



COMING SOON

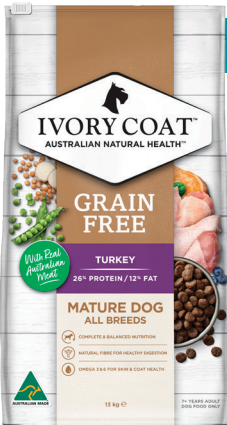
NEW CHICKEN-FREE NEWS

ON-SHELF
DATE
DECEMBER
2025

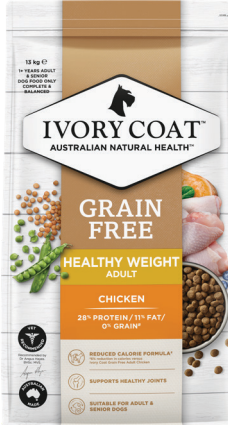
Four leading flavours, now in a chicken-free recipe

			
SENSITIVE ADULT SALMON & OCEAN FISH	LARGE BREED ADULT LAMB	ADULT LAMB & SARDINE	LARGE BREED PUPPY LAMB
2KG 261865 934860100052	2KG 260158 9348601004845	2KG 261864 9348601002643	2KG 261859 9348601001578
13KG 261857 9348601000793	13KG 262002 9348601004111	13KG 261856 9348601002650	13KG 261851 9348601001585
NO ITEM CODE OR EAN CHANGE			

FROM SENIOR ADULT TURKEY TO HEALTHY WEIGHT CHICKEN



LEAVING SHELF
SENIOR ADULT TURKEY
2KG 261863 9348601000083
13KG 261855 9348601000717



NEW TO SHELF
HEALTHY WEIGHT CHICKEN
2KG 261755 9319185009960
13KG 261754 9319185009953

Reduced Calorie Formula[#]
Balanced protein & fat to support health & vitality.
Supports healthy joints.
New Zealand green-lipped mussels to help support healthier joints & mobility.
Suitable for adult & senior dogs

NOW WITH NEW CODES

[#] 6% reduction in calories versus Ivory Coat Grain Free Adult Chicken.



GRAIN FREE. **CHICKEN FREE.** TAILORED NUTRITION.

What's changed in the recipes?

We've removed all chicken-based ingredients from three additional dry food variants, and eliminated beef digest from our Salmon & Ocean Fish recipe, providing cleaner protein options for dogs with sensitivities.

We've also added chickpea flour into selected products, which is a nutrient-rich source of protein and fibre that supports digestion, satiety, and kibble formation, and we've reduced or removed tapioca from these recipes.

What's changed with our labelling?

We've made some updates to our front of pack claims and call outs to improve clarity and help shoppers more easily identify the right product for their dog.

What hasn't changed in the recipes?

We're still including Australian animal-based proteins as the #1 ingredient across our Ivory Coat Grain-Free range. The amounts of animal-based ingredients, including both dehydrated meats and raw proteins, remain consistent with our previous recipes, so your dog continues to enjoy the same high-quality protein sources they know and love, which supports their muscle health and energy.

Why we've made these changes

We've made these changes to provide clearer labelling, continually improve our recipes in line with the latest pet nutrition research, and expand our beloved Ivory Coat range with three additional Chicken-Free products, giving dogs with sensitivities more high-quality options to enjoy.

Clearer lifestyle stage callout

0% Grains on FOP



4 out of 8 variants
"Chicken Free" on FOP