natural antioxidant package
- Nutritional support for the digestive system and heart, plus our coat condition supplement for a healthy shine
- Delicious savoury flavour and appetising aroma for consistent meal consumption

Available in 2.5kg & 15kg







Lifestage

The Lifestage range meets functional requirements throughout the life of a working dog. The range includes Puppy/Junior to give a pup the best start in life, Lamb Sensitive to give additional support for adult dogs suffering stomach and skin sensitivities, Lite for weight management and Senior for working dogs entering their golden years.



Puppy/Junior combines a number of innovative concepts to enhance your puppy's development throughout the growing period, ensuring your puppy can fulfil its potential.

- Appropriate for all sizes of working dogs
- Ideal as puppy's first food from 2-3 weeks old, right through to adulthood*
- Contains nutrients such as omega 3 fatty acids to help support neural development and learning
- Natural antioxidant and herb package for health and well-being, plus prebiotics to help support gut health and development
- Wheat gluten free recipe
- Provides moderate energy levels to encourage growth



Available in 2.5kg & 12kg

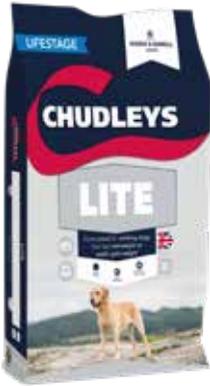


Lamb Sensitive is the ideal diet for adult working dogs that have a tendency towards 'delicate' digestive systems.

- Wheat gluten, soya and egg free recipe: ingredients that are commonly reported to cause digestive upsets
- Contains dietary fibre sources, prebiotics and specially-selected herbs to help maintain intestinal health and stability
- Contains QLC, our unique natural blend to enhance your dog's antioxidant status, plus a nutrient package to promote a glossy coat and skin
- No added artificial colours or flavours



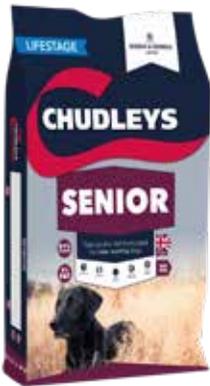
Available in 2.5kg & 15kg



Lite is a reduced calorie diet which is ideally suited to dogs that easily gain weight or have a tendency to be overweight.

- Contains carnitine to help utilise fat reserves for energy and help support weight management
- The blend of functional fibres and slowly-digested carbohydrates help to support that 'fuller' feeling for your dog during weight control, consequently helping to reduce hunger pangs
- With QLC antioxidants and enhanced key vitamin levels to meet your dog's needs for nutrients whilst on low calorie intakes

Available in 2.5kg & 15kg



Senior has be especially formulated for older, less active dogs that require less fat, and contains a joint care package.

- Especially formulated for older working dogs from approximately seven years old*
- Adjusted flavour profiles to combat reducing senses of taste and smell and maintain appetite
- Green lipped mussel and herbs provide nutritional support for the musculoskeletal system and mobility
- Functional fibres promote intestinal well-being
- Contains our coat condition supplement for a healthy shine and taurine for a healthy heart
- QLC and carnitine provide nutritional support for antioxidant status and maintenance of cognitive function

Available in 2.5kg & 15kg



"I have fed Chudleys dog food for 35 years with first class success. They look great and work to the high level I demand, and I put this down to their diet. What you feed your dog is of the utmost importance and I attribute my success to the blend of top dogs fed on Chudleys."

Chudleys ambassador, Breeder and trainer of Gersenary Pointers



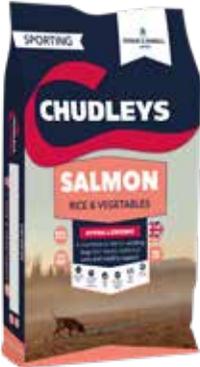


“With the extra work carried out by my dogs during the shooting season, it is very important to ensure that they have the correct amount of nutrition to cater for the additional workload. For this reason, I move my dogs onto Duck and Salmon during the winter months.”

**Howard Kirby, Chudleys ambassador,
Owner of Mullenscore Dog
Training Centre and Lains
Shooting School**

Sporting

Our Sporting range is primed with premium performance diets for the active working dog. Get the best from your dog with feature-rich diets, whether you are in training for the shooting season or need additional support when working hard.



Salmon with Rice & Vegetables has been designed for adult working dogs during the rest phase or when in lighter work.

