



The Excel range

For rabbits, guinea pigs and chinchillas

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Introducing The 'Fibrevore'

- Rabbits, guinea pigs and chinchillas are all 'fibrevores'.
- 'Fibrevores' have one essential requirement of their diet above every other: fibre.
- Without fibre, 'fibrevores' will die.





Introducing Beneficial Fibre

To survive, 'fibrevores' need a diet with two kinds of fibre.

- **Indigestible fibre** – keeps the digestive system moving, helps grind down teeth.
- A lack of indigestible fibre brings the digestive system to a halt which leads to death.
- **Digestible fibre** – provides essential nutrients.
- A lack of digestible fibre leads to malnutrition and death.
- Indigestible fibre is moved through the digestive system and excreted as separate, round, hard droppings. This acts to keep the system moving and stimulate the appetite. Indigestible fibre also helps wear down constantly growing teeth.
- Digestible fibre doesn't give up all its nutrition as it passes through the body for the first time. It is excreted as clumps of sticky droppings (caecotrophs) which the animal eats. Essential nutrition is then extracted as the fibre makes a second journey through the digestive system.
- Burgess Excel has created the term '**Beneficial Fibre**' to describe the correct ratio of indigestible and digestible fibre.

Beneficial Fibre

- Beneficial fibre is essential for:
- **Digestive health** – keeps the digestive system moving, maintains the right balance of gut bacteria, helps to prevent abnormal droppings, helps to stimulate the appetite.
- **Dental health** – the teeth of a ‘fibrevore’ grow continuously; Beneficial Fibre encourages greater use of the teeth with optimal dental wear.
- **Emotional health** – fibre (in the form of hay and grass) encourages natural foraging behaviour, prevents boredom, and provides emotional enrichment.
- Excel foods are created with the necessity for Beneficial Fibre in mind.

Pack Labelling

- On packs of pet food, EU regulations only demand that a measure of ‘crude fibre’ be listed.
- ‘Crude fibre’ only covers indigestible fibre, not the total Beneficial Fibre content.
- A crucial element of information on most ‘fibrevore’ food packaging is therefore missing.
- Burgess Excel state Beneficial Fibre levels on their food in order to give all the facts.



Complete or complementary?

- No one food on its own can provide a complete balanced diet as it cannot provide enough essential fibre or nutrition of the right kind for 'fibrevores'.
- A so-called 'complete' food, like muesli-style foods, for example is unsuitable because:
 - 'Fibrevores' can become fussy eaters, and will eat sweet foods as an easy way to get a glucose fix. As a result, they can pick out certain elements of muesli-style foods and leave the rest – this is known as **selective feeding**.
 - Selective feeding will inevitably lead to an imbalanced diet, lacking in calcium, phosphorus and vitamin D.
 - It can lead to a lack of fibre with potentially fatal consequences.
 - The ingredients in muesli-style foods are high in sugar and starch. These are difficult for 'fibrevores' to digest and can lead to health problems and obesity.
- The only diet which answers all of a 'fibrevore's' needs is a combination of foods.
- The perfect combination can be found with The Excel Feeding Plan – which uses Excel foods in a complementary diet regime.



The Excel Feeding Plan

- The Excel Feeding Plan and Excel food were developed by Burgess with one of the world's leading small-animal vets to provide a perfect daily balance of fibre and nutrition.
- It is the only full product range that can provide complete nutrition.
- That's why Burgess Excel is the UK's No. 1 vet-recommended food for 'fibrevores'.

The Excel Feeding Plan = Complete Nutrition



The Excel Feeding Plan – step by step

STEP 1 – Excel Herbage and Forage

- Premium quality hay and grass foods which should form most of the pets' diet.
- Especially good for **Dental Health** as they contain high levels of Beneficial Fibre that help to wear down teeth.

STEP 2 – Excel Tasty Nuggets

- Containing 100% natural, wholesome ingredients.
- With added vitamins, minerals and prebiotics.
- Naturally high in Beneficial Fibre for **Digestive Health**.
- Because they're not a muesli-style mix, they prevent selective feeding.



