

BlackHawk®
Every ingredient matters



HEALTHY BENEFITS™

Black Hawk Functional Food Range




Everything goes back to our belief...

**“We believe people
feel better about
themselves when
they feed good food.
It shows they care”**



Consumer Insights

<p>Pet specialty 'special needs' segment of total dry dog food market is valued at around</p> <p>\$150m*</p> <p>Massive opportunity for Black Hawk and retailers</p>	<p>>75% of dog owners believe pets with specific health concerns can benefit from specific nutrition formulas^</p>	<p>Consumers are more discerning about food they eat themselves with Health & Wellness driving personal choices</p> <p>This extends to the foods they serve their dogs#</p>
<p>Pet parents with dogs that have specific sensitivities want to feed natural but there are limited natural options*</p>	<p>Consumers are aware of their dog's needs and believe natural dog foods are effective for preventative healthcare*</p>	<p>Consumers want reassurance that natural food can deliver on specific health needs*</p> <p> BlackHawk® provides this reassurance as it is developed by pet nutritionists from Australia's #1 Natural Dog Food Brand in Pet Specialty*</p>

Until now there has been a gap in the market for products based on natural ingredients

Made in Parkes, NSW



- Located within **Australia's Food Bowl**, our facility is close to farmers, growers and suppliers, enabling **sustainable production**:
 - **Local sourcing** - Reduced carbon footprint and minimal handling
 - Supporting the **local and regional** economy
 - Agile and responsive manufacturing practices, to maintain **high quality**



Australia's prominent
Food Bowl



Investment in Pet
Care Kitchen



Australian meat



2000 QC checks
conducted daily



Bringing innovation
to life



Supporting Local
Farmers

Healthy Benefits

The Black Hawk Healthy Benefits range has been developed by our **animal nutritionists and vets** to help you respond to the health concerns of your dog.

Each diet is **tailored for specific needs** and combines carefully selected ingredients that naturally contain the nutrients best suited to help your dog live a happier healthier life.



The Healthy Benefits Range



WEIGHT MANAGEMENT
Adult Chicken
2kg and 10kg



DENTAL
Adult Chicken
2kg and 10kg



JOINTS & MUSCLES
Adult Chicken
2kg and 12kg



SENSITIVE SKIN & GUT
Adult Chicken
2kg and 12kg



Fresh, Functional Look



Easily viewed **features and benefits**... Because **helping customers** find the right solution shouldn't be hard!

Product name addresses the health concern.

Functional ingredients and how they help.

Nutrient percentages for easy comparison to help choose the right recipe

Australian made in a state-of-the-art factory in Parkes, **NSW**, supporting **regional farmers** and suppliers.

Kibble Images for easy comparison.

Icons highlighting specific **product benefits**.



Fresh, Functional Look



Key ingredient illustrations re-enforce that **Every Ingredient matters!** They explain in more detail the **functional role** in the recipe.

Brand-building statements: **the Black Hawk difference.**

Traditional Bag Tools

1. Ingredient Panel
2. Feeding Guide
3. Guaranteed Analysis
4. Food Transition Guide



Who is the Healthy Benefits Customer?

A diet for pro-active pet parents, responding to the health concerns of their dogs.

Pro-active Pet Parents

- Preventative nutrition
- Specific pets have specific needs

Black Hawk Feeder

- Knows & trusts the brand
- Elevating their level of care

A Preference for Natural

- 'Functional foods' maintaining a natural approach

These aren't prescription or clinical diets. If a pet has a diagnosed illness, consult a veterinarian for nutritional advice.



A photograph of a rural landscape with rolling green hills under a blue sky with scattered clouds. In the foreground, a dirt path leads through a grassy field. A large, light-colored dog, possibly a Labrador, is running towards the camera. In front of it, a smaller beagle is also running. The path is flanked by a wooden fence on the left and a wire mesh gate on the right. The background shows more green hills and some trees.

Healthy Benefits Recipes

A Closer Look

Weight Management

- **A lower-calorie* diet** to help dogs maintain a healthy weight.
- **High in fibre** alongside high protein to promote **satiety** & help reduce hunger between meals
- **L-carnitine** to help mobilise fat stores



Lower calorie
diet*



Unique Kibble
Shape



Fuller for
Longer



WEIGHT MANAGEMENT
Adult / Chicken
2kg SRP \$32.99
10kg SRP \$129.99

*Black Hawk Healthy Benefits Weight Management is 9-10% lower in kcal than our Black Hawk Original Chicken & Rice

Unique kibble

Hollow cube-shaped kibble:

- **Reduced kibble density** - less calories kilo-for-kilo
- Larger 'expanded' kibble helps counteract **overfeeding** pet parents who are filling the bowl
- Shaped kibble aids slowing for "**gobblers, scoffers and inhalers**"



**Approximate
diameter 13mm**

Every Ingredient Matters



Unique Fibre Blend



What is it?

