

Where to buy Alpha

You will find the Alpha range in all good independent Pet Shops,
Country Stores and Agricultural Merchants.
Contact us for your local stockist or further information.

0844 800 2234

Email: info@alphafeeds.com
www.alphafeeds.com

1st for **taste**
1st for **performance**



The food of champions

Grove Pet Foods Ltd.

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Email: info@alphafeeds.com www.alphafeeds.com



The food of champions

1st for **taste**
1st for **performance**

Complete nutritional excellence
for demanding dogs,
cats and ferrets



Proudly **British**
Manufactured

A family affair

Alpha is a family owned business with over 100 years of trading heritage. We continue to invest heavily in research and manufacturing capabilities and take great pride in the exceptional quality and value of our products.

We have a passion for animals and care deeply about their health, vitality and performance.

Alpha's got the lot

Every meal is balanced and nutritionally complete - there is no need to add additional meat or supplements to your dog's diet.

Nothing but the best for your best friend

Alpha performance 'VAT free' working dog foods are temptingly tasty, muesli and nugget style meals that provide dogs with complete nutritional satisfaction.

Fed and recommended by professional trainers and breeders, the range has been created to satisfy the needs of all ages and activity levels from resting to working, training to competing, and whelping to racing.

Alpha dog, cat and ferret foods offer exceptional quality and value for money.

Alpha in the community

Alpha are proud sponsors of gun dog working tests, field trials, husky rallies and greyhound, lurcher & ferret shows throughout the UK.

Manufacturing excellence and consistency

Alpha products are formulated by nutritionists with years of practical experience and are manufactured in our own factory. This enables greater control over the production process and allows us to operate using fixed formulations. Additional quality control and monitoring processes ensure that products are made to exacting standards.

Wherever possible, the ingredients that we use are sourced from local suppliers (farmers, merchants and processors), who are members of recognised accredited supplier schemes.

We ourselves are members of the PFMA (Pet Food Manufacturers Association) and PIF (Pet Industry Federation) and aim to deliver quality products with clearly labelled ingredients and sound pet care advice.



Dog Food

A comprehensive range of complete dog foods

In choosing the optimum Alpha product for your dog, you need to assess the level of energy they will require from their diet. The two key components in these feeds are protein and oil - the more energy required by your dog, the more protein and oil is required in their diet.

Alpha has divided its range into three categories of protein and oil content to satisfy dogs with different energy needs. When a dog in one category is experiencing unusual periods of activity, it is advisable to upgrade their feed accordingly.

Active/Training/Working/Junior

Working dogs such as gundogs, sheepdogs and agility dogs all have to be fit and healthy to perform at their best. The Alpha range of complete recipes provides the balanced nutrition required by active dogs. Higher levels of protein and oil fuel their muscle development and work rate, whilst maintaining a healthy skin & coat, teeth & bones and immune system.



Rest/Play/Home/Senior

Alpha dog foods for less active dogs provide controlled energy sources for working dogs at rest and seniors. Available as either kibble or muesli style blends of the highest quality ingredients, Alpha's complete recipes are designed to deliver a range of benefits to digestive health, body mass & muscle tone, skin & coat condition, teeth & bones, immunity and overall well-being.



Racing/Competing/Puppy

Owners want winning dogs, so the Alpha performance dog food range has been developed to deliver just that – peak condition that places racing dogs at the front of the pack and competing dogs at the top of the podium. Alpha Racer and High Performance dog foods have been nutritionally formulated to help promote healthy muscle development and deliver boundless energy and stamina to cope with the most demanding and challenging events. Alpha Sporting Puppy has been specially formulated to help ensure optimum development and prepare them for later life.



Alpha Sporting Puppy

A complete premium puppy food, nutritionally formulated using high quality ingredients, to give your puppy the best possible start in life.

- Suitable for Puppies up to 9 months
- Hypo-Allergenic & Wheat Gluten Free
- Fish Meal & Linseed for Essential Omega 3 Oils – Aids Healthy Skin & Coat Condition
- No Added Artificial Colours or Flavours
- Aids Growth & Development
- 29% Protein
- VAT Free in the UK

Composition: Poultry Meat Meal (26.0%), Rice (26.0%), Whole Maize, Poultry Oil, Maize Gluten Meal, Sugar Beet, Fish Meal (2.5%), Whole Linseed (2.5%), Brewers Yeast, Fructo-Oligosaccharides (FOS), Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	29.0%
Crude Oils & Fats	17.0%
Crude Fibres	2.0%
Crude Ash	6.5%



Feeding Guidelines

Suitable for all breeds of dog, Alpha Sporting Puppy should be introduced to puppies from 3 weeks old - soaked in warm water to form a porridge or gruel and allowed to cool before feeding. It is a crunchy food that can be later fed dry.