STEP 3 – Excel Nature Snacks

- Healthy, nutritious natural snacks - ideal for pets.
- Promote **Emotional Health** - preventing boredom and encouraging bonding and interaction between pets and owners.
- Can be fed daily because they're all made with pure, natural ingredients.
- Some are specially designed to be fed by hand which helps pets to get comfortable with human attention.

STEP 4 – Fresh Greens

- Fresh greens to give additional fresh nutrients and to provide some variety.
- But care is needed about what is fed and how much.
 - For more information, read the packaging, a Burgess Excel Care Guide or visit www.burgesspetcare.co.uk.
- If in doubt contact the Burgess Excel team on free phone 0800 413 969.

STEP 5 – Fresh Water

- A plentiful supply of fresh, clean water must always be available.
- There is no better or more balanced diet for rabbits, guinea pigs and chinchillas than The Excel Feeding Plan.
- Following these five simple steps will help pets stay happy and strong.
- The Excel Feeding Plan will help maintain Digestive, Dental And Emotional health – all three of which are vital.



General care

Make sure your consumers with a new ‘fibrevore’ have all the right equipment necessary to keep their pet healthy and happy.

Suitable hutch or cage

For rabbits

The hutch should be tall enough for rabbits to stand on their back legs, and with enough floor area to allow a minimum of three to four hops in any direction.

For guinea pigs

The hutch should be at least five times the guinea pigs’ length and at least a foot wide – but as a general rule: the more space, the better.

For chinchillas

The best cages (the bigger the better) are made from wire mesh (which should have a mesh no larger than 15mm x 15mm) which extends across the floor too.





Soft bedding

For rabbits

A lining of newspaper covered with hay, barley straw or dust-free wood chippings helps to absorb urine and keep the hutch comfortable.

For guinea pigs

Use soft wood chippings or shredded paper along with some fresh straw bedding to keep your pets comfortable and warm.

Here is a checklist of items that your customers will need for their pet 'fibrevores'

Hutch

Burgess Excel Herbage

Burgess Excel Tasty Nuggets

Burgess Excel Nature Snacks

Ceramic food bowl

Water bottle

Pet safe disinfectant

Tunnels and other toys

For more information on housing, handling and general care of 'fibrevores' visit www.burgesspetcare.co.uk



THE EXCEL PRODUCT RANGE

Excel Tasty Nuggets for Junior & Dwarf Rabbits

Excel Tasty Nuggets for Adult Rabbits

Excel Light Tasty Nuggets for Adult Rabbits

Excel Tasty Nuggets for Mature Rabbits

Excel Tasty Nuggets for Guinea Pigs

Excel Tasty Nuggets for Chinchillas

Excel Herbage with Dandelion & Marigold

Excel Fresh Forage

Excel Nature Snacks:

Rollled Grass with Mint, Dandelion or Nettle

Apple Snacks

Wild Apple & Carrot

Gnaw Sticks

Berry Bites for Chinchillas

Country Garden Herbs

Mountain Meadow Herbs





EXCEL Tasty Nuggets

EXCEL Tasty Nuggets for JUNIOR & DWARF Rabbits

Age: from 1+ weeks. Dwarf breeds: for all ages.

A delicious, complementary food for junior rabbits which is also perfect for dwarf rabbits, because of its high nutrient levels and the animals' higher metabolism. It's high in protein and fibre and rich in nutrients for strong, happy, healthy rabbits.

- Naturally high in Beneficial Fibre (36%)
- Good for digestive health
- Prevents selective feeding
- Contains a prebiotic and a probiotic to develop young digestive systems
- With essential amino acids for growing rabbits
- Higher protein for muscle development
- Fortified with vitamins and minerals for healthy eyes, skin and coat
- Dwarf breed rabbits benefit from higher nutrient levels as they have a higher metabolism
- Natural antioxidants to support the immune system
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	36%
Crude Fibre	17%
Protein	16%
Oil	4%
Ash	6%
Calcium	0.9%
Phosphorous	0.50%
Vitamin A	15,000 iu/kg
Vitamin D3	1,500 iu/kg
Vitamin E	120mg/kg
(alpha tocopherol acetate)	
Vitamin C	50mg/kg
Copper (as cupric sulphate)	12mg/kg

Ingredients

Grass, Oat Bran, Wheat, Soya Bean Hulls, Peas, Soya, Molasses, Yeast, Soya Oil, Mint, Ligno-Cellulose, Calcium Carbonate, Monocalcium Phosphate, Fructo-Oligosaccharides 0.25%, Salt, Methionine, Vitamins and Minerals, Probiotic (Saccharomyces cerevisiae NCYC SC47 E1702 1×10^9 CFU/kg). Contains Natural Antioxidants. No artificial colours, flavours or preservatives.