A low calorie blend of **fibre / carbohydrate** sources including:

- Sweet potato
- Tomato
- Beet Pulp
- Carrot Fibre
- Dried Yeast Extract

Why do we use it?

The blend is important, normalising **gut function**, passage of food, stool quality and **energy / nutrient absorption**.

References

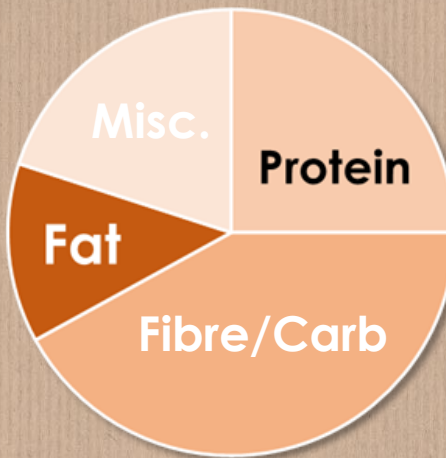
Alvarenga (2020) Evaluation of faba beans as an ingredient in dog diets: apparent total tract digestibility of extruded diets with graded levels of dehulled faba beans (Vicia faba L.) by dogs. Journal of Animal Science, Volume 98, Issue 4, April 2020, skaa085

Grasso (2022) Chickpea protein ingredients: a review of composition, functionality and applications. Compr Rev Food Sci Safe, 2022;21:435-452.

Middlebos (2007) Evaluation of fermentable oligosaccharides in diets fed to dogs in comparison to fibre standards. Journal of Animal Science, Volume 85, Issue 11, November 2007, 3033-3044.

Relly (2020) Macronutrient composition, true metabolizable energy and amino acid digestibility, and indispensable amino acid scoring of pulse ingredients for use in canine and feline diets. Journal of Animal Science, Volume 98, Issue 6, June 2020, skaa149

Ideal Nutrient Ratio



GUARANTEED ANALYSIS

Crude Protein	28% (min.)
Fat	11% (min.)
Crude Fibre	11% (max.)
Moisture	10% (max.)
Calcium [Ca]	0.9% (min.)
Phosphorus [P]	0.7% (min.)

CALORIE CONTENT (CALCULATED)

3260 kcal ME/kg

L-Carnitine



What is it?

L-carnitine: **non-essential amino acid** which acts at the cellular level to encourage the use of fat as an energy source.

Why do we use it?

It helps **mobilise fat stores**, stimulating the body to burn off fatty adipose tissue. **Muscle cells are supported** when exercise is needed most.

References

Centre (2012) Influence of dietary supplementation with L-carnitine on metabolic rate, fatty acid oxidation, body condition, and weight loss in overweight cats. Am. Journal of Vet Res, Volume 73: Issue 7.

Karlic (2004) Supplementation of L-carnitine in athletes: does it make sense?. Volume 20, Issues 7-8, July-August 2004, 709-715.

Ideal for...



- This recipe is ideal for dogs that has a **'more sedentary' (less active)** lifestyle or breeds that are predisposed to more weight gain.
- Breeds that are highly **food motivated**.
- **Neutered dogs**, who's caloric needs are known to reduce following the shift in hormones after sterilisation.
- **Older dogs**, where caloric outputs tend to reduce with time (and feeding volumes should be but are not often reduced).
- A perfect solution to those pet parents that has **weight management** as a top-priority.



Joints & Muscle

Joint support:

- **Glucosamine, chondroitin** and **Green Lipped Mussel** from marine sources for cartilage support
- **Omega-3 fatty acids** from fish oils

Muscle-mass support:

- Amino acids, fats and **L-carnitine** for **muscle development** and **fuelling their activity**



Supports
strong muscles



Cartilage
support



Fuel for life



JOINTS & MUSCLES
Adult / Chicken
2kg SRP \$32.99
12kg SRP \$154.99



Every Ingredient Matters



Glucosamine, Chondroitin & Green Lipped Mussel



What is it?

Glycosaminoglycan (GAG) sugars from shellfish (including GLM) and animal sources.

Why do we use it?

Together, they:

- ✓ Support **new cartilage growth**
- ✓ Help **reduce degradation**

...for elasticity, absorbing impact, leading to **healthier joints**.

References

McCarthy (2007) Randomised double-blind, positive-controlled trial to assess the efficacy of glucosamine/chondroitin sulfate for the treatment of dogs with osteoarthritis. *The Veterinary Journal*, Volume 174, Issue 1, July 2007, 54-61.

Riland (2013) Effect of a diet enriched with green-lipped mussel on pain behavior and functioning in dogs with clinical osteoarthritis. *Canadian Journal of Veterinary Research*, Volume 77, Number 1, January 2013, 66-74.

Omega 3 Fatty Acids



What is it?

