



Proudi<sup>®</sup>  
2025  
CATALOGUE



# ABOUT US

## RAW FOOD DONE **RIGHT**

Established in 2017, Proudly was born from one simple truth: there's nothing we wouldn't do for our pets. When our founder couldn't find the right food for his beloved pup, Fergus, he set out to create it himself.

Inspired by the Prey Model Raw diet philosophy, Proudly delivers superior nutrition for dogs and cats - formulated to nourish them the way nature intended.

Backed by scientific expertise in pet nutrition and raw feeding, every Proudly product is crafted to meet the highest standards of pet health and wellbeing.

Proudly made in our human-grade manufacturing facility on the Sunshine Coast, Queensland, we combine passion and precision to create meals that pets love - and that pet parents trust.





# OUR PURPOSE

GIVING YOUR PETS THE NUTRITION  
THEY WERE **BORN TO THRIVE ON**

At Proudly, we craft premium raw meals for dogs and cats using 100% human grade Australian meat, organs, and bone. Inspired by the Prey Model Raw diet, our recipes contain 97% muscle meat, organs and freeze-dried bone powder, plus 3% essential vitamins and minerals - delivering all the macro and micronutrients your pet needs to thrive. Formulated to exceed international standards for pet food nutrition (AAFCO, FEDIAF and PFIAA), our biologically appropriate meals are free from grains, fillers and additives. Just real, raw nutrition - done right.





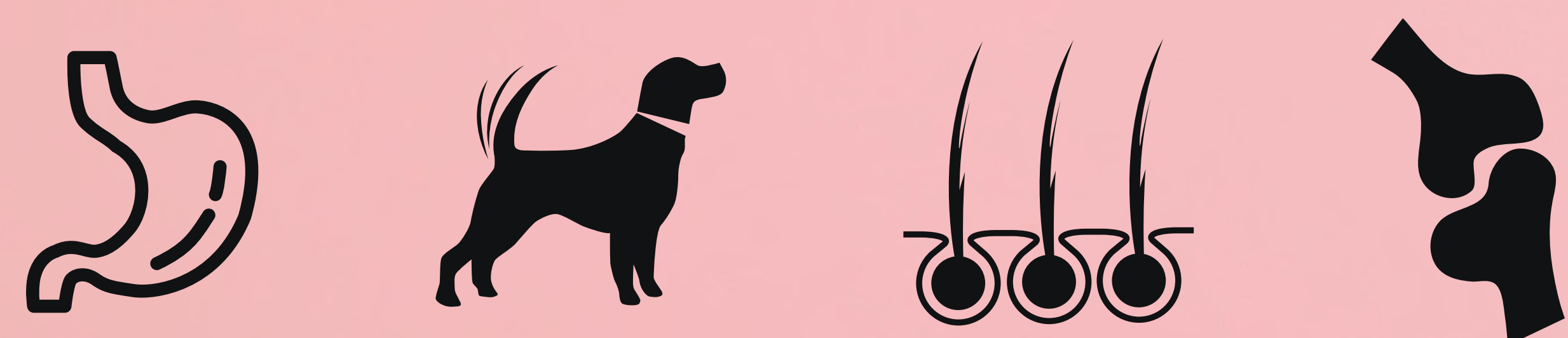
# OUR PRODUCT RANGE



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# PROUDI RAW FOR PUPPIES



- Easily digested thanks to a biologically appropriate blend of raw meat and bone
- Higher fat content essential for the energy needs of active puppies
- Supports healthy skin and coat with natural protein, fatty acids and zinc
- Balanced omega-3, omega-6, calcium and phosphorus for strong bones and joints
- Smaller pack sizes, suitable for feeding puppies (less wastage)