Available in 750g, 2kg and 4kg packs and 10kg sacks

EXCEL Tasty Nuggets for ADULT Rabbits

Age: from 16+ weeks.

A delicious, complementary food for adult rabbits that is high in fibre and rich in nutrients. With two varieties to choose from, Original and NEW Excel Tasty Nuggets with Oregano, your rabbits can enjoy variety in their diet.

- Naturally high in Beneficial Fibre (39%)
- Good for digestive health
- Prevents selective feeding
- Contains a natural prebiotic for digestive health
- Fortified with vitamins and minerals for healthy eyes, skin and coat
- Natural antioxidants to support the immune system
- With herbs for extra tastiness
- 100% natural, wholesome ingredients
- Added oregano to alleviate stress and aid digestion*

*NEW Excel Tasty Nuggets with Oregano only.

Available in 750g, 2kg and 4kg packs and 10kg sacks (adult only)

Nutritional Analysis

Beneficial Fibre	39%
Crude Fibre	19%
Protein	13%
Oil	3%
Ash	5.5%
Calcium	0.9%
Phosphorous	0.51%
Vitamin A	15,000 iu/kg
Vitamin D3	1,500 iu/kg
Vitamin E (alpha tocopherol acetate)	120mg/kg
Vitamin C	50mg/kg
Copper (as cupric sulphate)	12mg/kg

Ingredients

Grass, Oat Bran, Wheat, Soya Bean Hulls, Lucerne, Peas, Yeast, Molasses, Mint, Thyme*, Soya Oil, Calcium Carbonate, Monocalcium Phosphate, Ligno-Cellulose, Fructo-Oligosaccharides 0.25%, Salt, Vitamins, Minerals and Oregano Oil*, Contains Natural Antioxidants. No artificial colours, flavours or preservatives. Vitamins are guaranteed until Best Before date.





EXCEL LIGHT Tasty Nuggets for ADULT Rabbits

Age: for adult rabbits.

Vets are seeing a growing number of overweight rabbits, usually as a result of poor diet and lack of exercise. Those extra grams put a strain on your rabbit's good health and can lead to fatal illnesses. Excel Light Tasty Nuggets for Adult Rabbits is a complementary calorie-controlled food that will help reduce and control your rabbit's weight.

- Naturally high in Beneficial Fibre (38%)
- Good for digestive health
- Prevents selective feeding
- Reduced calorie content
- Our unique, all-natural weight control formula helps reduce and then stabilise your rabbit's weight at the correct level
- Contains a natural prebiotic for digestive health
- Fortified with vitamins and minerals for healthy eyes, skin and coat
- Natural antioxidants to support the immune system
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	38%
Crude Fibre	19%
Protein	13%
Oil	3%
Ash	5%
Calcium	0.9%
Phosphorous	0.51%
Vitamin A	20,000 iu/kg
Vitamin D3	2,500 iu/kg
Vitamin E (alpha tocopherol acetate)	120mg/kg
Vitamin C	20mg/kg
Copper (as cupric sulphate)	12mg/kg

Ingredients

Grass, Wheat, Soya Bean Hulls, Oat Bran, Barley, Peas, Unmolassed Beet Pulp, Yeast, Mint, Monocalcium Phosphate, Ligno-Cellulose, Calcium Carbonate, Soya Oil, Fructo-Oligosaccharides 0.4%, Salt, Vitamins and Minerals, Palm oil. Contains Natural Antioxidants. No artificial colours, flavours or preservatives.



