

WELCOME TO
THE PURE PACK

WHY WOULD YOU FEED YOUR PET
SOMETHING YOU WOULDN'T
EAT YOURSELF? //



A topic we fur-ociously debated at Dan's kitchen table one day...right before we hit on the idea for Pure Pet Food.

After spending our savings on a dehydration machine and having our friends' and family's pets try our recipes in the early days - we soon knew we were barking up the right tree.

Since then it's been our mission to change pet food for the better! Our aim is to make healthy food choices for pets easy and accessible. At Pure, we want to share the benefits that a healthy and low processed diet has on a pet's wellbeing, health and happiness. We dig deep to discover key information about your pet's health before recommending a range of recipes to suit their specific lifestyle.

Thank you for sup-paw-ting us on our journey so far. Let's drive up the standards of pet food together!

Mat, Dan and the Pure team

MEET OUR TEAM

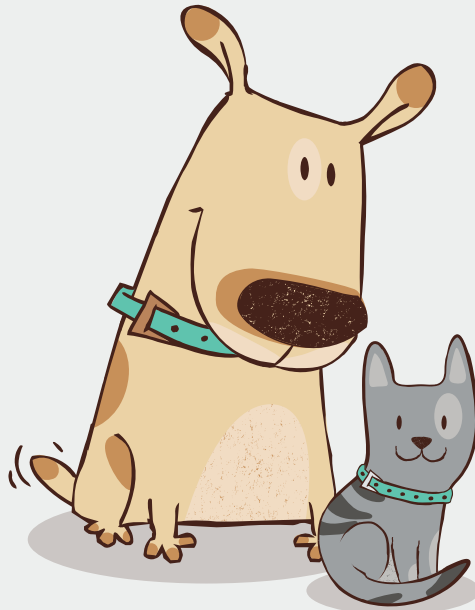


The Pure team snapped by the
pup-arazzi in 2019



We've chased our tails to get here – from facing the fierce four on BBC's Dragons Den to giving Princess Anne a reet royal welcome to our very own Yorkshire food manufacturing facility.

Pure wouldn't have been paw-sible without our passionate team of pet lovers and breed of loyal customers who only accept the highest quality food for their pets.



OUR PET FOOD IS PAWSITIVELY UNIQUE



Our process begins with 100% human-grade ingredients – you won't find any grains, meat derivatives or other nasties here.

We meticulously air dry and freeze dry each ingredient. These gentle processes simply remove the moisture from fresh food, preserving all the good stuff.