Fatty acids primarily from **mackerel and emu oils**, which are widely used to **reduce cell reactivity**, when they're in a pro-inflammatory state.

Why do we use it?

They have the greatest body of evidence to show a **beneficial effect on joint health**.

References

Waldran (2012) Plasma phospholipid fatty acid and ex vivo neutrophil responses are differentially altered in dogs fed fish and linseed oil diets. *Lipids*. 2012 Apr;47(4):425-34.

Bauer 2011 Therapeutics use of fish oils in companion animals. *J Am Vet Med Assoc*, 2011 Dec 1;239(11):1441-51.

Fresh Chicken



What is it?

Fresh meat derived from chicken: **skeletal muscle** preserved and minimally processed to retain nutrients and maintain freshness.

Why do we use it?

Along with chicken meal and hydrolysate, it is rich in the **amino acids** which help build and maintain the dog's muscle mass. It's also **highly palatable**.

References

Cramer (2007) Protein quality of various raw and rendered by-product meals commonly incorporated into companion animal diets. *J Anim Sci*. 2007 Dec;85(12):3285-93.

Donadelli (2019) The amino acid composition and protein quality of various egg, poultry meal by-products, and vegetable proteins used in the production of dog and cat diets. *Poultry Science*, Volume 98, Issue 3, 1 March 2019, 1371-1378.

Ideal for



- This diet is perfect for pet parents that'd like to feed their **highly active and frequently exercising dogs**.
- Also ideal for **larger-breed dogs which are carrying greater body weights**.
- **Older dogs**, where joint 'wear and tear' can become a problem, are also good candidates for this recipe.
- For pet parents who have their dog's **joints & muscles** as their top **priority**.



Dental

Black Hawk Healthy Benefits Dental has been developed for your adult dog's oral health. Combining a 2-prong approach to dental health.

- Mechanical - With plant fibres to brush against the tooth surface to **help clean teeth** while eating.
- Chemical - Vitamin C & Lactic Acid, **targeting oral health.**



Unique
Kibble



Oral
Hygiene



Microbiome
Support



DENTAL
Adult / Chicken
2kg SRP \$33.99
10kg SRP \$139.99



Unique kibble

“Periodontal disease is one of the most common pet health issues, and can lead to serious complications.”*

- A **tear-drop** shaped kibble aims to maximise distribution throughout the mouth.
- Larger kibble encourages **increased chewing** activity (crunching).



Approximate
Diameter 15-18mm
Thickness 8-9mm

Every Ingredient Matters



Cellulose Fibre



What is it?

Dietary fiber: complex carbohydrate.

The main structural component of plant cell walls, made of long chains of glucose molecules. It gives structure and **texture to Dental kibbles.**

Why do we use it?

It creates a unique texture within the teardrop-kibble, aiming to **clean your dog's teeth while they're chewing**, reducing the build-up of plaque.

References

Beynen (2011) Incorporation of Cellulose into a Chew Treat for Dogs Increases Elasticity and Chewing Time, Am J of Animal and Vet Sci Volume 6 No. 3, 2011, 117-120

Gorrel (1998) Periodontal Disease and Diet in Domestic Pets, The Journal of Nutrition, Volume 128, Issue 12, December 1998, 2712S-2714S

Lactic Acid



What is it?

Lactic acid is a type of organic acid that is commonly used as a preservative in dog food. It is **produced naturally** in the body as a by-product of glucose metabolism.

Vitamin C



What is it?

Vitamin C, also known as ascorbic acid is a water-soluble **vitamin** naturally found in many fruit and vegetables. It is a non-essential nutrient for dogs. Vitamin C is an **antioxidant.**

Why do we use these?

These additives aim to **support dental hygiene:**

- ✓ Down-regulate oral bacteria in plaque
- ✓ Trap minerals that would otherwise form tartar

References

Logan (2006) Dietary influences on periodontal health in dogs and cats, Vet Clin North Am Small Anim Pract, 2006 Nov;36(6):1385-401

Scherl (2019) Two Randomized Trials Demonstrate Lactic Acid Supplementation in Pet Food Inhibits Dental Plaque, Calculus, and Tooth Stain in Cats, J Vet Dent, 2019 Jun;36(2):129-134.

Ideal for...



- For breeds and individuals who have healthy teeth, but the **predisposition to oral health issues**
- **Older dogs**, who are known to have a higher prevalence of dental hygiene issues
- For pet parents who have their **dog's oral health as their top priority**



SENSITIVE SKIN & GUT

Addressing skin sensitivities:

- Omega-3 & omega-6 fatty acids
- **Chelated zinc** proteinate **'feeding the skin and coat'**

Addressing gut sensitivities:

- Unique carb-fibre blend, with high **digestibility**
- Fortified with prebiotics, probiotics, including algae β -glucans for microbial balance and **immunity**.