Available in 750g, 2kg and 4kg packs

EXCEL Tasty Nuggets for MATURE Rabbits with cranberry & Ginseng **Age: from 5+ years.**

When your rabbit has been a treasured family member for several years, it can be hard watching them slow down as they age. Excel Tasty Nuggets for Mature Rabbits is a delicious, complementary food with special ingredients to deal with some of the problems that age brings, such as joint stiffness and a lack of energy; it also helps to keep weight under control.

- Naturally high in Beneficial Fibre (38%)
- Good for digestive health
- Prevents selective feeding
- With Glucosamine for healthy joints
- Added Ginseng for increased vitality
- Delicious Cranberry for urinary tract health
- Contains a natural prebiotic for digestive health
- Fortified with vitamins and minerals for healthy eyes, skin and coat
- Natural antioxidants to support the immune system
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	38%
Crude Fibre	19%
Protein	13%
Oil	3%
Ash	5%
Calcium	0.9%
Phosphorous	0.50%
Vitamin A	20,000 iu/kg
Vitamin D3	2,500 iu/kg
Vitamin E	120mg/kg
(alpha tocopherol acetate)	
Vitamin C	20mg/kg
Copper (as cupric sulphate)	12mg/kg

Ingredients

Grass, Wheat, Soya Bean Hulls, Oat Bran, Barley, Peas, Unmolassed Beet Pulp, Yeast, Thyme, Ligno-Cellulose, Calcium Carbonate, Monocalcium Phosphate, Soya Oil, Fructo-Oligosaccharides 0.4%, Ginseng, Salt, Vitamins and Minerals, Cranberry, Glucosamine hydrochloride, Palm Oil. Contains Natural Antioxidants. No artificial colours, flavours or preservatives.

Available in 750g, 2kg and 4kg packs





EXCEL Tasty Nuggets for Guinea Pigs

Age: for all ages.

A delicious, complementary food for guinea pigs that is high in fibre and Vitamin C and rich in nutrients. With two varieties to choose from, Original and NEW Excel Tasty Nuggets with Blackcurrant & Oregano, your guinea pigs can enjoy variety.

- Naturally high in Beneficial Fibre (36%)
- Good for digestive health
- Prevents selective feeding
- High levels of protected Vitamin C, essential for the health of all guinea pigs
- Contains a natural prebiotic for digestive health
- Fortified with vitamins and minerals for healthy eyes, skin and coat
- Natural antioxidants to support the immune system
- 100% natural, wholesome ingredients
- With delicious Blackcurrant for extra flavour*
- Added Oregano to alleviate stress and aid digestion*

****NEW** Excel Tasty Nuggets with Blackcurrant & Oregano only.

Available in 750g, 2kg, 4kg*** packs and 10kg*** sacks
(***original only)

Nutritional Analysis

Beneficial Fibre	36%
Crude Fibre	17%
Protein	17%
Oil	4%
Ash	6%
Calcium	0.9%
Phosphorous	0.50%
Vitamin A	22,000 iu/kg
Vitamin D3	1,500 iu/kg
Vitamin E	100mg/kg
(alpha tocopherol acetate)	
Vitamin C	800mg/kg
Copper (as cupric sulphate)	12mg/kg

Ingredients

Grass, Maize, Wheat, Lucerne, Soya Bean Hulls, Peas, Soya, Oat Bran, Unmolassed Beet Pulp, Yeast, Soya Oil, Ligno-cellulose, Molasses, Calcium Carbonate, Monocalcium Phosphate, Vitamins, Fructo-Oligosaccharides 0.25%, Salt, Minerals, Blackcurrant flavour*, Oregano Oil*. Contains Natural Antioxidants.
No artificial colours or preservatives.



EXCEL Tasty Nuggets for Chinchillas

Age: for all ages.

A delicious, complementary food for chinchillas that is high in fibre and rich in vitamins & nutrients. Chinchillas have a delicate digestive system so it makes sense to give them a food that has been produced especially for them by people with years of experience of taking care of furry family pets.