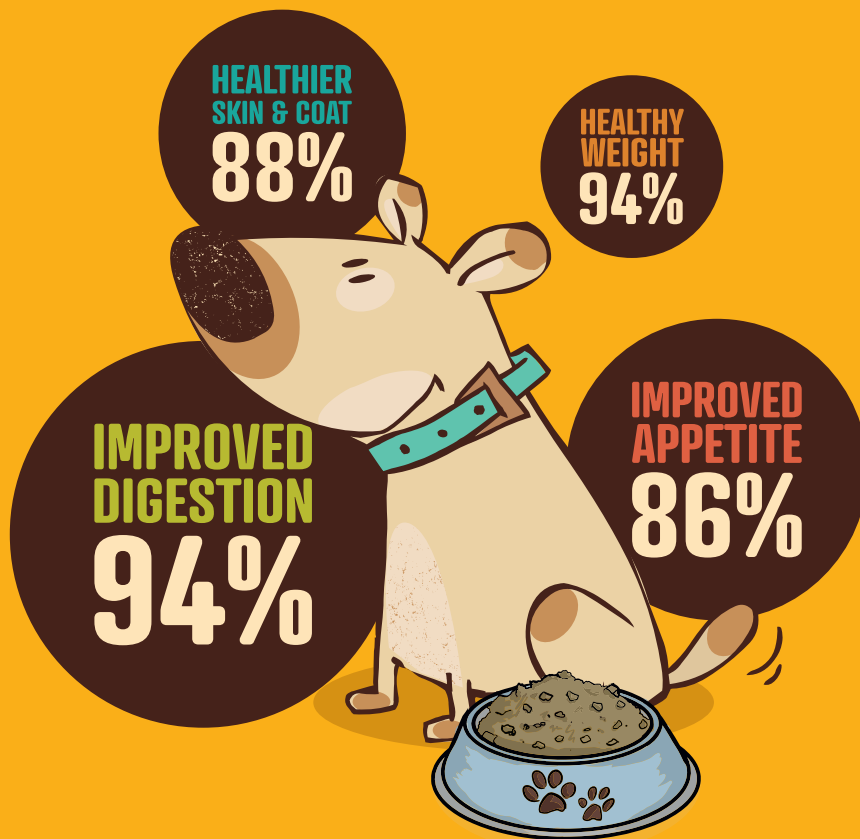


All the kibble convenience upgraded with the nutritional benefits of fresh food for a purrfect, sustainable diet. Simply add water, serve and discover the boundless pet-ential of Pure!

Pure is good for your dog, and good for the planet too! 100% recyclable and super lightweight packaging - we're environmentally conscious, right down to every last detail.



HEALTH BENEFITS THAT HIT THE SPOT



Survey results taken from 1,000 Pure customers

“The only food my very fussy Cavapoo will eat. Would highly recommend this food to anyone wanting to feed their dog or cat a nutritious tasty food.”

Alex and Skye

“Martha loves this and no more runny poos!!”

Carol and Martha

“Bun has been on Pure for 7 days now and her coat is now amazing. She struggles with dry skin and has bald patches but already her coat has got so thick and lovely!”

Alice and Bun

“Susy is no longer obese, she lost 10% of her body weight, her gut is healthy, she has been colitis free since she started with the food, no more itchy paws and no more tear stains. She looks fab!”

Mariana and Susy



LOVINGLY MADE IN YORKSHIRE

Our manufacturing process meets the highest standards, but don't just take our word for it. We're regulated by both the animal AND food authorities! It doesn't get better than that.



All of our meals are made with 100% fresh human-grade ingredients – prepped and packaged at our very own state of the art human grade food facility in West Yorkshire.

NOW YOU'RE PART OF THE PACK YOU CAN EXPECT ALL THE PAWSOME PURE BENEFITS AND PERKS...



Look out for surprise gifts and treats in your orders that really hit the spot – our little way of saying thanks for your loyalty



Dedicated and passionate customer service available over the dog 'n' bone (warning - we're all mutts about pets)!



Complete flexibility - paws, skip or transfur your recipe selection



The very best expert tips from our nutritionists and vets - fetched and curated just for you

WHAT TO EXPECT NEXT

Once your furry friend has made the full transition to their natural new, vitamin-rich diet, your pet could be next to feature on our pawtfolio of success stories.

If you have any questions in the meantime, don't hesitate to reach out. We're always more than happy to help! You can also find a selection of handy tips on our online Help Centre.



SENSITIVE STOMACH

“We have now switched her to Pure and she loves it! The stomach sensitivity has stopped, she is a lot less bloated, and her sense of cheekiness and fun has well and truly returned!”

Lisa and Magic

IBS

“My dog loves this food and it has done wonders for his IBS.”

Jax



COLITIS

“Finding a suitable food for Jess has been near impossible and the Vets bills have been never ending. Since we’ve been feeding her Pure she’s not had one bad episode and no dodgy tummy whatsoever.”

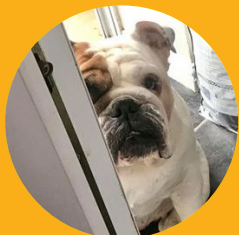
Elaine and Jess



PANCREATITIS

“Since starting her on Pure Pet Food she has stabilised and her levels for the pancreatitis have been normal for over 6 months.”

Nicola and Emma



SENSITIVE SKIN

“After 2 months of refused meals and itching skin I’ve finally found something that works for us.”

Sheryl and Betty



TEAR STAINS

“Charlie has been on Pure for about 4 weeks and his tear stains and mouth stains have almost gone!”

Barbara and Charlie



FUSSINESS

“Just had our pack and Ollie was jumping at the box when I opened it! Made him a scoop and he devoured it ♡ He’s 2 and has NEVER eaten a bowl of dog food since I’ve had him. It’s a hit 👍 👍 👍”

Helen and Ollie



KIDNEY ISSUES

“Great customer service. Even better cat food. My cat Ozzy has both IBD and kidney disease. His tummy has been so much better on the Pure food. He’s looking much healthier too. Will be sticking with this food.”

Tash and Ozzy



purepetfood.com