Skin
sensitivities



Microbiome
support



Grain Free



SENSITIVE SKIN & GUT
Adult / Chicken
2kg SRP \$32.99
12kg SRP \$154.99



Every Ingredient Matters



Zinc Proteinate



What is it?

Zinc proteinate is a type of zinc supplement that can be added to dog food as a source of essential mineral zinc. It is a **chelated form** of zinc, which means that the mineral is bound to a peptide to **improve its absorption and utilization** by the body.

Why do we use it?

Zinc is an important nutrient for dogs as it plays a key role in **skin and coat health**, and the growth and repair of tissues.

References

Colombini (1999) Canine zinc-responsive dermatosis, Vet Clin North Am Small Anim Pract, 1999 Nov;29(6):1373-83
Cummings (2009) The ubiquitous role of zinc in health and disease, J Vet Emerg Crit Care, 2009 Jun;19(3):215-40
Hensel (2010) Nutrition and skin diseases in veterinary medicine, Clin Dermatol, 2010 Nov-Dec;28(6):686-93
Watson (1998) Diet and skin disease in dogs and cats, J Nutr, 1998 Dec;128(12 Suppl):2783S-2789S

Fish Oil



What is it?

Mackerel oil comes from a species of saltwater fish. Mackerel oil specifically contains **(EPA) and (DHA)**, which are omega-3 fatty acids commonly found in marine sources.

Why do we use it?

Listed as Fish oil. For **healthy skin**, a **shiny coat** and joint support. EPA and DHA reduce the reactivity of both skin and gut cells, helping soothe these bodily systems.

References

Bauer (2016) The essential nature of dietary omega-3 fatty acids in dogs, J Am Vet Med Assoc, 2016 Dec 1;249(11):1267-1272
Haneef et.al (2020) Role of Omega-3 Fatty Acids in Canine Health: A Review, International Journal of Current Microbiology and Applied Sciences 9(3):2283-2293
Waldron et.al (2012) Plasma Phospholipid Fatty Acid and Ex Vivo Neutrophil Responses are Differentially Altered in Dogs Fed Fish- and Linseed-Oil Containing Diets at the Same n-6:n-3 Fatty Acid Ratio, Lipids (2012) 47:425-434

Hydrolysed Chicken



What is it?

Hydrolysed chicken is a **protein source** used in dog foods. Chicken protein is broken down into smaller components (known as peptides) through a process called hydrolysis.

Why do we use it?

It's highly digestible and delivers easily-absorbed amino acids which help **reduce the workload** on the gut, and help **(re)build skin and gut cells**.

References

Cave (2004) A method for in vitro evaluation of protein hydrolysates for potential inclusion in veterinary diets, Research in Veterinary Science Volume 77, Issue 3, December 2004, Pages 231-238

Verlinden et.al (2007) The effects of inulin supplementation of diets with or without hydrolysed protein sources on digestibility, faecal characteristics, haematology and immunoglobulins in dogs, British Journal of Nutrition, Volume 96, Issue 5, November 2006, pp. 936 - 944

Every Ingredient Matters



Prebiotic Fibres



What is it?

Complex carbohydrates which aren't digested by the pet but remain in the gut for **fermentation by healthy bacteria**. These fibres come from sugar beet, yeast (mannan-oligo-saccharides) and carrot, for example.

Why do we use it?

Prebiotics are 'the food for healthy bacteria'. They provide an energy source to encourage **microbial growth and balance**, which then produces **gut-supporting metabolites** such as short-chain-fatty acids.

References

Middlebos (2007) Evaluation of fermentable oligosaccharides in diets fed to dogs in comparison to fiber standards. *Journal of Animal Science*, Volume 85, Issue 11, November 2007, Pages 3033-3044

Spring et al (2015) A review of 733 published trials on Bio-Mos®, a mannan oligosaccharide, and Actigen®, a second generation mannose rich fraction, on farm and companion animals. *Journal of Applied Animal Nutrition*, Vol. 3: e8; page 1-11

Probiotic Bacteria



What is it?

Live cultures of *Bacillus subtilis* and *Bacillus licheniformis*, which are the '**healthy bacteria**', meaning that they don't have the ability to cause disease.

Why do we use it?

They help **balance the overall microbial population**, encouraging healthy bacterial diversity and down-regulation of bugs that might lead to illness.

References

Bastos et al. (2020) *Bacillus subtilis* and *Bacillus licheniformis* reduce faecal protein catabolites concentration and odour in dogs. *BMC Veterinary Research* volume 16, Article number: 116

Vlasova (2016) Comparison of probiotic lactobacilli and bifidobacteria effects, immune responses and rotavirus vaccines and infection in different host species. *Vet Immunol Immunopathol*, 2016 Apr;172:72-84.

Algae β -Glucan



What is it?

Sugars which are naturally occurring in the cell walls of aquatic algal cells. They are touted as '**nature's immune-modulator**'.

Why do we use it?