- Naturally high in Beneficial Fibre (36%)
- Good for digestive health
- Prevents selective feeding
- Contains a natural prebiotic for digestive health
- Vitamin C for healthy skin, coat and gums
- Vitamin A to maintain healthy eyesight
- Vitamin E – a natural antioxidant to maintain a healthy immune system
- 100% natural, wholesome ingredients



Nutritional Analysis

Beneficial Fibre	36%
Crude Fibre	17%
Protein	17%
Oil	4%
Ash	6%
Calcium	0.9%
Phosphorous	0.51%
Vitamin A	20,000 iu/kg
Vitamin D3	2,500 iu/kg
Vitamin E (alpha tocopherol acetate)	100mg/kg
Vitamin C	800mg/kg
Copper (as cupric sulphate)	12mg/kg

Ingredients

Lucerne, Oat Bran, Wheat, Soya Bean Hulls, Soya, Peas, Yeast, Mint, Soya Oil, Ligno-Cellulose, Monocalcium Phosphate, Calcium Carbonate, Salt, Fructo-Oligosaccharides (0.2%), Methionine, Vitamins and Minerals. Contains Natural Antioxidants. No artificial colours, flavours or preservatives.

Available in 750g and 2kg packs



Excel Hay

EXCEL Fresh Herbage with Dandelion & Marigold

A delicious, complementary food made from fresh Timothy hay with dandelion and marigold. This sweet-smelling food is an excellent source of Beneficial Fibre that helps to maintain dental health.

- Naturally high in Beneficial Fibre (63%)
- Good for dental health
- Timothy hay is delicious and an excellent source of good quality, long fibre
- Dandelion aids urinary tract health
- Marigold helps build a healthy immune system
- Helps prevent boredom
- 100% natural, wholesome ingredients
- Dust extracted

Nutritional Analysis

Beneficial Fibre	63%
Crude Fibre	35%
Protein	12%
Vitamin C	150mg/kg

Ingredients

Timothy Hay 98%, Marigold 1.5%, Dandelion 0.5%



EXCEL Fresh Forage

A delicious, complementary food made from barn-dried grass harvested straight from the field. Excel Fresh Forage is a great source of Beneficial Fibre that helps to maintain dental health.

- Naturally high in Beneficial Fibre (55%)
- Good for dental health
- Fresh barn-dried grass
- Helps prevent boredom
- Dust-extracted
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	55%
Crude Fibre	28.5%
Protein	14%
Vitamin C	150mg/kg

Ingredients

Barn dried grass (100%)



Excel Nature Snacks

EXCEL Nature Snacks Rolled Grass with Herbs

These snacks are made from natural rolled grass with added herbs to make them extra tasty. Available in three varieties – Mint, Dandelion or Nettle. Suitable for rabbits, guinea pigs, chinchillas and other small animals.

- Naturally high in Beneficial Fibre (50%)
- Good for emotional health
- Nettle is delicious and a good source of nutrition
- Dandelion aids urinary tract health
- Mint is delicious and good for digestion
- Provides emotional and social enrichment, keeping your pet happy
- Prevents boredom
- Helps you bond with your pet
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	50.0%
Crude Fibre	24.0%
Protein	17.0%
Ash	12.0%
Herb (Mint / Dandelion / Nettle)	5.0%

Ingredients

Dried Grass, (Dried Mint / Dried Nettle / Dried Dandelion) and Vegetable Fibres



Available in 25g packs



EXCEL Apple Snacks

Apple snacks are delicious dried apple pieces covered in parsley and thyme for extra taste that your pet will love. Suitable for rabbits, guinea pigs, chinchillas and other small animals.

- Provides emotional and social enrichment, keeping your pet happy
- Good for emotional health
- With parsley and thyme for extra taste
- Prevents boredom
- Natural antioxidants help support the immune system
- 100% natural, wholesome ingredients

Nutritional Analysis

Crude Fibre	6.8%
Protein	4.4%
Oil	3.9%
Ash	2.7%

Ingredients

Dried Apple (98%), Herbs (2%)

Available in 80g packs



EXCEL Wild Apple & Carrot Chunks

Wild Apple and Carrot Chunks are just that, with no additives or preservatives; a natural and delicious snack that your pets will love. Suitable for rabbits, guinea pigs, chinchillas and other small animals.