- Added glucosamine and green lipped mussel to help provide nutritional support for joints
- Contains a natural antioxidant package
- Includes salmon oil - a great source of omega 3 fatty acids for the support of learning and mobility
- A combination of carnitine, key vitamins and calories from fat help the dog to get the most from his diet for working performance
- Contains dietary fibre sources and prebiotics for nutritional support of the intestine

22%
Protein

12%
Fat

3%
Crude Fibres

5.75%
Crude Ash

Available in 2.5kg & 15kg



Duck with Rice & Vegetables is ideal for both working and sporting dogs that have lighter workloads and require bursts of energy.

- 'Rich in duck and rice' recipe
- Naturally hypoallergenic
- Digestion and immune support
- Includes salmon oil - a great source of omega 3 fatty acids for the support of learning and mobility
- Joint support package
- Natural antioxidants

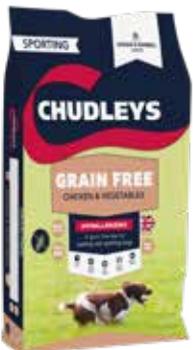
23%
Protein

12%
Fat

2.5%
Crude Fibres

5.75%
Crude Ash

Available in 2.5kg & 15kg



Grain Free Chicken & Vegetables is ideal for working dogs that enjoy a cereal-free diet

- Naturally hypoallergenic
- Digestion and immune support
- Glucosamine and green lipped mussel
- Coat condition package
- Includes salmon oil - a great source of omega 3 fatty acids for the support of learning and mobility
- A combination of carnitine, key vitamins and calories from fat helps the dog get the most from his diet for working performance.

24%
Protein

14%
Fat

3.5%
Crude Fibres

8%
Crude Ash

Available in 2.5kg & 15kg



Chudleys is proud to be title sponsors of the Chudleys Gundog Championship.

The only competition of its kind, this Championship aims to discover the finest talent in the world of Scurry and Working Test handlers, and proves quite lucrative for the winning competitor too. The Championship will test the mettle of the finest of handlers in a Grand Final in the Working Dog Arena on the Sunday of the Midland Game Fair. The Final will see the top handler in each discipline compete head to head in order to be crowned the Chudleys Gundog Champion.

The Chudleys Gundog Championship is one of the most popular competitions of all the championship events. Year on year it continues to draw in hundreds of handlers and their dogs eager to take part.



Visit www.gundogchampionship.com
for more information

Feeding instructions



Water

Always ensure that you supply your dog with ample water throughout the day. The purpose of water is to carry and move important nutrients into and out of the cells of the body. It aids in the digestion of food and helps the body to absorb the nutrients. Water also serves to cool the body down and works to maintain a normal body temperature.



Puppies and young dogs

When feeding your puppy or a new litter introduce the diet gradually over a period of 5-7 days. The food should be mixed with warm water and stirred until a gruel is formed. Care should be taken to ensure that all puppies in the litter get an equal share. Once weaned, the food can be fed dry or moistened with water or gravy to the consistency that your puppy prefers.

Use the table below to guide you through your puppy's feeding requirements.

PUPPY/JUNIOR	Expected adult body weight	<1 mos.	1-2 mos.	2-4 mos.	4-6 mos.	6-8 mos.	8-10 mos.	10-12 mos.	12-18 mos.
	Small 5-10kg	<25 gms	75-130 gms	130-150 gms	150-155 gms	140-150 gms	Change to Chudleys Adult dog food		
	Medium 10-25kg	<30 gms	100-175 gms	175-285 gms	270-285 gms	260-270 gms	260-260 gms		
	Large 25-45kg	<35 gms	130-220 gms	220-320 gms	320-400 gms	400-410 gms	395-410 gms	380-395 gms	
	Giant 45kg	<45 gms	150-335 gms	335-465 gms	465-530 gms	530-610 gms	585-610 gms	540-585 gms	530-150 gms

*Please note that the feeding guides are very basic guides for portion sizes. Each dog is different, as is each diet. Please check the packaging for a better indication of the energy required for each dog.



Dog Size-O-Meter

Use the Dog Size-O-Meter below as a handy guide when checking your dog. If you deem your dog to be in rows 1 and 5, then we would recommend seeking advice from your vet.