β -glucans aim to **trigger the immune system** to create a non-specific response to offenders which can occur in the gut. They have also been studied in relation to allergic skin disease and puppy **immune response**.

References

Haladova et al (2011) Immunomodulatory effect of glucan on specific and nonspecific immunity after vaccination in puppies. *Acta Veterinaria Hungarica*, Volume 59: Issue 1

Paris (2020) β -Glucan-Induced Trained Immunity in Dogs. *Front. Immunol.*, 09 October 2020, Sec. Comparative Immunology, Volume 11 - 2020

Stier (2014) Immune-modulatory effects of dietary Yeast Beta-1,3/1,6-D-glucan. *Nutrition Journal* volume 13, Article number: 38 (2014)

Ideal for...



- This recipe is ideal for dog breeds that have **high skin and coat needs**.
- Where **harsh environments** may impact coat wellbeing.
- For any pet parents that may need a diet for **recovered cases of skin conditions**.
- This recipe is ideal for any dogs who have a tendency for **scavenging or eating indiscriminately** (too many treats, getting into human food).



Launch Timings

Production Timing:

Date	Details
31 July	Product arrives in Smeaton Grange
11 Aug / 28 Aug	Into Distributors
4 September	On-shelf

POS Timing:

Date	Details
31 July	Availability of Trade Presenter
7 August	Availability of 2kg Tower, Pallet Tower POS
14 August	Availability of all HB POS Materials and samples

Healthy Benefits Launch Deals and Targets

Table 1

Field 1	Overarching Deal Name:	Healthy Benefits Launch
Field 2	Deal Mechanic Description:	25% launch deal

				Deal 1 Target 200 Stores				
SKU	Product/Description	Barcode	List/Unit Price	Deal/Min Qty	Deal Price	Discount %	Max Prom sell price	Order Qty
BH447	B/Hwk Dog HB Joints & Muscles 2kg	9312239047680	\$ 19.75	6	\$ 14.81	25%	\$32.99	
BH448	B/Hwk Dog HB Joints & Muscles 12kg	9312239047697	\$ 89.50	2	\$ 67.13	25%	\$154.99	
BH450	B/Hwk Dog HB Sensitive Skin & Gut 2kg	9312239047710	\$ 19.75	8	\$ 14.81	25%	\$32.99	
BH451	B/Hwk Dog HB Sensitive Skin & Gut 12kg	9312239047727	\$ 89.50	3	\$ 67.13	25%	\$154.99	
BH456	B/Hwk Dog HB Weight Manage 2kg	9312239047772	\$ 19.75	8	\$ 14.81	25%	\$32.99	
BH457	B/Hwk Dog HB Weight Manage 10kg	9312239047789	\$ 89.50	3	\$ 67.13	25%	\$129.99	
BH459	B/Hwk Dog HB Dental 2kg	9312239047802	\$ 20.00	6	\$ 15.00	25%	\$33.99	
BH460	B/Hwk Dog HB Dental 10kg	9312239047819	\$ 84.00	2	\$ 63.00	25%	\$139.99	
Terms and conditions:		Full Range and secondary location. Whilst stocks last						

Field 1	Overarching Deal Name:	HB Launch 2
Field 2	Deal Mechanic Description:	Smaller ranging of HB

				Deal 2 Target 100 Stores				
SKU	Product	Barcode	List/Unit Price	Deal/Min Qty	Deal Price	Discount %	Max Prom sell price	Order Qty
BH447	B/Hwk Dog HB Joints & Muscles 2kg	9312239047680	\$ 19.75	2	\$ 17.78	10%	\$32.99	
BH448	B/Hwk Dog HB Joints & Muscles 12kg	9312239047697	\$ 89.50	1	\$ 80.55	10%	\$154.99	
BH450	B/Hwk Dog HB Sensitive Skin & Gut 2kg	9312239047710	\$ 19.75	2	\$ 17.78	10%	\$32.99	
BH451	B/Hwk Dog HB Sensitive Skin & Gut 12kg	9312239047727	\$ 89.50	1	\$ 80.55	10%	\$154.99	
BH456	B/Hwk Dog HB Weight Manage 2kg	9312239047772	\$ 19.75	2	\$ 17.78	10%	\$32.99	
BH457	B/Hwk Dog HB Weight Manage 10kg	9312239047789	\$ 89.50	1	\$ 80.55	10%	\$129.99	
BH459	B/Hwk Dog HB Dental 2kg	9312239047802	\$ 20.00	2	\$ 18.00	10%	\$33.99	
BH460	B/Hwk Dog HB Dental 10kg	9312239047819	\$ 84.00	1	\$ 75.60	10%	\$139.99	
Terms and conditions:		Full range in home location						



