

RUFFEY

SUPER PREMIUM AIR DRIED

Complete diet/Topper/Treat

MADE IN
MELBOURNE AUSTRALIA

FUEL THE ADVENTURE NATURALLY



www.ruffey.com.au





"From the heart of Ruffey Lake Park in Doncaster comes a set of recipes inspired by nature's brilliance—each bite a celebration of the energy, purity, and joy found in Australia's great outdoors, crafted for the companion who shares it all with you."

Ruffey's Premium Air-Dried Dog Food is carefully crafted to deliver exceptional nutrition with approximately 50% protein (as fed), complemented by a wholesome blend of fruits, vegetables, seeds, and other nourishing ingredients. Each recipe provides a complete and balanced diet that supports digestion, vitality, and overall well-being for dogs at every life stage.

Unlike conventional dog foods that are cooked rapidly at high temperatures, Ruffey's meals are slowly air-dried in small batches. This gentle process preserves natural nutrients and rich flavors while meeting the highest quality standards. Every batch is produced under strict controls that exceed SafeMeat and PFIAA requirements, and each formula is developed to align with AAFCO nutritional standards.

At Ruffey, we believe in clean nutrition—free from fillers, artificial preservatives, or inferior ingredients. Our nutritionist-formulated air-drying method locks in the goodness of raw ingredients while eliminating the risks often associated with raw diets. The result is a safe, premium-quality meal you can trust—pure, wholesome, and nourishing in every bite.

PRODUCT RANGE

SMALL BATCH COMPLETE & BALANCED ALL AGES & STAGES
COMPLETE DIET/TOPPER/TREAT



BEEF & SALMON



LAMB & SALMON



CHICKEN & SALMON



KANGAROO SINGLE PROTEIN





CHICKEN & SALMON

Crafted with tender chicken and salmon, our premium air-dried dog food delivers superior nutrition in every bite. Carefully formulated for gentle digestion, it's an ideal choice for dogs with sensitive stomachs or those requiring a lower-fat diet.

Free from grains and artificial additives, this wholesome recipe is naturally rich in omega-3 fatty acids to support healthy joints, radiant skin, and a glossy coat. Every bite is bursting with flavor and designed to entice even the pickiest eaters.

Whether served as a complete meal, a nutrient-rich topper, or a rewarding treat, this all-natural blend promotes vitality, sustained energy, and long-term well-being—because your dog deserves nothing less than exceptional.

INGREDIENTS

Chicken Breast, Chicken Frames, Salmon, Chicken Spleen, Chicken Liver, Flaxseed, New Zealand Green Lipped Mussels, Apple, Kelp, Ginger, Turmeric, Copper, Sea Salt, Zinc, Coriander Leaves, Parsley, Basil, Vitamin E. *MCHA, or microcrystalline hydroxyapatite - a superior form of bone meal.



KEY BENEFITS

Omega-3 and Omega-6 fatty acids, Glucosamine and Chondroitin, Turine, Calcium, Phosphorus, Sodium, Magnesium, Thiamine (B1), Folic acid (B9)



LAMB & SALMON

Delight your dog with a nourishing fusion of lamb and salmon, gently air-dried to lock in natural goodness. This carefully balanced recipe offers high-quality protein and is crafted for young or active dogs.

Grain-free and naturally rich in omega-3s, it supports supple joints, a lustrous coat, and healthy skin—without any artificial preservatives or additives. Each bite is highly palatable and packed with essential nutrients to help your dog thrive.

Serve as a complete meal, a tasty topper, or a protein-packed treat—this versatile blend is made to fuel vitality and promote lasting well-being in every stage of your dog's life.

INGREDIENTS

Lamb, Lamb Heart, Salmon, Lamb Spleen, Lamb Liver, MCHA*, Flax Seeds, Hemp Seeds, Mussels, Apple, Turmeric, Kelp, Ginger, Sea Salt, Coriander, Parsley, Basil, Zinc, Vitamin E. *MCHA, or microcrystalline hydroxyapatite, is a superior form of bone meal.



KEY BENEFITS

Omega-3 and Omega-6 fatty acids, Glucosamine and Chondroitin, Turine, Calcium, Phosphorus, Sodium, Magnesium, Thiamine (B1), Folic acid (B9)



BEEF & SALMON

Elevate your dog's mealtime with our premium blend of beef and salmon—expertly air-dried to preserve nutrients and flavor. This protein-rich formula is crafted for dogs needing optimal digestibility and a balanced, highly palatable diet.