- Provides emotional and social enrichment, keeping your pet happy
- Good for emotional health
- Prevents boredom
- 100% natural, wholesome ingredients

Nutritional Analysis

Crude Fibre	7.0%
Protein	4.0%
Oil	0.02%
Ash	3.0%

Ingredients

Dried Wild Apple, Dried Carrots

Available in 100g packs



EXCEL Gnaw Sticks

Gnawing on Excel Nature Snacks Gnaw Sticks will help wear down teeth keeping them in optimum condition. Suitable for rabbits, guinea pigs, chinchillas and other small animals.

- Naturally high in Beneficial Fibre (77%)
- Good for emotional health
- Promotes dental health
- Provides emotional and social enrichment, keeping your pet happy
- Prevents boredom
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	77.0%
Crude Fibre	55.0%
Protein	4.0%
Oil	0.01%
Ash	9.0%

Ingredients

Hazel Sticks, Willow Sticks, Apple Sticks.



Available in packs of 14 Gnaw sticks

EXCEL Berry Bites for Chinchillas

Excel Nature Snacks Berry Bites are a complementary, healthy snack for chinchillas (also suitable for all small animals); A delicious mix of hedgerow berries, flowers, vegetables and herbs that your pet will love.

- Provides emotional and social enrichment, keeping your pet happy
- Good for emotional health
- Prevents boredom
- 100% natural, wholesome ingredients

Nutritional Analysis

Crude Fibre	21.0%
Protein	7.0%
Oil	0.02%
Ash	5.0%

Ingredients

Rose Hips, Carrots, Milk Thistle, Rose Petals



Available in 120g packs



EXCEL Country Garden Herbs

Country Garden Herbs contains a blend of some of the tastiest flowers, herbs and vegetables that your pet will love. Suitable for rabbits, guinea pigs, chinchillas and other small animals.

- Naturally high in Beneficial Fibre (30%)
- Good for emotional health
- A delicious mix of herbs, flowers and vegetables
- Provides emotional and social enrichment, keeping your pet happy
- Prevents boredom
- 100% natural, wholesome ingredients

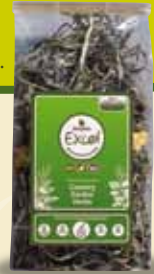
Nutritional Analysis

Beneficial Fibre	30.0%
Crude Fibre	19.0%
Protein	10.0%
Oil	1.5%
Ash	5.0%

Ingredients

Dandelion, Plantain, Chicory, Mint, Milk Thistle, Marigold, cornflower, Jerusalem Artichoke.

Available in 120g packs



EXCEL Mountain Meadow Herbs

Mountain Meadow Herbs is a delicious mix of aromatic herbs and flowers, including calming chamomile. It can be fed either as a snack or as a delicious topping. Suitable for rabbits, guinea pigs, chinchillas and other small animals.

- Naturally high in Beneficial Fibre (32%)
- Good for emotional health
- Provides emotional and social enrichment, keeping your pet happy
- Prevents boredom
- 100% natural, wholesome ingredients

Nutritional Analysis

Beneficial Fibre	32.0%
Crude Fibre	21.0%
Protein	13.0%
Oil	1.4%
Ash	5.0%

Ingredients

Dandelion, Milk Thistle, Coltsfoot Leaf, Chamomile, Parsley, Sage, Hibiscus, Fennel Seeds, Rose Petals, Sunflower Petals.

Available in 120g packs



Ingredients

The ingredients used in existing Burgess Excel products have not changed with one exception (see below). What has changed is the way that ingredients are declared on pack. Previous declaration was by category, but now there are specific declarations. This is to ensure that we are being transparent.

One item that has changed is the **PROBIOTIC** added to Junior & Dwarf. This has been changed to *Saccromyces Cerevisiae* NCYC SC47 E1702 1 x 10⁹ CFU/kg

- This is an EU permitted natural probiotic.
- The list of letters after the name refers to the EU registration number.
- The formula at the end refers to the level of inclusion in the product.

Burgess Excel have selected a high-quality oregano ingredient, **OREGO-STIM®**, for the new flavour variants. This is for great taste, but also to ensure specific health benefits. Orego-Stim® is unique. It is the **No.1 natural food supplement** specifically formulated for use in different pet foods. Orego-Stim® offers different benefits to individual pets in a variety of ways.