HEALTHY BENEFITS													
No.	Barcode	Description	SRP	ITEM (PRODUCT) Height (mm)	ITEM (PRODUCT) Width (mm)	ITEM (PRODUCT) Depth (mm)	Pallet Retail Quantity	Pallet Height mm	Pallet Width mm	Pallet Depth mm	Pallet Weight Kgs (incl Pallet)	Pallet Ti	Pallet Hi
BH447	9312239047680	B/Hwk Dog HB Joints & Muscles 2kg	\$32.99	380	240	100	192	1310	1165	1165	424	12	4
BH448	9312239047697	B/Hwk Dog HB Joints & Muscles 12kg	\$154.99	760	450	120	32	1140	1165	1165	424	4	8
BH450	9312239047710	B/Hwk Dog HB Sensitive Skin & Gut 2kg	\$32.99	380	240	100	192	1310	1165	1165	424	12	4
BH451	9312239047727	B/Hwk Dog HB Sensitive Skin & Gut 12kg	\$154.99	760	450	120	32	1140	1165	1165	424	4	8
BH456	9312239047772	B/Hwk Dog HB Weight Mgmt 2kg	\$32.99	380	240	100	192	1310	1165	1165	424	12	4
BH457	9312239047789	B/Hwk Dog HB Weight Mgmt 10kg	\$129.99	760	450	120	48	910	1165	1165	520	6	8
BH459	9312239047802	B/Hwk Dog HB Dental 2kg	\$33.99	380	240	100	192	1310	1165	1165	424	12	4
BH460	9312239047819	B/Hwk Dog HB Dental 10kg	\$139.99	760	450	120	48	910	1165	1165	520	6	8



Top Selling Category SKUs

Retailer	Retailer 1	Retailer	Retail Sales Value (Exg)		Retailer	Retailer 2	Retailer	Retail Sales Value (Exg)	
RANK	Ranked Sku Details by Category Selected	Retailer	MAT to 9/01/22	MAT to 8/01/23	RANK	Ranked Sku Details by Category Selected	Retailer	MAT to 9/01/22	MAT to 8/01/23
1	SD DF ADT SENS SKN&STM 12kg		2,061,075	2,382,945	1	Hills SD Canine Adult Sensitive Stomach & Skin 12kg		1,039,299	974,741
2	SD DF ADT WGT 12.9kg		1,251,466	1,275,717	2	ADV Dog Adlt w/C Large Brd Chicken 13kg		539,639	732,939
3	ADV DF ADT WGT 13kg		873,539	1,212,206	3	ADV Dog Adlt w/C All Brd Chicken 13kg		526,106	685,842
4	SD DF ADT ORAL CARE 12kg		1,067,824	1,063,242	4	Hills SD Canine 12kg Oral Care		720,522	574,134
5	ADV DF ADT LG WGT 13kg		829,672	1,023,336	5	Hills SD Canine Adult Perfect Weight 12.9kg		572,867	561,008
6	PPL DF ADT OPT RESTORE 12kg		813,474	1,008,616	6	Hills SD Canine Healthy Mobility LB 12kg		558,936	526,972
7	SD DF ADT LG HLTH MOB 12kg		1,304,173	1,004,912	7	Royal Canin Mini Dental Care 3kg		232,415	403,915
8	RC DF ADT MAXI JOINT 10kg		428,329	841,209	8	Hills SD Canine Light Large Breed 12kg		445,456	400,860
9	RC DF ADT MED DIGESTIVE 10kg		907,121	794,059	9	PRD PLAN ADULT Sensitive SknStom 12kg		365,752	354,402
10	RC VD DF ADT HYPOGNIC 14kg		425,154	782,349	10	Royal Canin Mini Light Weight Care 3kg		208,738	348,347
11	RC DF ADT MINI DENTAL 3kg		439,344	760,884	11	Royal Canin Dog Med Digestive Care 3kg		116,597	334,048
12	RC DF ADT MED DENTAL 10kg		448,574	755,761	12	Hill's SD Canine Sens Stomach&Skin LB 13.6kg		236,405	333,569
13	RC DF ADT MED DIGESTIVE 3kg		427,781	724,490	13	Hill's SD Canine Perf Weight Large Breed 12.9kg		206,908	330,513
14	SD DF ADT HLTH MOB 12kg		953,654	720,646	14	Hills SD Canine Healthy Mob 12kg		446,712	323,300
15	SD DF ADT LG LGT 12kg		1,031,738	713,919	15	Royal Canin Med Light/Weight Care 3kg		173,982	322,479