Naturally grain-free and packed with omega-3 fatty acids, it supports joint function, promotes a shiny coat, and nourishes healthy skin. With no artificial additives or fillers, every bite is a clean, delicious source of sustained energy and essential nutrients.

Serve it as a complete meal, a flavorful topper, or a wholesome treat—this versatile recipe is designed to fuel your dog's vitality and support their health from the inside out.

INGREDIENTS

Beef, Beef Heart, Salmon, Beef Liver, Flaxseed, MCHA (premium bone meal), New Zealand Green Lipped Mussels, Apple, Turmeric, Ginger, Kelp, Coriander Leaves, Parsley, Basil, Sea Salt, Vitamin E.



KEY BENEFITS

Omega-3 and Omega-6 fatty acids, Glucosamine and Chondroitin, Turine, Calcium, Phosphorus, - Sodium-Magnesium, - Thiamine (B1), - Folic acid (B9)



KANGAROO SINGLE PROTEIN

Give your dog the nutrition they deserve with our single-protein kangaroo recipe, gently air-dried to lock in flavour and essential nutrients. Naturally grain-free and free from fillers or artificial additives, it delivers clean energy, supports easy digestion, and provides a diet your dog will love.

Rich in omega-3 fatty acids, this lean, low-fat protein promotes supple joints, a shiny coat, and healthy skin. Packed with iron, zinc, and B vitamins, it also strengthens the immune system and supports overall wellbeing.

Serve it as a complete meal, a tasty topper, or a wholesome treat—crafted to keep your dog healthy, active, and thriving from the inside out.
—helping active dogs thrive at every stage of life.

INGREDIENTS

Kangaroo, Dicalcium Phosphate, Calcium Carbonate, Algae Biomass, Trumune Postbiotic, Lycofibre, Carrot, Inulin, Psyllium Husk Powder, Sunflower oil, Air Dried Premix, Salt, Sunflower Lecithin, Naturox.



KEY BENEFITS

Omega-3 and Omega-6 fatty acids, Glucosamine and Chondroitin, Turine, Calcium, Phosphorus, Sodium, Magnesium, Thiamine (B1), Folic acid (B9)

KEY BENEFITS

- **High Meat Content:** Each recipe contains up to 95% meat, providing high-quality protein for muscle development and sustained energy.
- **Premium Ingredients:** Incorporates locally sourced salmon and New Zealand green-lipped mussels, known for supporting skin, coat, and joint health.
- **Advanced Air-Drying Process:** Utilizes low-temperature air-drying technology to preserve natural nutrients and flavour without artificial additives.

KEY BENEFITS

- **Holistic Nutrition:** Formulated with guidance from qualified pet nutritionist, including meats, vegetables, seeds, and herbs for comprehensive health benefits.
- **All-Natural and Free From Fillers:** Free from artificial colours, flavours, preservatives, grains, gluten, and hormones, ensuring a clean and honest diet for dogs.

**Ruffey can also be used as a topper
or training treat**



FEEDING GUIDE

Ruffey offers premium, Australian-made air-dried dog food crafted to provide optimal nutrition and taste. Inspired by the natural beauty of Ruffey Lake Park in Melbourne, our recipes are designed to support dogs' overall health using high-quality, and where possible, locally sourced ingredients.

FEEDING GUIDE IF FED AS A COMPLETE DIET					
Dog Weight	Weight Loss / Low Activity	Moderate Activity (Neutered)	High Activity (Intact)	Puppy 2-4 Months	Puppy 4+ Months
1-5kg	16-53g	26-86g	29-107g	48-160g	32-107g
6-10kg	61-90g	98-144g	110-180g	184-270g	123-180g
11-15kg	97-122g	154-195g	174-244g	290-365g	193-244g
16-20kg	134-151g	214-242g	241-302g	401-453g	268-302g
21-25kg	157-179g	251-286g	282-357g	470-536g	314-357g
26-30kg	184-205g	294-328g	331-410g	552-615g	368-410g
31-35kg	210-230g	336-368g	378-460g		
36-40kg	235-254g	376-407g	423-508g		
41-45kg	259-278g	414-444g	466-555g		
46-50kg	282-301g	452-481g	508-601g		





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