## TURKEY & BEEF

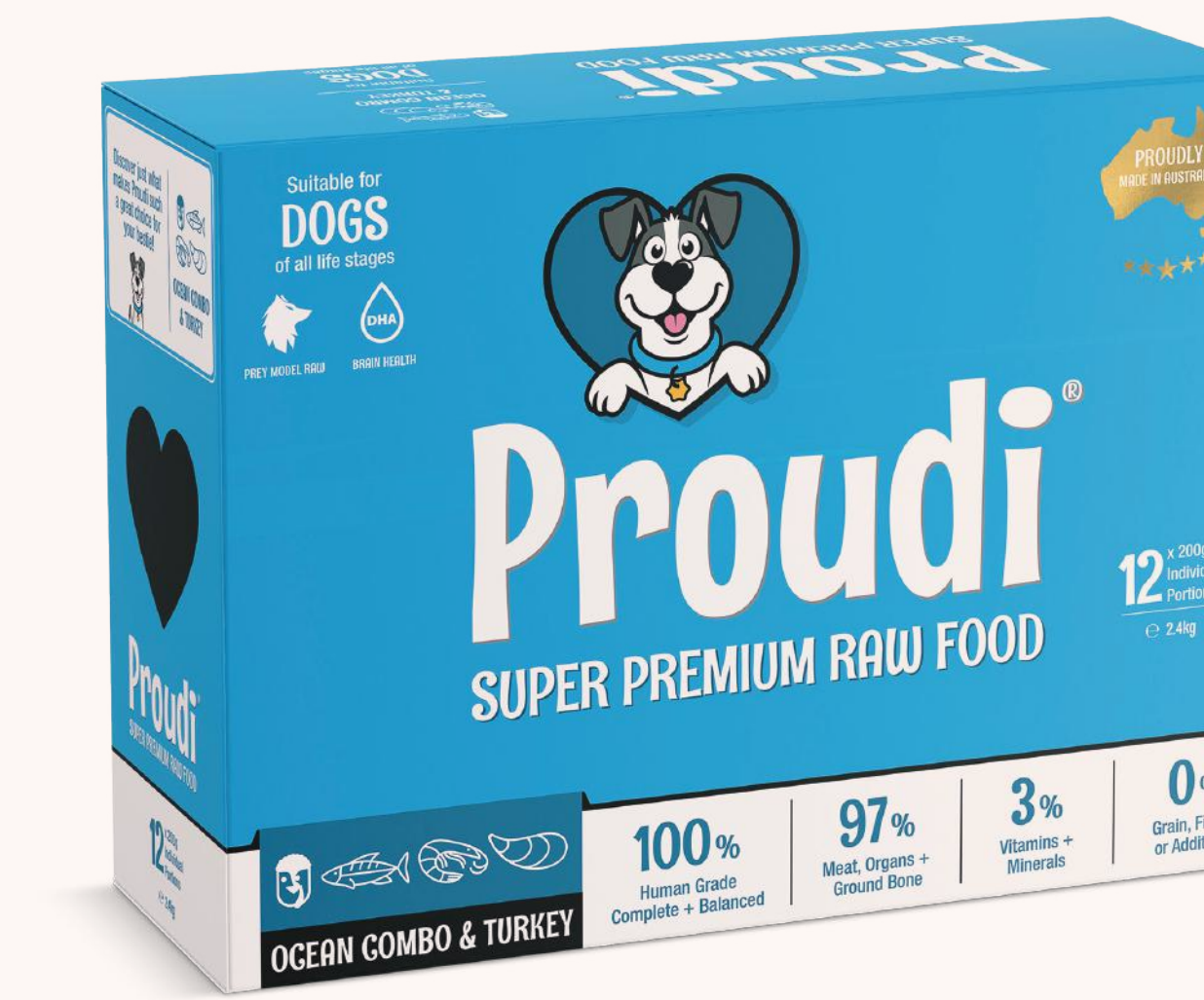
RRP \$22.99 (INC GST)  
9351957001895



# PROUDI RAW FOR DOGS



- Easily digested thanks to a biologically appropriate blend of raw meat and bone
- Supports healthy skin and coat with natural protein, fatty acids and zinc
- Balanced omega-3, omega-6, calcium and phosphorus for strong bones and joints
- Fuels active dogs with the energy and stamina they need to thrive
- Complete and balanced for all life stages (puppies and dogs)