Puppies should be fed 4 small meals per day up until 12 weeks of age. The number of meals should then be gradually reduced to 2 meals per day as an adult.

This approach to feeding is designed to accommodate the puppy's small digestive system and ensure that it does not become overloaded. For this reason, it is also important that you stick to the same food unless a change is recommended by your vet. In this instance, please consult the 'Guide to Switching Foods' on page 16.

Meals should be consumed within 5-10 minutes, after this time, remove the bowl and provide

fresh food for the next meal. If there is any food left you will need to reduce the amount, as this indicates that you are feeding too much. On the other hand, if your puppy eats the meal quickly, this may mean that you need to feed more.

Feeding quantities should be varied according to age, breed, condition and the amount of exercise your puppy receives. Start with the recommendations on the bag and then monitor your puppy's weight and body condition and make any necessary adjustments in order to ensure that your puppy stays at its ideal weight.

We recommend moving your puppy from Alpha Sporting Puppy to Alpha Junior & Active (Field Nuggets) between 6 and 9 months of age. Your dog can then progress to one of Alpha's adult dog foods such as Alpha Adult Maintenance (Sporting Dog) between 12 and 18 months of age when they reach maturity. However, this is only a guide and may vary according to your dog's individual needs.

Fresh clean water must always be available.

This product is also suitable for pregnant and lactating bitches.



Alpha Adult Maintenance

Worker Maintenance - with British Beef

Nutritionally formulated as a complete and balanced maintenance food, with controlled energy levels, for all adult dogs.

- 19% Protein
- Ideal for Overweight Dogs & those prone to Weight Gain
- Supports the Dietary Needs of Older Dogs
- Fish Meal for Essential Omega 3 Oils – Aids Healthy Skin & Coat Condition
- No Artificial Colours or Flavours Added
- VAT Free in the UK

Composition: Whole Wheat, Beef Meat Meal (19.0%), Wheatfeed, Whole Maize, Poultry Oil, Fish Meal (1.0%), Brewers Yeast, Fructo-Oligosaccharides (FOS), Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	19.0%
Crude Oils & Fats	8.0%
Crude Fibres	3.0%
Crude Ash	8.0%



Alpha Gold Moist Muesli

Nutritionally formulated as a complete and balanced food for all adult dogs.

- Ideal for Fussy Eaters
- With Glucose for Enhanced Palatability
- Can be Fed Wet or Dry
- Balanced Mix of Crunchy Kibbles & Cereal Flakes
- VAT Free in the UK

Composition: Whole Wheat, Beef Meat Meal, Flaked Maize, Wheatfeed, Glucose Syrup (5.0%), Flaked Peas, Poultry Oil, Poultry Meat Meal, Maize Gluten Meal, Whole Maize, Brewers Yeast, Fish Meal, Soya Oil, Limestone Flour.

Analytical Constituents

Crude Protein	20.0%
Crude Oils & Fats	9.0%
Crude Fibres	2.5%
Crude Ash	9.0%



Alpha Sensitive with Chicken & Rice

Nutritionally formulated as a complete and balanced food to meet the needs of those adult dogs with a delicate or sensitive digestive system.

- Hypo-Allergenic & Wheat Gluten Free
- No Artificial Colours or Flavours Added
- No Soya or Dairy Products Added
- Natural Prebiotic helps Promote Digestive Health
- Fish Meal & Linseed for Essential Omega 3 Oils – Aids Healthy Skin & Coat Condition
- VAT Free in the UK

Composition: Whole Maize, Whole Oats, Beef Meat Meal, Rice (12.0%), Poultry Meat Meal (7.0%), Poultry Oil, Fish Meal (2.5%), Whole Linseed (2.5%), Brewers Yeast, Fructo-Oligosaccharides (FOS) (0.2%), Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	20.0%	Crude Fibres	3.5%
Crude Oils & Fats	10.0%	Crude Ash	7.5%



Alpha Original Extra Premium Muesli

Nutritionally formulated as a complete and balanced food for all adult dogs - with extra meat.

