

QUALITY
Pet Foods

Your Trusted Partner for Quality Pet Food in New Zealand



Specialized Pet Food Contract Manufacturing in New Zealand for Your Brand





NO wheat, gluten,GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers

- Standard Recipes

Ready-to-Market Recipes

Working with accredited veterinarians and researchers from Massey University, New Zealand's leading institution in animal science, we've crafted recipes focusing on ideal consistency, nutrition, and digestibility. We also offer additional services such as clinical feeding trials and comprehensive AAFCO testing to ensure compliance with Complete and Balanced standards, available upon customer request.

All our recipes exclusively use New Zealand-sourced meat, organs, and green-lipped mussels.



AIR-DRIED

Complete and balanced meals, gently airdried for natural goodness



WET-CANNED

Complete and balanced, hydrating nutritious, and full of flavour



AIR-DRIED TREATS

Nutritious, dental health boosters and rewarding snacks

Download recipes on our website: www.nzqpetfood.com

- Private Label Recipes

Custom build your own recipes!

Our expert R&D team, led by seasoned food technologists and animal nutritionists, drives innovation in pet food. In our advanced pilot factory, we tailor formulations to your unique needs. Dedicated to creating innovative pet food solutions, our team ensures your brand excels in the competitive market.

Standard Recipes for Air-Dried

Ready-to-Market Recipes



GENTLE AIR-DRYING TECHNOLOGY

goodness of our premium



Sensitive Diaestion

With added natural fibre to help promote growth of healthy gut bacteria and support digestion



Healthy Skin & Coat

With added wild-catch fish oil, a rich source of omega 3&6 essential fatty acids to promote healthy skin and a shiny coat



High Meat Content

All our recipes contain >96% NZ meat, organs, and super food



No Added **Artificial Colours** or Preservatives

Preserved using advanced thermal sterilizing processes



Urinary **Tract Health**

Formulated to help maintain optimal urine pH range to support urinary tract health



Reduced **Stool Odour**

Formulated with to help reduce stool odour

Our Complete & Balanced Air-Dried Recipes Highlights

- · Locally Sourced New Zealand Meats: Including grass-fed beef, lamb, venison, free-range chicken, King Salmon, and ocean fish for a high meat content. Our recipes are designed to match your pet's biological needs for a nutritious, complete diet.
- · Fish Oil and Natural Fibre Addition: Aimed at reducing hairballs, along with providing essential nutrients for health and wellness.
- · Grain-Free Nutrition: Perfect for pets with grain intolerances or sensitivities, our recipes are free from wheat, gluten, GMO ingredients, corn, cereals, dairy, starch, and gums, ensuring a pure, wholesome diet.
- In-House Made Palatant Ingredient: All our recipes include this special ingredient to enhance digestion and boost the palatability of our pet food, making it irresistible to your pet.



- **Key Ingredient:** Free Range Chicken We insist on using only the highest quality NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.
- Nutritional recipes containing cats' favorite chicken liver and fish for all age stages.

Composition:

 Chicken, Salmon, Hoki, Chicken Gizzard, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, NZ Kelp, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 38% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.15% Ash max. 3%
- · Calorie Content 4800 kcal ME/kg.

Available Pack Sizes: 3.3lb (1.5kg), 8.8lb (4kg)

BEEF 👕

NO GRAINS, POTATOES, OR TAPIOCA

No high glycemic ingredients including grains, potato, or tapioca starch.

NO TSPP, GUMS, OR CARRAGEENAN

No artificial preservatives or unwanted binders such as carrageenan, agar agar or gums.

Composition:

 Beef, Beef Lung, Beef Kidney, Beef Liver, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, Yeast Extract, NZ Kelp, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 38% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.15% Ash max. 3%
- · Calorie Content 4800 kcal ME/kg.

Available Pack Sizes: 3.3lb (1.5kg), 8.8lb (4kg)

HOKI AND KING SALMON ▶



- **Key Ingredient:** New Zealand King Salmon We insist on using only the highest quality, NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.
- Nutritional recipes containing cats' favorite chicken liver and fish for all age stages.

Composition:

 New Zealand King Salmon, Hoki, Baracuda, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, NZ Kelp, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 38% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.15% Ash max. 3%
- · Calorie Content 4800 kcal ME/kg.