## OCEAN COMBO

RRP \$45.99 (INC GST)  
9351957002298



## LAMB

RRP \$40.99 (INC GST)  
9351957001598



## TURKEY & CHICKEN

RRP \$34.99 (INC GST)  
9351957000386



## CHICKEN

RRP \$30.99 (INC GST)  
9351957000188



## BEEF

RRP \$34.99 (INC GST)  
9351957000133



## KANGAROO & BEEF

RRP \$35.99 (INC GST)  
9351957000393

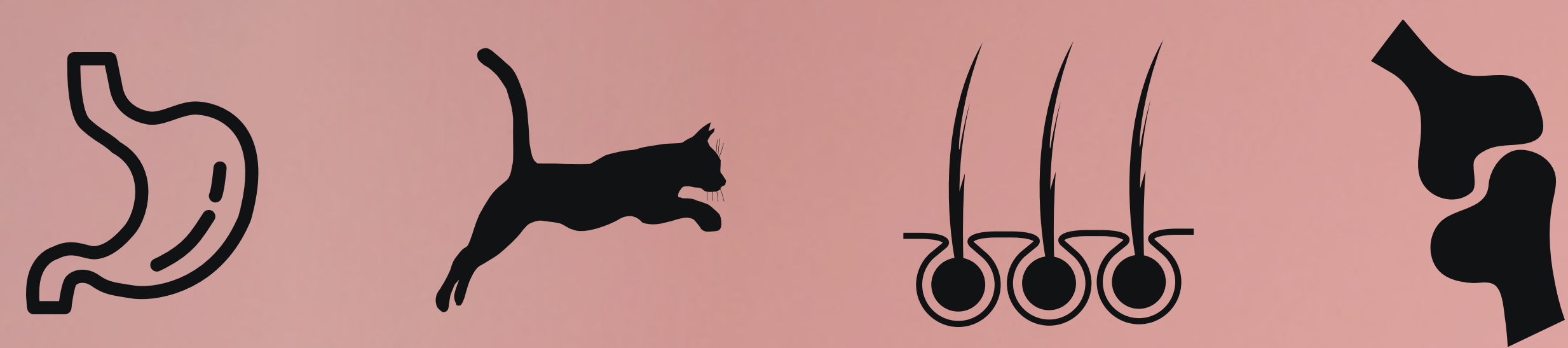


## RED COMBO

RRP \$36.99 (INC GST)  
9351957000089



# PROUDI RAW FOR KITTENS



- Easily digested thanks to a biologically appropriate blend of raw meat and bone
- Higher fat content essential for the energy needs of active kittens
- Supports healthy skin and coat with natural protein, fatty acids and zinc
- Balanced omega-3, omega-6, calcium and phosphorus for strong bones and joints



## TURKEY & BEEF

RRP \$26.99 (INC GST)  
9351957001819



# PROUDI RAW FOR CATS



- Easily digested thanks to a biologically appropriate blend of raw meat and bone
- Supports healthy skin and coat with natural protein, fatty acids and zinc
- Balanced omega-3, omega-6, calcium and phosphorus for strong bones and joints
- Fuels active cats with the energy and stamina they need to thrive
- Complete and balanced for all life stages (kittens and cats)



## TURKEY & CHICKEN

RRP \$24.99 (INC GST)  
9351957000638



## LAMB

RRP \$26.99 (INC GST)  
9351957000997



## RED COMBO

RRP \$28.99 (INC GST)  
9351957000829



## KANGAROO & BEEF

RRP \$24.99 (INC GST)  
9351957000669



# OUR PALATABILITY GUARANTEE

We don't just make the very best products - we make sure they're tail-wagging, lip-smacking delicious. That's why every Proudi meal is backed by our Palatability Guarantee. If a customer tells you their dog or cat doesn't enjoy Proudi, we've got you (and them) covered. Simply complete a palatability claim, and we'll proudly reimburse you for the refund cost.\*  
Because when it comes to feeding pets the very best, taste matters just as much as nutrition.

\*T&C apply, visit [www.proudi.com](http://www.proudi.com) for more information.







Proudi®



# Functional Nutrition for dogs & cats

At YumGuard, we make pet food with purpose, not just flavour. Our functional, delicious recipes are designed to support real health outcomes - like immunity, digestion, and vitality. We use premium, natural ingredients, including our hero superfood Chlorella, to help pets live happier, healthier lives - naturally.

## What is Chlorella?

Chlorella is a tiny green algae with BIG health benefits. Packed with over 55% complete protein, plus natural vitamins, essential minerals, antioxidants, and chlorophyll, it's often called *nature's most complete superfood*. At YumGuard, we use premium-quality chlorella that's sustainably grown in the pristine freshwater of tropical Queensland. This local sourcing ensures exceptional purity, no contamination risk, and strict quality control under Australian food safety standards. It's real, wholefood nutrition your pet's body can actually use - nothing synthetic, just the good stuff.



## Puree Star

Treat your cat to a snack that's not just delicious but also nutritious. Packed with essential vitamins and minerals, it features the renowned Chlorella Growth Factor to support healthy tissue growth and repair. Available in six irresistible flavours, each with a smooth texture and rich taste your cat will adore.



Chicken Papaya Puree	YG30100-AU	RRP\$ 7.49 (inc GST)
Chicken Cranberry Blueberry Puree	YG30200-AU	RRP\$ 7.49 (inc GST)
Tuna Pumpkin Puree	YG30300-AU	RRP\$ 7.49 (inc GST)
Tuna Pineapple Puree	YG30400-AU	RRP\$ 7.49 (inc GST)
Hake Mango Puree	YG30500-AU	RRP\$ 7.49 (inc GST)
Hake Apple Puree	YG30600-AU	RRP\$ 7.49 (inc GST)
Combo Pack	YG30800-AU	RRP\$ 7.49 (inc GST)
Bulk (36) Pack	YG30700-AU	RRP\$ 44.99 (inc GST)

## Paste Rica

Reward your dog with a snack that's as healthy as it is delicious. Enriched with essential vitamins and minerals, plus the renowned Chlorella Growth Factor to support tissue growth and repair, it's a treat you can feel good about. Available in four tail-wagging flavours, each in a convenient resealable pouch - perfect for keeping treats fresh at home or using on the go.



Chicken Paste	YG31400-AU	RRP\$ 4.99 (inc GST)
Tuna Paste	YG31100-AU	RRP\$ 4.99 (inc GST)
Hake Paste	YG31300-AU	RRP\$ 4.99 (inc GST)
Oceanfish Paste	YG31200-AU	RRP\$ 4.99 (inc GST)
Combo Pack	YG31000-AU	RRP\$ 4.99 (inc GST)





# CONTACT US



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