Burgess Excel has chosen to include Orego-Stim® in their new lines of rabbit and guinea pig food, as research from Meriden Animal Health has shown that Orego-Stim® will help alleviate stress¹ and aid digestion².

Unique features

100% natural and safe

Cost effective

Easy to administer

Fully researched and tested

Full technical support



1 Gamma-aminobutyric acid (GABA) is a non-essential amino acid that helps promote normal brain function by helping to block stress-related messages from reaching receptor sites in the central nervous system. GABA also plays a key role in balancing and regulating levels of hormones in the body. The active constituents of Orego-Stim® contains GABAnergic properties that help combat stress and reduce feelings of anxiousness.

2 It has been proven that Orego-Stim® aids digestion by several mechanisms, which include the elimination of intestinal disease and diarrhoea-causing pathogenic microbes while boosting populations of beneficial bacteria that make up the normal gut flora within the intestines, allowing for optimal growth of intestinal villi, stimulating the production and secretion of digestive enzymes, and promoting the regeneration of healthier enterocytes that make up the intestinal mucosae.



The new Burgess Excel

What's Changed?

- Name change
 - Supa Rabbit/Guinea Excel to Burgess Excel
 - Excel Lite – Excel Light
- Packaging design
- Product
 - Higher fibre recipes – better for 'fibrevores'
 - Beneficial Fibre and crude fibre stated on packs – better information for consumers

Product	Old Fibre Level	New Fibre level	Beneficial Fibre Level
Junior & Dwarf	16%	17%	36%
Adult	16%	19%	39%
Light	18%	19%	38%
Guinea Pig	15%	17%	36%

What's New?

- NEW food for Chinchillas
- NEW premium flavour variants for rabbits and guinea pigs
- NEW food for mature rabbits
- NEW 750g Intro Pack sizes
- NEW range of Excel Nature Snacks – 6 new products
- NEW point of sale support kits

Merchandising

Merchandising properly will:

- Create a professional area on the fixture
- Help consumers find products
- Help sell across The Excel Feeding Plan driving turnover

Use point of sale kits provided to fully brand the Burgess Excel fixture:

- **Shelf strip** – these own the shelf area. Place these on shelf edges where product is to be placed. These either slip into existing shelf strip holders or are attached with double sided adhesive tape to the shelf edge.
- **Shelf barker** – these contain information on the brand for the consumer to read when next to the shelf. The rounded half of the barker folds outwards to form a bus stop to attract consumers down the aisle. Barkers slip into barker holders which are attached to the shelf.
- **Shelf wobblers** – These attach to the shelf strip and attract consumers attention from a distance.