Available Pack Sizes: 3.3lb (1.5kg), 8.8lb (4kg)



HEALTHY SKIN & COAT

With added omega 3 enriched fish oil and seaweed to promote healthy skin and a shiny coat.

FREE-RANGE GRASS FED FARMING

Free range venison ethically raised year-round on New Zealand pastures.

Composition:

 Venison, Hoki, Venison Liver, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, NZ Kelp, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 38% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.15% Ash max. 3%
- · Calorie Content 4800 kcal ME/kg...

Available Pack Sizes: 3.3lb (1.5kg), 8.8lb (4kg)



- Key Ingredient: Grass Fed Lamb We insist on using only the highest quality, NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.

Composition:

 Lamb, Lamb Lung, Lamb Kidney, Lamb Liver, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, NZ Kelp, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 38% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.15% Ash max. 3%
- · Calorie Content 4800 kcal ME/kg

Available Pack Sizes:3.3lb (1.5kg), 8.8lb (4kg)



Our Recipes Highlights

- Locally Sourced New Zealand Meats: Including grass-fed beef, lamb, venison, free-range chicken, King Salmon, and ocean fish for a high meat content. Our recipes are designed to match your pet's biological needs for a nutritious, complete diet.
- Fish Oil and Natural Fibre Addition: Aimed at reducing hairballs, along with providing essential nutrients for health and wellness.
- Grain-Free Nutrition: Perfect for pets with grain intolerances or sensitivities, our recipes are free from wheat, gluten, GMO ingredients, corn, cereals, dairy, starch, and gums, ensuring a pure, wholesome diet.
- In-House Made Palatant Ingredient: All our recipes include this special ingredient to enhance digestion and boost the palatability of our pet food, making it irresistible to your pet.

CHICKEN AND KING SALMON



- **Key Ingredient:** Free Range Chicken We insist on using only the highest quality NZ sourced meat in our recipes...
- 100% Natural NO wheat, gluten, GMO ingredients, corn, soy, cereals, dairy, gums, starch, nor any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.
- Nutritional recipes containing cats' favorite chicken liver and fish for all age stages.

Composition:

 Chicken, Water Sufficient for Processing, King Salmon, Chicken Liver, Chicken Gizzard, Chicken Bones, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, Seaweed Extract, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 10% Crude Fat min. 5% Crude Fibre max. 4% Moisture max.78% Ash max. 3%
- · Calorie Content 1000 kcal/kg

Available Can Size: 30z (85g), 6.50z (180g) and 13.750z (385g)

BEEF AND HOKI



NO GRAINS, POTATOES, OR TAPIOCA

No high glycemic ingredients including grains, potato, or tapioca starch.

NO TSPP, GUMS, OR CARRAGEENAN

No artificial preservatives or unwanted binders such as carrageenan, agar agar or gums.

Composition:

 Beef, Water Sufficient for Processing, Hoki, Beef Lung, Beef Kidney, Beef Tripe, Beef Liver, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, Seaweed Extract, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 10% Crude Fat min. 5% Crude Fibre max. 4% Moisture max.78% Ash max. 3%
- · Calorie Content 1000 kcal/kg.

Available Can Sizes: 30z (85g), 6.50z (180g) and 13.750z (385g)

HOKI AND KING SALMON



- **Key Ingredient:** New Zealand King Salmon We insist on using only the highest quality, NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.

Composition:

 Hoki, Water Sufficient for Processing, New Zealand King Salmon, Baracuda, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, Sweet Extract, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 10% Crude Fat min. 3% Crude Fibre max. 5% Moisture max.78% Ash max. 3%
- Calorie Content 1000 kcal/kg

Available Can Size: 30z (85g), 6.50z (180g) and 13.750z (385g)

VENISON AND HOKI



HEALTHY SKIN & COAT

With added omega 3 enriched fish oil and seaweed to promote healthy skin and a shiny coat.

FREE-RANGE GRASS FED FARMING

Free range venison ethically raised year-round on New Zealand pastures.

Composition:

 Venison, Water Sufficient for Processing, Hoki, Venison Lung, Venison Heart, Venison Kidney, Venison Liver, Venison Bones, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, Seaweed Extract, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 10% Crude Fat min. 5% Crude Fibre max. 4% Moisture max.78% Ash max. 3%
- Calorie Content 1000 kcal/kg

Available Can Sizes: 30z (85g), 6.50z (180g) and 13.750z (385g)

LAMB AND HOKI



- **Key Ingredient:** Grass Fed Lamb We insist on using only the highest quality, NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, soy, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.