	Size-O-Meter Score:	Characteristics:
1.	Very Thin More than 20% below ideal body weight 	<ul style="list-style-type: none">• Ribs, spine and hip bones are very easily seen (in short haired pets)• Obvious loss of muscle bulk• No fat can be felt under the skin
2.	Thin Between 10-20% below ideal body weight 	<ul style="list-style-type: none">• Ribs, spine and hip bones easily seen• Obvious waist and abdominal tuck• Very little fat can be felt under the skin
3.	Ideal 	<ul style="list-style-type: none">• Ribs, spine and hip bones easily felt• Visible waist with an abdominal tuck• A small amount of fat can be felt
4.	Overweight 10-15% above ideal body weight 	<ul style="list-style-type: none">• Ribs, spine and hip bones are hard to feel• Waist barely visible with a broad back• Layer of fat on belly and at base of tail
5.	Obese More than 15% above ideal body weight 	<ul style="list-style-type: none">• Ribs, spine and hip bones extremely difficult to feel• under a thick layer of fat• No waist can be seen and belly may droop significantly• Heavy fat pads on lower back and at the base of the tail

Call our helpline on 0845 345 2627 for guidance on how to get your dog to its ideal weight.

FAQ

I want to change my dog's diet onto Chudleys. How do I do this?

When changing your dog's diet it is important to introduce the new food gradually over a period of up to seven days to allow your dog's digestive system to adapt to the new diet. Start by mixing in a small amount of your new Chudleys food with your dog's previous diet, gradually increasing the amount of Chudleys and decreasing the previous food, until you are completely switched over to Chudleys. Allowing your dog's digestive system to adapt will aid in avoiding digestive upset.

Do I need to add any other food to my dog's Chudleys diet?

No, all Chudleys foods are complete diets, specially formulated with optimum nutrient, vitamin and mineral levels to support your dog. When additional food is added in on top of the complete diet this can upset the nutritional balance of the diet.

What is meant by 'Ash' in the nutritional information of my dog's food?

Ash is a legal term which represents the general mineral content of the food and is a legal requirement on a pet food label.

I would like a food that contains joint support for my dog. Which products can I choose?

- Puppy/Junior contains glucosamine
- Working Crunch contains green-lipped mussel and mobility herbs
- Duck with Rice & Vegetables contains green-lipped mussel, glucosamine and mobility herbs
- Salmon with Rice & Vegetables contains green-lipped mussel, glucosamine and mobility herbs
- Grain Free Chicken & Vegetables contains green-lipped mussel, glucosamine and mobility herbs

Does Chudleys contain artificial flavourings or preservatives?

No, Chudleys use no artificial flavours or preservatives. We use our natural antioxidant package to keep every bag of Chudleys as fresh as the day it was packaged.

Will every bag of my dog's food look the same?

Due to natural raw material variation the colour of the food may differ slightly between batches, however rest assured that we test every raw ingredient and every batch of completed food that leaves our mill to ensure that every bag of Chudleys is consistently produced to the same high standard.

Chudleys is not as expensive as some other brands of dog food. Is there a reason for this?

We know that your dog means the world to you, however you do not want his food to cost the earth so we offer excellent foods at a competitive price, with no compromise on quality!

Can I add water to Chudleys foods?

You can feed Chudleys either with or without the addition of water or gravy, in accordance to your dog's preferences. Be careful not to add boiling water to the food as this will damage the vitamins and minerals in the feed.

How much should I feed my dog?

The feeding guidelines on the website and bag should only be used as a guide. It is important that each dog is fed as an individual, with the amount fed varying dependent on breed, activity, age and lifestyle. It is important to monitor your dog's bodyweight and condition and make changes to the diet accordingly.

I wish to feed my dog a wheat gluten free recipe, do you have anything suitable?

Yes, Puppy/Junior, Grain Free Chicken & Vegetables, Duck with Rice & Vegetables, Salmon with Rice & Vegetables and Lamb Sensitive are all wheat gluten and soya free.

My dog is currently being fed Puppy/Junior, at what age should I change on to an adult ration?

The age at which to move your dog onto an adult ration is dependent on breed and the individual dog, however our general guidelines are:

Small (5-10kg)	Between 8-10 months
Medium (10-25kg)	Between 10-12 months
Large (25-45kg)	At approximately 12 months
Very Large (45kg+)	At approximately 18 months



CHUDLEYS



Keep in contact with Chudleys

Nutritional Helpline : 0845 345 2627

Should you need any support, then our experienced and knowledgeable team is on hand to provide advice on our product range and canine nutrition.



@ChudleysDog
#chooseChudleys

www.chudleys.com

