

Premium DOG FOOD

Fido

With
Rice

Since
1973

Nutritionally
Balanced

- 22% Protein
- 10% Fat

Ultra
Complete, Healthy

Fido is made with
LOVE and Nutritional
Goodness for the Benefit
of your Dog's health.

ALL BREEDS, ALL LIFE STAGES

You won't know how
good Fido is unless
you try a bag
TODAY!

Affordable
Care

The Healthy
Alternative

Cut Your Pet Food Budget
Without Cutting The Quality!

Premium DOG FOOD

Fido SA, being a small family business is still able to pay attention to the right formulation and concentrated approach to nutrition, blending a variety of rich meat based proteins, fats and carbohydrates into a highly digestible and palatable formula that let you feed fewer cups with better results and a lower cost per feeding. Not to mention LESS DROPPING ON YOUR LAWN.

We believe that there are three factors that determine the quality of a pet food:

- 1.) **The quality of the recipe.** Every ingredient in Fido Ultra food serves an important purpose. Developed and improved for that perfect ratio over the last 50 years by SA's foremost animal nutritionist.
- 2.) **The quality of the raw materials.** We only use locally produced best quality human grade ingredients, vitamins and minerals plus added essentials. You are what you eat does also apply to our pets!
- 3.) **The quality of the manufacturing.** Combining many decades of dog food manufacturing experience, a slow manufacturing process ensures superior taste and digestibility.

We only use natural preservatives, so have a short shelf life that forces us to make smaller more frequent batches of food ensuring that the food is always fresh, delivered to your door passionately, direct from our factory. We are not a commercial high volume producing company driven by greed and profits. At Fido SA we still care about the nutrition and health benefits your dog gets from our food.

Fido Ultra can be compared to some of the best dog foods, so don't be misled by our affordable price. **When you cut out the expensive middlemen, expensive packaging & marketing you are left with only value for money!** It is difficult to explain the goodness and quality of Fido Ultra on a small pamphlet. Test a bag and experience the results first-hand. You won't regret it and your dog will love you for it!

If you have been desperately seeking for a timetested pet food, we trust that you will make the wise choice & place your trust in Fido Ultra as your parents & grandparents did to their & their pet's benefit! We would consider it a privilege to be your pet food supplier.

Humans are influenced by marketing and beautiful packaging. Dogs are influenced by a nutritionally balanced food, made from high quality, human grade natural ingredients. Dogs use their natural instinct to determine what is healthy and what is not. Listen to your dog's instincts to make your dog's life better and healthier.

Testimonial

Dear Niel, it is with gratitude that I write this testimonial for Fido Ultra. We breed GSD's, Beagle's and Yorkies, all our dogs are on Fido with the best results we have ever had on any dog food since we started in 1988. (Now 20 years on Fido) Our puppies go on Fido from 3 weeks and we have the best puppies ever. Our kennels are much cleaner with less droppings. Our Vet bills are reduced to a minimum (mainly caesareans, oh - our Vet now also use Fido on her own dogs..shhh). We only get complements for our dogs everywhere we go and it's with pride that we then recommend Fido Ultra. Then add Niel's Pet Aloe & Probiotics and you redefine the word miracle. Niel your service and interest in the health & wellness of our dogs cannot be left unmentioned, we are proud to be part of the Fido Family. Regards Greg.

**The Value You Get Far Exceeds
The Money You Pay!**

BENEFITS

To Your Dog

Optimum healthy nutrition results in a healthier, happier vibrant dog with glossy coat, strong bones & teeth.

Fido Ultra is naturally preserved, resulting in a healthier food and a shorter shelf life ensuring Fido Ultra will always be fresh.

Concentrated nutrients mean you feed less and your dog digest more of the nutrients with each serving.

Balanced Omega 3 & 6 Fatty Acids for healthy skin & joints.

High percentage RICE for increased digestion.

22% Protein - 10% Fat.

To Yourself

Much lower stool volume with less to clean up. (Time Saving)

Feed fewer cups with better results & lower cost per feeding. (Cost Saving)

Less vet bills. (Cost Saving)

No fancy packaging & expensive marketing campaigns. (Cost Saving)

No Carrying heavy bags around, free delivery. (Cost Time Saving)

Your dog will LOVE you for feeding him/her Fido Ultra. (Unconditional LOVE)

VIP program (Cost Saving)

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