

## No two customers are the same

## No two dogs are the same

That's why the expert canine nutritionists at Alpha have developed a comprehensive range of performance foods to more than satisfy all working breeds from the lazy labrador to the winning greyhound.

Alpha feeds are complete diets, carefully formulated to provide optimum nutritional balance combined with high palatability.

Your customers will appreciate the high performance and great value of Alpha and your business will benefit from sharing in the phenomenal sales success of our popular recipes.

## Bags of sales appeal

Alpha sales have rocketed since we relaunched our most popular brands, launched new varieties and introduced our distinctive new packaging – designed to fly off your shelves.

Make sure you maximise sales and profit potential by displaying the full Alpha range in a prominent position in your feed section.

## Full of goodness and great tasting too

Alpha quality ingredients include chicken, turkey and fish, which are excellent and easily digestible sources of protein.

These proteins are blended with poultry oil, rice and a variety of whole cereals, sugar beet, linseed, brewer's yeast, minerals, vitamins and extract of Yucca Schidigera (a natural substance that promotes nutrient absorption in the gut).

## A healthy heritage

Alpha Feeds benefits from decades of experience in the formulation and production of high performance feeding ranges. The company is part of an independent, family owned business with over 100 years of trading heritage.

Based in Nottinghamshire, Alpha invests heavily in its research and manufacturing capability and uses locally sourced ingredients to guarantee freshness and traceability.

Alpha Feeds takes great pride in the exceptional quality, and value, of its products.

*"When you've got what people want, selling it is easy"*

**BROCHURE HOTLINE  
01427 880914**

Call now to receive free copies of our customer information brochure to help you promote and up-sell the Alpha range of peak performance dog foods.



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## Good looking, packed with potential and growing fast



We could only be talking about the Alpha range of peak performance dog foods

1st for **performance**  
1st for **profit**  
[www.alphafeeds.com](http://www.alphafeeds.com)



The food of champions

Information for the  
**pet food trade**



The food of champions

## 8 great reasons to stock Alpha

### COMPLETE RANGE

Alpha high performance feeds have been developed as a range that offers your customers a diet to suit dogs of every working breed, whatever their life stage or activity levels.

### OPTIMUM CASHFLOW

With just 8 recipes, the compact nature of the Alpha range helps optimise cashflow by minimising the number of products you have to stock.

### HIGH PROFIT MARGINS

Alpha feeds offer the retailer a minimum of 25% profit margin. They are VAT free and great value for money.

### NATIONAL DISTRIBUTION

Alpha feeds are readily available from leading national wholesalers in whatever quantities you require.

### CONVENIENTLY PACKAGED

Each product has a distinctive colour-coded pack making it easy for your customers to identify which food they require. They are available in both 2.5kg and 15kg pack sizes to appeal to trial purchasers, pedestrian customers and drivers.

### EXCELLENCE AND CONSISTENCY OF MANUFACTURE

Alpha feeds are prepared to exacting standards in our own state-of-the-art manufacturing facility to ensure consistency of recipe and quality control.

### EXCLUSIVE TO SPECIALISTS

Alpha restricts distribution to specialist pet and feed retailers who can provide genuine advice and help with animal nutrition queries.

### MARKETING SUPPORT

Alpha is proud to support the trade with extensive advertising campaigns, money off vouchers, sampling, consumer loyalty schemes, high trade stand profile at shows and a variety of trade/consumer promotions.

## Alpha Original

The 'Original' Alpha recipe is still one of the most popular muesli style recipes.

## Alpha Worker Maintenance

Alpha Worker Maintenance is the lowest energy crunchy nugget in the range.

## Alpha Gold

Alpha Gold muesli features a glaze of natural glucose that is highly palatable to the fussiest of eaters.

## Alpha Sporting Dog

Alpha Sporting Dog contains chicken and rice along with yeast, which is rich in Vitamin B to optimise protein and energy digestion.

## Alpha Original 'extra'

'Extra' is Alpha Original muesli with 'extra' meat added for more active dogs.

## Alpha Field Nuggets

Alpha Field Nuggets have been carefully formulated to include fish meal, which is very rich in essential amino acids, and whole linseed which is rich in Omega 3 fatty acids to provide supple joints, a strong heart, healthy skin and a shiny coat.

## Alpha Racer

The advanced formulation of Racer delivers optimal performance under competition and racing conditions. Its finely balanced blend of proteins, including meat, fish and milk, together with seaweed (which is a good source of organic based minerals), ensures peak fitness and racing condition for competition at the highest levels.

## High Performance

Alpha nutritionists have designed High Performance as the ultimate peak performance dog food. It is a hypoallergenic (wheat gluten free) food with fructo-oligosaccharide, which meets all the requirements of dogs in racing and competition as well as brood bitches in whelp and puppies.