Composition:

 Lamb, Water Sufficient for Processing, Hoki, Lamb Lung, Lamb Kidney, Lamb Liver, Lamb Tripe, Lamb Bones, Chicken Liver, Green Lipped Mussel, Fish Oil, Natural Fibre, Natural Flavour, Seaweed Extract, Yeast Extract, Marine Collagen Extract, Minerals (Magnesium Sulfate, Zinc Amino Acid Complex, Manganese Amino Acid Complex, Copper Amino Acid Complex), Taurine, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid), Taurine.

Analytical Constituents:

- Crude Protein min. 10% Crude Fat min. 5% Crude Fibre max. 4% Moisture max.78% Ash max. 3%
- Calorie Content 1000 kcal/kg

Available Can Size: 30z (85g), 6.50z (180g) and 13.750z (385g)

Standard Recipes for Air-Dried Treats

Ready-to-Market Recipes

GENTLE AIR-DRYING TECHNOLOGY

Delicate Air-drying at lower goodness of our premium ingredients and vital nutrients





Hypoallergenic

For everyday health and well-being. Formulated without pork, grains, wheat gluten, dairy, egg, and soya



No Added **Artificial Colours or Preservatives**

Preserved using advanced thermal sterilizing processes

Dental Health:

Tasty treats that promote stressrelieving chewing and help reduce plaque and tartar, enhancing dental health



Skin & Coat

With added omega 3&6 essential fatty acid enriched fish oil to promote healthy skin and a shiny coat



High Meat content

All our recipes meat, organs, and green mussels



Digestive Health

Natural plant-based fibers which help to promote the growth of healthy gut bacteria and aid digestion

Our Recipes Highlights

- · Locally Sourced New Zealand Meats: Including grass-fed beef, lamb, venison, free-range chicken, King Salmon, and ocean fish for a high meat content. Our recipes are designed to match your pet's biological needs for a nutritious, complete diet.
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- **Key Ingredient:** Free Range Chicken We insist on using only the highest quality NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.
- Nutritional recipes containing cats' favorite chicken liver and fish for all age stages.

Composition:

 Chicken, Green Lipped Mussel, Glycrine, Natural Flavour, Kumara, Pumpkin, Fish Oil, Natural Fibre. Apple Cider Vinegar, Natural Anioxidant.

Analytical Constituents:

- Crude Protein min. 35% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.28%
- · Calorie Content 3800 kcal/kg
- · Complementary pet food Not for a complete and balanced diet.

Available Pack Sizes: 50z (100g), 140z (400g)



NO GRAINS, POTATOES, OR TAPIOCA

No high glycemic ingredients including grains, potato, or tapioca starch.

NO TSPP, GUMS, OR CARRAGEENAN

No artificial preservatives or unwanted binders such as carrageenan, agar agar or gums.

Composition:

• Beef, Green Lipped Mussel, Glycrine, Natural Flavour, Kumara, Pumpkin, Fish Oil, Natural Fibre. Apple Cider Vinegar, Natural Anioxidant.

Analytical Constituents:

- Crude Protein min. 35% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.28%
- · Calorie Content 3800 kcal/kg
- Complementary pet food Not for a complete and balanced diet

Available Pack Sizes: 50z (100g), 140z (400g)



- Key Ingredient: New Zealand King Salmon We insist on using only the highest quality, NZ sourced meat in our recipes.
- 100% Natural NO wheat, gluten, GMO ingredients, corn, cereals, dairy, gums, starch, or any other fillers.
- Added Marine Collagen An essential protein promoting bone and joint health.
- Nutritional recipes containing cats' favorite chicken liver and fish for all age stages.

Composition:

 New Zealand King Salmon, Green Lipped Mussel, Glycrine, Natural Flavour, Kumara, Pumpkin, Fish Oil, Natural Fibre. Apple Cider Vinegar, Natural Anioxidant.

Analytical Constituents:

- Crude Protein min. 35% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.28%
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Available Pack Size: 50z (100g), 140z (400g)



HEALTHY SKIN & COAT

With added omega 3 enriched fish oil and seaweed to promote healthy skin and a shiny coat.