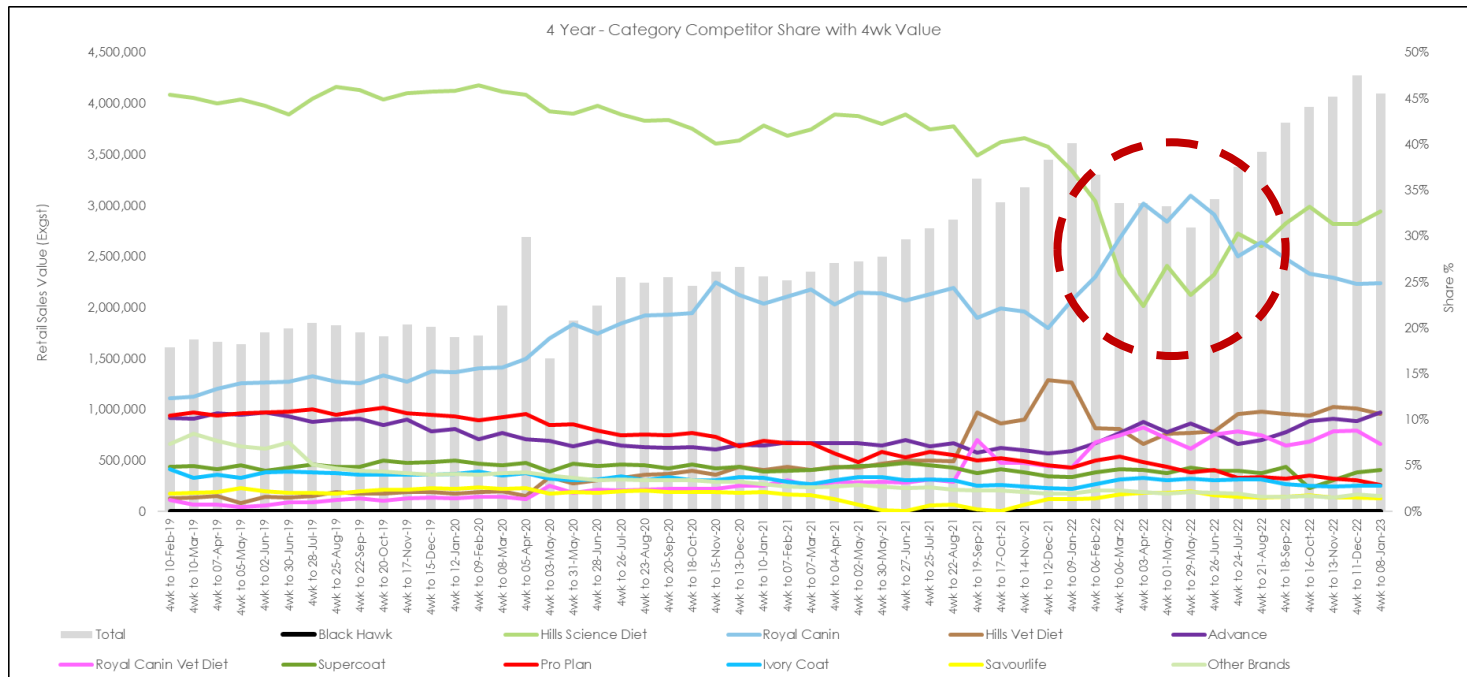
The top 15 diets are all science branded diets.

Hill SD Stomach & Skin is #1 selling SKU by more than double the #2 diet.



Hill SD Stomach & Skin is a chicken based diet.

Category Insights



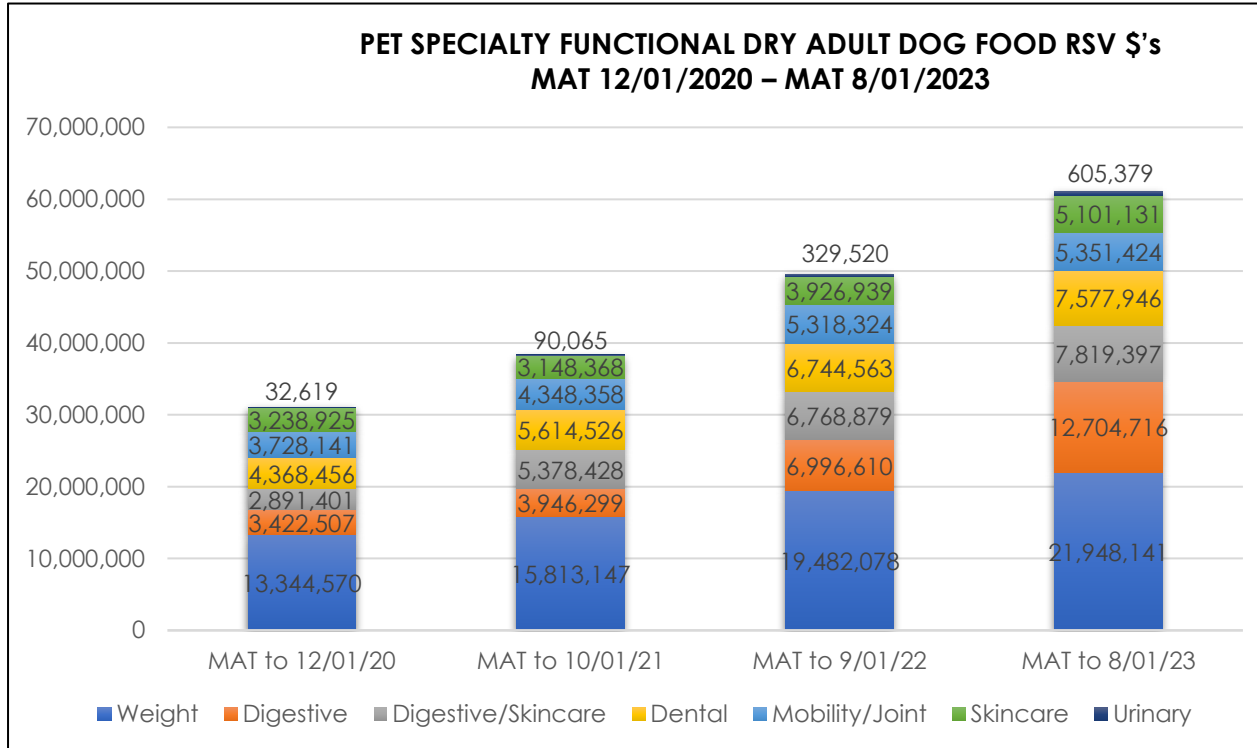
The Functional Food Market is valued at \$88m and growing at 20% YOY.