- 22% Protein
- Extra Meat
- Carbohydrates for Sustained Energy Release
- Balanced Mix of Crunchy Kibbles & Cereal Flakes
- VAT Free in the UK

Composition: Whole Wheat, Beef Meat Meal (24.0%), Flaked Maize, Wheatfeed, Flaked Peas, Poultry Oil, Poultry Meat Meal (2.0%), Whole Maize, Maize Gluten Meal, Brewers Yeast, Fish Meal, Soya Oil, Limestone Flour.

Analytical Constituents

Crude Protein	22.0%
Crude Oils & Fats	10.0%
Crude Fibres	2.5%
Crude Ash	9.5%



Alpha Sensitive Extra with Duck & Rice

Nutritionally formulated as a complete and balanced food to meet the needs of adult dogs with a sensitive digestive system.

- Hypo-Allergenic & Wheat Gluten Free
- No Artificial Colours or Flavours Added
- No Soya or Dairy Products Added
- Prebiotics to help Promote Digestive Health
- Fish Meal & Linseed for Essential Omega 3 Oils – Aids Healthy Skin & Coat Condition
- VAT Free in the UK

Composition: Rice (21.0%), Whole Oats, Duck Meat Meal (16.0%), Beef Meat Meal, Whole Maize, Poultry Oil, Fish Meal (2.5%), Whole Linseed (2.5%), Brewers Yeast, Fructo-Oligosaccharides (FOS) (0.1%), Mannan-Oligosaccharides (MOS) (0.1%), Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	25.0%
Crude Oils & Fats	12.0%
Crude Fibres	3.0%
Crude Ash	8.5%



Alpha Adult Maintenance Sporting Dog - with Chicken & Rice

Nutritionally formulated as a complete and balanced maintenance food for all adult dogs.

- 22% Protein
- High Quality Chicken Protein
- Rice as a Source of Carbohydrate for Sustained Energy Release
- Natural Prebiotic helps Promote Digestive Health
- Highly Digestible & Palatable Ingredients
- No Artificial Colours or Flavours Added
- VAT Free in the UK

Composition: Whole Wheat, Beef Meat Meal, Wheatfeed, Whole Maize, Poultry Meat Meal (9.0%), Poultry Oil, Rice (5.0%), Brewers Yeast, Sugar Beet, Fructo-Oligosaccharides (FOS) (0.2%), Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	22.0%
Crude Oils & Fats	10.0%
Crude Fibres	3.0%
Crude Ash	8.5%



Alpha Junior & Active Field Nuggets

Nutritionally formulated as a complete and balanced food for junior dogs from 6 months and active adult dogs.

- 25% Protein for Muscle Development & Strength
- No Artificial Colours or Flavours Added
- Fish Meal & Linseed for Essential Omega 3 Oils – Aids Healthy Skin & Coat Condition
- Natural Prebiotic helps Promote Digestive Health
- Balanced Proteins, Oils & Carbohydrates for Enhanced Stamina & Work Rate
- VAT Free in the UK

Composition: Whole Wheat, Beef Meat Meal, Wheatfeed, Whole Maize, Poultry Oil, Poultry Meat Meal, Maize Gluten Meal, Fish Meal (2.5%), Whole Linseed (2.5%), Sugar Beet, Fructo-Oligosaccharides (FOS) (0.2%), Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	25.0%
Crude Oils & Fats	12.0%
Crude Fibres	3.0%
Crude Ash	9.0%



Alpha Racer

Nutritionally formulated as a complete and balanced food which helps optimise performance under racing conditions. Suitable for dogs in training, stud dogs, brood bitches, pups and sapplings.

- 28% Protein
- Easy Soak Kibble
- Fish Meal & Linseed for Essential Omega 3 Oils - Aids Healthy Skin & Coat Condition
- Rice & Cereal Grains for Consistent Energy Levels & Enhanced Stamina
- High Quality Protein for Muscle Development
- No Artificial Colours or Flavours Added
- VAT Free in the UK

Composition: Whole Wheat, Beef Meat Meal (14.0%), Poultry Meat Meal (11.0%), Wheatfeed, Maize Gluten Meal, Poultry Oil, Rice, Whole Maize, Brewers Yeast, Sugar Beet, Fish Meal (1.0%), Whole Linseed (1.0%), Seaweed Meal, Milk Powder, Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	28.0%
Crude Oils & Fats	15.0%
Crude Fibres	2.5%
Crude Ash	8.5%



Alpha High Performance

Nutritionally formulated as a complete and balanced food to help enhance stamina for dogs that require sustained physical effort, including sled dogs, greyhounds, emergency rescue, hunting and sheepdogs. Also suitable for dogs in training, stud dogs, brood bitches, pups and saplings.

