

FIDELIS

Better Food

Fresh Menu

IN-STORE STAFF GUIDE

A quick-reference handbook for pet shop teams helping customers choose, feed and transition onto Fidelis Fresh Menu.



The simplest way to explain it

“Fidelis Fresh Menu is gently steam-cooked complete dog food made with fresh ingredients. It comes in a 400 g glass jar and can stay in the cupboard before opening - so you get fresh-food convenience without needing a freezer.”

About Fidelis

Fidelis is a fully family-owned pet food business with its own pet food kitchens in Germany and Poland.

More than 160 people work directly across the business, producing a wide range of products including Fresh Menu, natural treats and natural chews. Our kitchens also manufacture products for other pet food brands across Europe and international markets.

- Family-owned pet food business.
- Own pet food kitchens in Germany and Poland.
- More than 160 people directly employed.
- Strong focus on natural ingredients, product quality and food safety.
- Production is subject to rigorous controls and audits, with veterinary certification/checks for export markets where required.

Simple customer explanation: “Fidelis is a family-owned manufacturer with its own pet food kitchens in Germany and Poland, rather than simply a brand buying in finished food.”

Five key facts to remember

- Complete and balanced Fresh Menu for everyday feeding.
- Shelf-stable before opening - no refrigeration or freezing required in store.
- 400 g resealable glass jars.
- Refrigerate after opening and use within 3-4 days.
- Suitable for puppies from 8 weeks, adults and seniors, with portions adjusted to the individual dog.

Start every customer conversation with four questions

1. How old is your dog and what do they weigh?
2. What are they eating now?
3. Are there any proteins or ingredients you avoid?
4. Are you looking for a full diet, part-feeding/topper, or simply a more convenient fresh-food option?

1. Which recipe should I suggest?

Customer need	Good starting discussion	Check first
Fussy dog	Familiar/richer proteins such as Chicken, Beef, Duck or Lamb can be a sensible first conversation.	Never guarantee a dog will like a flavour.
Avoiding chicken	Consider suitable non-chicken recipes such as Duck, Turkey, Rabbit, Lamb or Goat.	Check the full label for every recipe.
Avoiding beef	Choose only after checking the complete ingredient list.	Salmon contains beef liver powder.
Wants grain-free	Many recipes do not contain cereal grains.	Chicken & Rice and Rabbit & Brown Rice contain rice. Always check the current ingredient label.
Sensitive digestion	Choose one suitable flavour and transition slowly.	Do not diagnose an intolerance in store.
Wants leaner options	Turkey or Goat can be useful options to discuss.	Not a veterinary low-fat or pancreatitis diet.
Fresh feeder with no freezer space	This is a key Fidelis benefit.	Refrigerate once opened.

Allergy rule

Never choose a recipe from the front protein name alone. Always check the full ingredient declaration, especially for customers with strict protein avoidance.

2. Feeding guide

Dog	Starting guide	Example
Puppies up to around 8 months	Approx. 4% of current body weight/day	5 kg puppy ≈ 200 g/day
Adults up to 15 kg	Approx. 2-3% of body weight/day	10 kg adult ≈ 200-300 g/day
Adults over 15 kg	Approx. 2-2.5% of body weight/day	20 kg adult ≈ 400-500 g/day

Easy calculation

Weight in kg × feeding percentage = kg of food per day. Example: 10 kg × 2.5% = 0.25 kg = 250 g per day.

- These are starting points, not fixed amounts.
- Adjust gradually according to body condition, activity and weight change.
- Very active dogs may need more; older or less active dogs may need less.
- Unexpected or rapid weight loss, persistent vomiting/diarrhoea or other health concerns should be referred to a vet.

3. How to transition onto Fidelis

Days	Current food	Fidelis
1-2	75%	25%
3-4	50%	50%
5-6	25%	75%
7 onward	0%	100%

- For dogs with sensitive digestion, move more slowly if needed.
- Use one flavour initially rather than rotating several recipes straight away.
- Keep treats/extras simple during the first week.
- Mild temporary stool or wind changes can happen after a diet change. Slow the transition if needed.
- Persistent, severe or worsening symptoms should be discussed with a vet.

4. Storage & serving

Question	Answer
Does it need chilling before opening?	No. Store unopened jars in a cool, dry place away from direct sunlight.
After opening?	Reseal, refrigerate and use within 3-4 days.
Can it be frozen?	Do not freeze it in the glass jar. Small-dog leftovers can be transferred to a freezer-safe container or bag.
Do I cook it?	No. It is already cooked and ready to serve.
Can I warm it?	Yes. Adding a little warm/hot water and mixing well is the simplest recommendation.

Question	Answer
Microwave?	We generally recommend warm water instead. If warming a portion, remove it from the jar and ensure there are no hot spots.

5. Customer FAQs – quick answers

Is it complete food?

Yes - Fresh Menu is complete and balanced and can be fed as the main diet.

Why is it shelf-stable if it is fresh-style food?

It is gently cooked and then sterilised in the sealed jar for food safety and shelf stability.

Why glass?

Glass is taste-neutral, resealable and widely recyclable, and it keeps the product distinctive on shelf.

What if the food varies in colour or texture?

Natural ingredients can vary slightly between recipes and batches. Normal variation is expected.

Can I rotate flavours?

Yes once the dog is settled. New or sensitive dogs are better starting with one suitable flavour.

My dog has wind/softer stools after switching.

Slow the transition, keep to one flavour and monitor. Persistent or severe symptoms should be discussed with a vet.

Is Salmon suitable for strict beef avoidance?

No. The current Salmon recipe contains beef liver powder.

How long will a jar last?

A 400 g jar lasts 4 days at 100 g/day, 2 days at 200 g/day, or 1 day at 400 g/day. Opened food must still be used within 3-4 days.

6. Recipes in this retail range

Recipe	Remember
Beef	70% beef meat/offal
Chicken	70% chicken breast/liver
Chicken & Rice	Contains rice
Duck	70% duck meat/necks
Goat	70% goat meat/offal
Lamb	70% lamb meat/offal
Rabbit & Brown Rice	Contains brown rice
Salmon	Contains beef liver powder
Turkey	70% turkey breast/liver

Range supplied through the partnership

The range includes nine Fresh Menu recipes across familiar favourites and alternative proteins, giving customers a broad choice for different preferences and feeding needs.

When to refer the customer

For diagnosed allergies, pancreatitis, kidney disease, prescription diets or significant ongoing symptoms, do not diagnose or make medical claims. Ask the customer to speak with their vet and use the current jar label for exact ingredients.

In-store training document. Recipes can change; current product labels remain the final authority for ingredients and analytical information.

In Store Quick Reference

Keep these points close to hand when helping a customer choose and introduce Fresh Menu.

- **Ask first:** Confirm the dog's age, weight, current food and any ingredients the customer avoids
- **Check the label:** Never recommend from the front protein name alone when an ingredient must be avoided
- **Adult starting point:** Use approximately 2 to 3 percent of body weight per day, then adjust gradually

- **Puppy starting point:** Use approximately 4 percent of current body weight per day up to around eight months
- **Transition:** Move from 25 percent Fidelis to 100 percent over around seven days
- **Storage:** Keep unopened jars cool and dry; refrigerate after opening and use within 3 to 4 days
- **Serving:** Serve ready to eat; use a little warm water to remove the fridge chill
- **Refer:** For diagnosed conditions, prescription diets or ongoing symptoms, ask the customer to speak with their vet



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A simple fresh food conversation in store



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