Petbarn & Petstock account for 53% of the category.

Science brands make up a majority of the category with 95.7% share.

Prescription Diets sold through Pet Speciality are 8.6% of category.

Needs of the Pet Parent



Pet Parent Needs

1. Weight (36%)
2. Digestive (21%)
3. Digestive/Skincare (13%)
4. Dental (12%)
5. Mobility/Joint (9%)
6. Skincare (8%)
7. Urinary (1%)

Weight Management Feeding Guide









Weight-watching pet parents need feeding guidelines that are:

- Product specific
- Precise
- Adaptable



ORIGINAL

DAILY FEEDING GUIDE		
Feeding quantities may vary by breed, age, activity level and climate, so the following information is a guide only. Adjust to suit your pet's needs.		
WEIGHT	GRAMS	CUPS*
Up to 5kg 	20-70	¼-½
5-10kg 	70-110	½-¾
10-15kg 	110-150	¾-1¼
15-25kg 	150-250	1¼-2
25-35kg 	250-350	2-2¾
35kg+ 	Add 100g per 10kg of body weight	Add ¾ per 10kg of body weight

* Approximate measurement
1 Metric Cup = Approximately 125g

3590
kcal/
kg

HEALTHY BENEFITS™

IDEAL WEIGHT	NEEDING TO LOSE A LITTLE	PRONE TO WEIGHT GAIN¹
KG	GRAMS PER DAY	
up to 2	up to 41	up to 49
2 - 5	41 - 82	49 - 97
5 - 10	82 - 138	97 - 164
10 - 15	138 - 187	164 - 222
15 - 20	187 - 232	222 - 276
20 - 25	232 - 274	276 - 326
25 - 30	274 - 315	326 - 374
30 - 35	315 - 353	374 - 419
35 - 45	353 - 426	419 - 506
45 - 55	426 - 496	506 - 589
55 - 60	496 - 529	589 - 628
60 - 65	529 - 562	628 - 667
over 65	add 32g for every 5kg of additional body weight	add 38g for every 5kg of additional body weight






3260
kcal/
kg

Holistic weight management includes

- Lifestyle coaching
- Responsible treating
- Body condition scoring
- Managing pet parents expectations



WEIGHT MANAGEMENT

-  Nutrient dense formula
-  Fuller for longer
-  Unique kibble size
-  Lower calorie recipe
-  Fresh Australian chicken



JOINTS & MUSCLES

-  Cartilage support
-  Supports strong muscles
-  Fuel for life
-  Palatability +
-  Fresh Australian chicken



DENTAL

-  Dental Hygiene supports
-  Microbiome support
-  Unique kibble size
-  Fresh Australian chicken
-  Palatability +



SENSITIVE SKIN & GUT

-  Feeds the skin and coat
-  Microbiome support
-  Algae β -Glucan
-  Grain-free recipe
-  Gentle on the gut



Who is the Healthy Benefits Customer?

Black Hawk Healthy Benefits range may be **suitable** for

Pro-active parent

"I want to stay on top of my pet's health before issues arise"

Black Hawk feeder

"My dog has always been on Black Hawk, it's the food I trust to deliver health benefits"

Natural first

"I want natural ingredients that I know and trust to keep my dog healthy."



Black Hawk Healthy Benefits may be **suitable** for the following pet parents

Weight Management

"She loves her food. I worry that her weight will balloon."

Joints & Muscles

"My buddy is go go go! He never stops! I worry about his joints"

Dental

"I want to keep that 'doggy breath' away"

Sensitive Skin & Gut

"I've what you might call a 'sensitive' best friend"