FREE-RANGE GRASS FED FARMING

Free range venison ethically raised year-round on New Zealand pastures.

Composition:

 Venison, Green Lipped Mussel, Glycrine, Natural Flavour, Kumara, Pumpkin, Fish Oil, Natural Fibre. Apple Cider Vinegar, Natural Anioxidant..

Analytical Constituents:

- Crude Protein min. 35% Crude Fat min. 20% Crude Fibre max. 4% Moisture max.28%
- · Calorie Content 3800 kcal/kg
- · Complementary pet food Not for a complete and balanced diet.

Available Pack Sizes: 50z (100g), 140z (400g)

Private Label

Building your own product

We offer tailored solutions for foundational customers seeking unique private label products. We have access to Massey University's FoodPilot, the largest array of pilot-scale equipment in the southern hemisphere, and collaborate with New Zealand's top veterinary specialists. This ensures that our factory's advanced capabilities are mirrored, guaranteeing a smooth transition of recipes to our production facility.

Pilot-Scale Trials for Private Label Success AAFCO-Standard Recipe Development Seamless R&D to Production Transition

Secure Early Launch Success: Enroll in Our Foundational Customer Program!

Reserve your 2025 production slot through our foundational customer program, designed for both standard and private label solutions. Sign up by providing your email and completing a Memorandum of Understanding (MOU) that provides a comprehensive road-map including recipe development guidance, a detailed product launch timeline, competitive pricing strategies, and a dedicated section for specifying your projected volume requirements.

Enroll now

Advance your private label journey with our Foundational Customer Program.







Private Label Build Your Recipes

Explore our selection of locally-sourced New Zealand ingredients for your recipes. With our extensive network and commitment to quality, we provide a wide range of superior ingredients, ensuring only the best for your product formulations.

New Zealand Sourced Protein

Local Fruit/Vegetables

Functional Ingredients

Lamb Meat and Organs

Beef Meat and Organs

Ocean Fish

Chicken Meat

King Salmon

Tuna

Venison Meat and Organs

Goat Meat and Organs

Greenshell Mussel Meat

Pumpkin

Carrot

Green Peas

Kumara

Broccoli

Blueberry

Apple

Greenshell Mussel Powder

Freeze Dried Glands

Abalone Powder

Greenshell Mussel Oil

Fish Cartilage Powder

Blackcurrant Extract

Kiwifruit Powder

Oyster Powder

Ovine Plasma





Develop Your Products with a range of Health Claims



FEDIAF compliant claims for european market entry



Each product line is designed with a philosophy that resonates with the target customers' preferences and needs



Each recipe comes with a product guide that outlines its features, benefits, and claims to support your brand and packaging



Recipes are developed to cater to different pet sizes and life stages

Crafting Private Labels: We specialize in formulating products with claimable health benefits. Examples include...

- **Muscle Health:** HMB (beta-hydroxy beta-methylbutyrate). Scientifically proven to increase pet muscle mass and function, improve muscle strength and mobility, and prevent muscle loss..
- **Digestive Health:** Prebiotics, and Fibres, e.g., MOS & FOS, Inulin, Plant-based Fibers, Hydrolysed Proteins, or a premixed Gut Health Blend (included mixture of Amylase, Protease, Lipase, Cellulase, Lactase, and Bromelain).
- **Skin & Hair Health:** Bovine & Marine Collagen, Fish Oils, Green- Lipped Mussels, Plant-Derived oil (e.g., Hemp Oil, Flaxseed Oil etc.), Manuka Honey, DHA, Brewer's Yeast (Strain Saccharomyces Cerevisiae).
- Bone & Joint Health: Marine Collagen Extract, Glucosamine, Chondroitin, MSM (Methyl sulfonyl Methane).

Contact us for a product development proposal for full details regarding private labeling.



Your Trusted Partner for Quality Pet Food in New Zealand



Product Research & Development Contract Manufacturing | Export & Logistics

Head Quarters and Customer Services:

Level 9, 4 Williamson Avenue, Grey Lynn, Auckland, 1021, New Zealand

Factory Address:

Washdyke Industrial Zone, Timaru, Canterbury, New Zealand 7910