- 32% Protein & 20% Oil
- Hypo-Allergenic & Wheat Gluten Free
- Rice & Cereal Grains for Consistent Levels of High Energy & Enhanced Stamina
- Fish Meal & Linseed for Essential Omega 3 Oils – Aids Healthy Skin & Coat Condition
- FOS & MOS as Natural Prebiotics to help improve Digestive Health
- No Artificial Colours or Flavours Added
- VAT Free in the UK

Composition: Poultry Meat Meal (25.0%), Rice, Whole Maize, Poultry Oil, Beef Meat Meal (9.0%), Maize Gluten Meal, Sugar Beet, Whole Linseed (5.0%), Fish Meal (2.5%), Brewers Yeast, Fructo-Oligosaccharides (FOS) (0.2%), Mannan-Oligosaccharides (MOS) (0.2%), Milk Powder, Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	32.0%
Crude Oils & Fats	20.0%
Crude Fibres	2.5%
Crude Ash	9.0%



Feeding guidelines for dogs

Feeding quantities should be adjusted according to age, breed, sex, condition, weight and the amount of exercise your dog takes.

Start with the recommendations on the bag and then monitor your dog's weight and body condition and make any necessary adjustments in order to ensure that your dog stays at their ideal weight.

Please note that working dogs, depending on their level of activity may need up to double the amount shown and pregnant & lactating bitches may need up to three times the amount shown to accommodate increased energy demands.

Adult and junior dogs should be fed twice a day, whilst puppies and pregnant & lactating bitches should be fed three or four times a day. However, this is only a guide and may vary according to the individual needs of your dog.

Fresh clean water must always be available.

Alpha dog foods are nutritionally formulated, complete diets and do not need any additional meat.

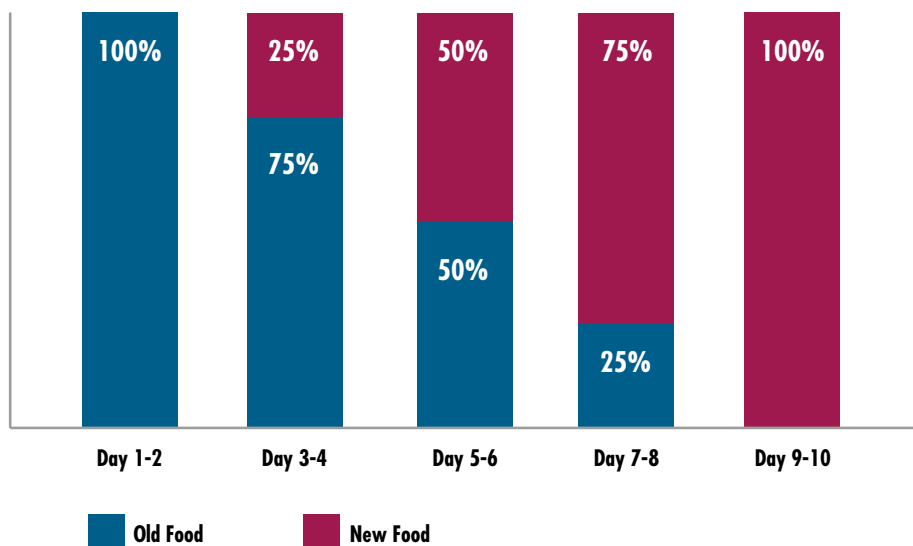
They can be fed dry or moistened to a consistency that your dog prefers, using warm water and allowing to cool before feeding.

Guide to Switching Foods

When feeding Alpha for the first time, or when switching from one Alpha product to another, it is important that the change is introduced gradually to prevent any potential digestive upset. We recommend that this is done over 5-10 days, whereby you slowly decrease the amount of old food and increase the amount of new food in the dog's daily ration. Please see the chart below for suggested daily amounts.

For advice on feeding your puppy please refer to pages 6-7.

Additional advice on feeding your dog is available on pack. Further help and information on caring for your pet is also available from the PFMA (Pet Food Manufacturers Association) website at www.pfma.org.uk



Cat Food

Alpha Cat Mix With Fish

Nutritionally formulated as a complete and balanced food for adult cats.