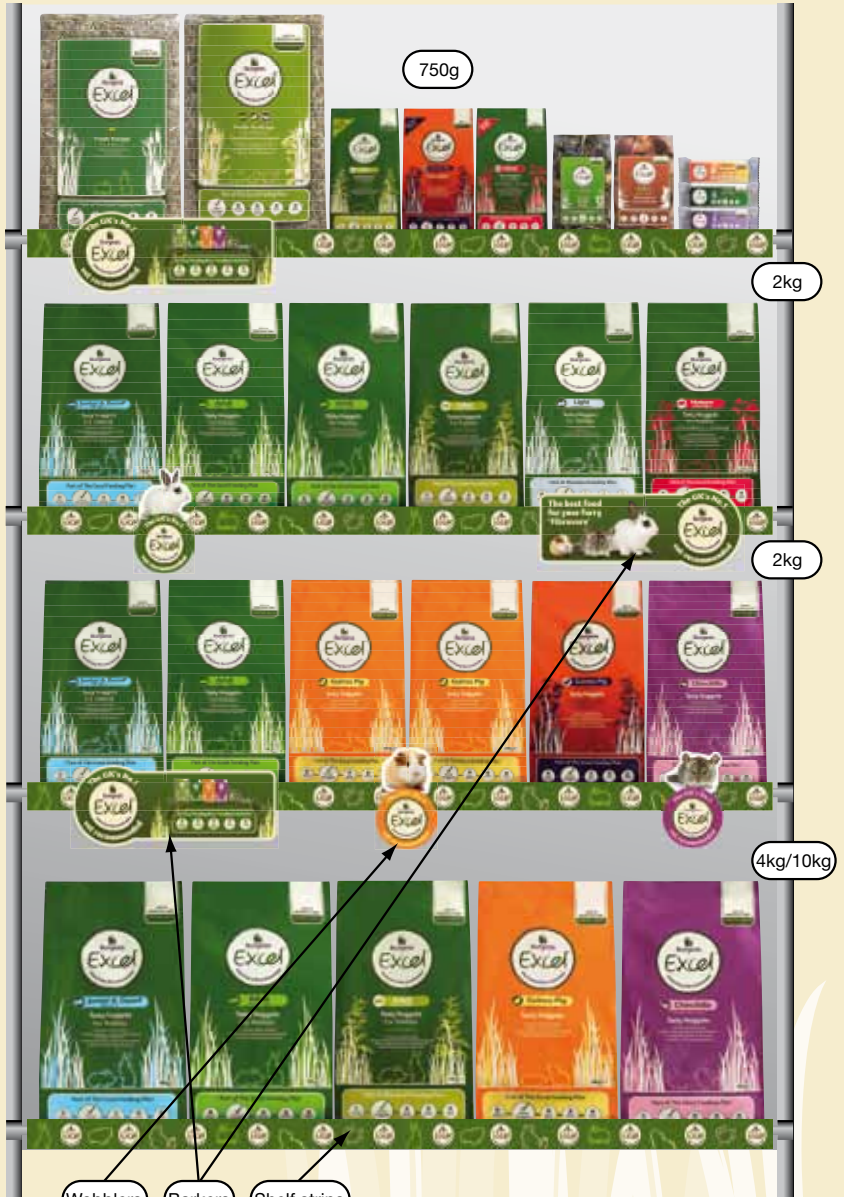
Placement of product on shelf:

- If you have the space, it's recommended that you merchandise all elements of The Excel Feeding Plan on the same fixture. This means consumers are able to easily find the complementary products they need, helping to drive turnover and profit.
- Merchandise products together that are for the same pet – e.g. the full life stage range of rabbit food together.
- Place Excel Nature Snacks and 750g Intro Packs on the top shelf to catch the eye and encourage trial and impulse purchase.
- Heavier packs should be placed towards the bottom of the fixture to avoid these falling off and injuring someone.

Merchandising around the store:

- Place the Burgess Excel fixture near the till – this allows you to direct consumers quickly to the product.
- Placing posters and wobblers around the store helps to let consumers know that you stock Burgess Excel. In addition, keeping care guides and brand leaflets near the till, or around the store in leaflet holders is a great way to drive consumers towards the fixture and the brand.

Remember to ask your Burgess Pet Care representative for more information and training on merchandising, display and Burgess products.



Top selling tips

1. The UK's No.1 vet recommended food for small animals

Consumers are looking for recommendation to ensure that the product they buy is the best for their pet and their wallet.

2. The correct way to feed a 'fibrevore' is with a feeding plan

Drive turnover and profit by selling across The Excel Feeding Plan.

Due to the digestive, dental and emotional health requirements of these pets they must be fed on a diet of:

- Hay, nuggets, occasional healthy snacks and select vegetables with constant access to fresh water.

If they are fed in any other way it can lead to potentially fatal health problems.

3. The Excel Feeding Plan is high in Beneficial Fibre & prevents selective feeding

The Excel Feeding Plan is high in Beneficial Fibre – essential for the digestive, dental and emotional health of 'fibrevores'.

4. Save your customers money

When compared to feeding muesli, feeding 'fibrevores' on The Excel Feeding Plan will save your customers money on:

- Food – less waste due to preventing selective feeding.
- Vet bills – correct feeding helps avoid dietary related health problems.

5. Made from 100% natural ingredients

Excel products are free from artificial colours and preservatives.

6. Excellent choice

There is an Excel Tasty Nugget for every fussy 'fibrevore'.

- For every stage of the rabbit's life
- Flavour options for rabbits and guinea pigs

7. Try Burgess Excel with the new 750g Intro Pack

Up-trade consumers from muesli into Burgess Excel, or to a more premium flavour variant using the new Intro Packs.