

**Butternut
Box**

Puppy Parent Guide

Certified



Corporation



Contents

- 3 **Puppy profile**
- 4 **How to order your first Butternut Box**
- 5 **Filling out the questionnaire**
- 6 **Feeding Butternut Box to your puppy**
- 7 **How often and when to feed them**
- 8 **Why Butternut Box is pawfect for puppies**
- 9 **Poo guide - the proof is in the poop**
- 10 **FAQs**
- 11 **Keep in touch**
- 13 **Don't just take our word for it**



You're getting a puppy. High-five.



We're nuts about pups at Butternut Box, so much that we're feeding over **13,000** of them. We're delighted you're choosing to feed them fresh food and can't wait to **welcome you to the pack.**

Puppy profile

Congratulations on your new pup(s). Double congratulations on choosing to feed them Butternut. Let's help you get to know your furry family member(s) a bit better.

PUPPY NAME	
BREED	
DATE OF BIRTH	
CURRENT WEIGHT	(/ /)
FAVOURITE RECIPE	
FIRST TOY	

We're so excited for you to emBARK on your new journey.
Happy parenting.

How to order your first Butternut Box

You will be given a unique discount code that looks like this:

www.butternutbox.com/UNIQUEBREEDERLINK

This link will entitle you to 2 weeks worth of free puppy food. Happy days.

Ordering your box

- We recommend you order your puppy's first Butternut Box 3-4 days before your puppy is due to come home. This way you can have some pouches in the fridge, and plenty more in the freezer - so you are fully prepared for your puppy's arrival.
- Pouches last up to 7 days in the fridge, and 6 months in the freezer.
- Your first Butternut Box will require the space in the freezer of around one loaf of bread.
- We deliver 7 days a week and offer next day delivery if ordered before 10pm to most regions.

Filling out the questionnaire

To sign up for your first box, you'll need to fill in a questionnaire so we know how much food to send. You'll need the following information about your puppy from your breeder:

- > Gender
- > Current age
- > Breed
- > Current weight (in kilograms)
- > Eater type (fussy or foodie)
- > Whether they have any meat allergies or health problems that they know of.



Feeding Butternut Box to your puppy

How much to feed your puppy

Your pup's calorie requirements will change over time until they're fully grown, and we can adjust their daily pouch size to suit their needs. This means they can enjoy Butternut right from weaning through to their twilight years.

When you get started with Butternut and have filled out our online questionnaire, we'll look at your puppy's details to work out how much food they need per day. Then we'll simply send you an email every month to remind you to check their weight, and you can log in to your account to update their weight and recommended portion size. Easy peasy.



How often and when to feed them

Feeding patterns can really vary between puppies. Most people start by feeding their pup 3-4 times a day when their stomachs are small, and then move down to 2-3 times a day when they reach 5-6 months old.

There's no real science to how many portions you should feed your puppy, so it's best to find a routine that works for you and your little one, such as breakfast, lunch and dinner.

Feeding at the same time every day will help with toilet training too, so the more of a routine you create from the beginning, the better.



Why Butternut Box is pawfect for puppies

We've carefully crafted our recipes to make sure they're suitable for all life stages - this means all our food is specially formulated by our nutritionists for all dog ages.








All of the freshly prepared meat that goes into our meals is high quality protein, which is good news for growing muscles. And with added vitamins A, D and E, our bowls are packed full of the stuff that supports healthy skin, teeth and bones. Happy puppy, not-so-happy chew toys.

Your pup's calorie requirements will change over time until they're fully grown, and we can adjust their daily pouch size to suit their needs.



Poo guide: the proof is in the poop

A good diet means great poop. Keep an eye on your puppy's poops when feeding them, as they are a great indicator for what is agreeing with your pup's little tum.

Top of the Poops						
						
1	2	3	4	5	6	7
Little Lumps	Corn on the Cob	Lovely Log	Soft Sausage	Blob's Your Uncle	Slush Puppy	A Poo-ddle
Poo-thetic	Room for improvement	Poo-fect! (Not for fetching)	Pure pooradise	A step poo far	Poo-nami	Pooh dear

FAQs

My puppy seems to have a sensitive stomach, can Butternut Box help?

Just like us, puppies can suffer from stomach sensitivity and be prone to digestive issues. In your first box of food, we include a transition guide which is designed to gradually introduce your pup to Butternut, while also giving their digestive system a chance to get used to the new flavours and textures of our meals. This can help even the most sensitive of tummies adjust to a fresh diet, without any hiccups. Quite literally.

I'm having trouble with toilet training, can feeding times help?

You could try bringing your pup's dinner time forward by a couple of hours to see if this helps them make it through the night. Or, rather than splitting your pup's portions into equal amounts, you could try feeding a larger breakfast and lunch and a slightly smaller dinner - this way they should have less, er, waste to produce during the night.

My puppy seems really fussy, can you help?

Oh dear, we've been there, done that and got the t-shirt. Let's face it - we wouldn't want to eat dry cereal without anything else, twice a day for the rest of our lives either... Butternut Box recipes are all human grade ingredients, cooked like you would at home, and they look, taste and smell just like human food - so your dog will think they're eating the same thing as you. You can also pop the pouches in the microwave for a few seconds, or add a splash of our Bish Bash Broths, to help release the aromas and make dinnertime more appetising. And with a mouthwatering menu of twelve recipes, they'll soon sniff out their favourites.



Keep in touch

For any questions around subscriptions, boxes, deliveries or nutrition, get in touch with Customer Love at:

There are also lots of articles on nutritional information, our products and much more in our Help Centre.

Or call our Vet Nurse Helpline on 01728 544 493. The best part? It's completely free, and available 24/7 for all Butternutters.



bark@butternutbox.com



02039364888

Monday to Friday
10am - 5pm
(excluding Bank Holidays)

Scan here
to have a read



01728 544 493



Don't just take our woof for it, take theirs

Wouldn't change to anything else

'Since my puppy started on Butternut at the end of last year, he is like a different pup! He eats every meal with no fuss, his coat looks amazing and his overall behaviour is like the perfect puppy. I can't recommend Butternut enough, especially if you have a fussy eater like ours! The extras have been a hit too - dental sticks and training treats are working wonders and he loves them. Thank you Butternut Box, your products are amazing and I love knowing what we're giving him is the best.'

My Bernadoodle puppy loves butternut ...

'Our breeder introduced us to Butternut and we have been feeding it to our Bernadoodle puppy, who is now 7 months old, since he was 8 weeks. He loves it, especially the beef. I love the flexibility and ease of using the website, putting in his new weight to calculate the amount of food recommended is seamless. Extra treats are occasionally sent as a gift, a nice little bonus. Admittedly, it's not cheap so I've tried to introduce a little dried food to cut costs but my puppy's poos and tummy were not good. So back to Butternut! You get what you pay for.'