- Highly Digestible & Palatable Ingredients
- Crunchy Kibbles for Dental Health
- Omega 6 & 3 Fatty Acids for Skin & Coat Health
- Added Taurine - an Essential Amino Acid for Cats
- Extract of Yucca Schidigera to Aid Digestion & help Reduce Stool Odour

Composition: Whole Wheat, Poultry Meat Meal, Wheatfeed, Soya, Whole Peas, Poultry Oil, Beef Meat Meal, Brewers Yeast, Pea Protein, Whole Maize, Poultry Digest, Salmon Meal (1.5%), Tuna Meal (1.5%), Fish Meal (1.0%), Autolysed Yeast, Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	32.0%
Crude Oils & Fats	10.0%
Crude Fibres	3.0%
Crude Ash	8.5%

Alpha Cat Mix With Meat

Nutritionally formulated as a complete and balanced food for adult cats.

- Highly Digestible & Palatable Ingredients
- Crunchy Kibbles for Dental Health
- Omega 6 & 3 Fatty Acids for Skin and Coat Health
- Added Taurine - an Essential Amino Acid for Cats
- Extract of Yucca Schidigera to Aid Digestion & help Reduce Stool Odour

Composition: Whole Wheat, Poultry Meat Meal (21.0%), Soya, Wheatfeed, Whole Peas, Beef Meat Meal (5.0%), Whole Maize, Poultry Oil, Brewers Yeast, Pea Protein, Fish Meal, Poultry Digest, Rabbit Meat Meal (1.0%), Autolysed Yeast, Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	32.0%
Crude Oils & Fats	10.0%
Crude Fibres	3.0%
Crude Ash	8.5%

Advice on feeding your cat is available on pack. Further help and information on caring for your pet is also available from the PFMA (Pet Food Manufacturers Association) website at www.pfma.org.uk

Ferret Food



Ferrets make great pets and with the right care and feeding regime can live up to 12 years. They come in a wide variety of colours and are well known for having powerful, distinct and engaging personalities.

Alpha Ferret Feast

Nutritionally formulated as a premium, complete food to meet all the nutritional needs of working, pet and show ferrets of all ages and breeds.

- 36% Protein
- No Artificial Colours or Flavours Added
- High Quality Chicken & Fish Proteins
- High Oil content for Healthy Skin & Shiny Coat
- Crunchy Extruded Nugget to Help Clean Teeth
- Easy to Digest & Highly Palatable
- Contains Calcium & Phosphorus to Maintain Healthy Gums & Teeth
- With Taurine Added

Composition: Poultry Meat Meal (27.0%), Whole Wheat, Fish Meal (15.0%), Whole Maize, Poultry Oil, Maize Gluten Meal, Brewers Yeast, Sugar Beet, Whole Linseed, Extract of Yucca Schidigera.

Analytical Constituents

Crude Protein	36.0%
Crude Oils & Fats	19.0%
Crude Fibres	2.0%
Crude Ash	9.0%

Feeding Guidelines

Alpha Ferret Feast should be fed ad lib to ferrets as they have a very fast metabolism. If a ferret becomes overweight, either increase their activity levels or reduce the amount of food to 5% of their body weight.

When introducing Alpha Ferret Feast to kits moisten with warm water until soft and allow to cool before feeding. Remove any uneaten food after a few hours and replace it with fresh. Gradually introduce kits to dry food after 5-6 weeks. When feeding for the first time, we recommend that you introduce Alpha Ferret Feast gradually over a number of days until it replaces all other food.

Alpha Ferret Feast is a crunchy food that should be fed dry to all adult ferrets.

Fresh clean water must always be available.

Tips on Caring for your Ferret

- It is important that any housing you purchase for your ferret is escape proof, easy to clean, has a separate sleeping area and enough room for your ferret to exercise.
- As a result of the ferret's playful nature, it is especially important to spend time with them. They love playing with small balls and tubes and can be taken for walks using a ferret harness.
- Ferrets claws must be clipped and their ears checked regularly to prevent wax build up.
- Neutering is recommended for male ferrets (hobs) in order to prevent unwanted litters and fights between house mates, and also reduce the odour produced during the breeding season. Jills can be removed from their season by introducing a vasectomised hob (hoblet) or using a 'jill jab' which is available from your vet.

Advice on feeding your ferret is available on pack. Further help and information on caring for your pet is also available from the PFMA (Pet Food Manufacturers Association) website at www.pfma.org.uk

