

SAGE RIVER KENNELS

How to Feed Your Bulldog Puppy



A simple guide to healthy growth,
portions, and feeding schedules



Feed the puppy in front of you —
not just the number on the bag.



Sage River Kennels



www.sageriverkennels.com

A Note from Sage River Kennels

Bulldog puppies have a special talent for making their people believe they are starving. Most are enthusiastic eaters, and many would happily turn every meal into an all-you-can-eat buffet. That is exactly why a simple feeding routine matters.

This little book is written for new Bulldog owners. It is meant to make feeding feel manageable: choose a sound diet, measure it, divide it into age-appropriate meals, watch your puppy's body condition, and make small adjustments as the puppy grows.

Our guiding idea

Slow, steady growth is the goal. A Bulldog puppy does not need to be pushed to look thick, heavy, or fully mature before its body is ready.



Every puppy is an individual. Your veterinarian should guide feeding when a puppy has a medical condition, is not growing normally, has persistent digestive problems, or needs a therapeutic diet.

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Chapter 1

Choosing a Food

There are many good dog foods to choose from. You do not need the most expensive bag on the shelf, and you do not need to change brands just because another owner swears by a different food.

First, check the nutritional adequacy statement. For a growing Bulldog, choose a food that is complete and balanced for growth or for all life stages. A food labeled only for adult maintenance is not intended to meet all of a growing puppy's nutritional needs.

Sage River Kennels' food preference

There are many good dog foods to choose from. We prefer a formula with a clearly named whole meat - such as chicken, beef, lamb, turkey, or salmon - as the first ingredient. We do not choose foods with corn or a meat meal listed as the first ingredient. The puppy should digest the food well and maintain a healthy, steady growth rate.

The ingredient list is only one part of choosing food. Ingredients are listed by weight, so the order does not tell the whole story about digestibility, calorie density, quality control, or whether the finished diet supplies the right nutrient balance. Look at the whole food and how your puppy does on it.

Unless your veterinarian recommends otherwise, do not add calcium, vitamin, or mineral supplements to a complete and balanced diet. More is not automatically better during growth.

- Look for a complete-and-balanced statement for growth or all life stages.
- Choose a formula your puppy digests well and maintains a healthy body condition on.
- Know the calories per cup so you can compare foods fairly.
- Avoid frequent food-hopping just because your puppy seems bored.
- If your puppy has persistent itching, ear trouble, vomiting, or diarrhea, talk with your veterinarian before repeatedly changing proteins.



Chapter 2

How Often to Feed

New Bulldog owners often focus on the number of cups and forget that meal timing matters too. A predictable schedule makes it easier to watch appetite, track digestion, and predict potty trips.

Age	Typical meals	What to know
About 8-12 weeks	3 meals daily	Many Bulldog puppies do well on breakfast, lunch, and dinner. A very young puppy may need 4 smaller meals if your breeder or veterinarian recommends it.
3-6 months	3 meals daily	Keep the routine steady. Recheck the daily amount as the puppy grows.
Around 6-12 months	2 meals daily	Most puppies can gradually drop lunch and divide the daily amount between breakfast and dinner.
Adult	Usually 2 meals	Two measured meals continue to work well for many Bulldogs.

Important

Changing from three meals to two does not automatically mean cutting the total daily food. At first, you are usually redistributing the same daily amount into fewer meals.

A simple three-meal day might be 7:00 a.m., noon, and 5:00-6:00 p.m. Once your puppy moves to two meals, breakfast and early evening dinner usually work well.

Chapter 3

How Much to Feed

There is no single “Bulldog puppy = X cups per day” rule. Foods vary greatly in calories per cup, and puppies vary in metabolism, activity, size, and growth rate.

Use the feeding chart on your food as a starting point, then watch the puppy. If the chart gives a daily amount, divide that total by the number of meals you are feeding.

Example only	3 meals	2 meals
Daily recommendation	1½ cups total	1½ cups total
Per meal	½ cup	¾ cup
Daily total	1½ cups	1½ cups

Measure food consistently. A kitchen measuring cup is better than an unmarked scoop, and a gram scale is even more precise if you want to track portions closely.

If you change foods, recheck the calories and feeding chart. One cup of a new food may not equal one cup of the old food.

The bag is the starting point - not the finish line

Feeding guides are estimates. Your puppy's body condition, growth, stool quality, and veterinarian's advice determine whether the starting amount needs to move up or down.



Chapter 4

When to Increase or Decrease

Bulldog puppies change quickly. The right amount this month may not be the right amount next month. Make small adjustments instead of waiting until a puppy is obviously too thin or too heavy.

You may need to increase food when your puppy is moving into a higher weight range on the label, has had a normal growth spurt, is becoming too lean, or your veterinarian recommends an increase.

You may need to decrease food when the waist disappears, the ribs become difficult to feel, weight is climbing faster than expected, or treats and extras have quietly become a large part of the day.

Bulldog Body Condition at a Glance

Too lean Ribs, spine, or hip bones are very prominent; little padding; puppy may look narrow or weak.	Just right Ribs are easy to feel with a light covering; a waist is visible from above; the puppy looks sturdy, not round.	Too heavy Ribs are hard to feel; the waist fades; the body looks round from above or thick through the abdomen.
Do not try to make a young Bulldog look “thick.” Bulldogs are naturally stocky, but puppy fat is still fat. The broad chest, heavy head, and mature Bulldog outline develop with time. Healthy growth is more important than an early adult look.		

Chapter 5

“But My Bulldog Is Still Hungry!”

Bulldog puppies are famous for acting hungry. Many will finish a meal, lick the bowl, inspect the floor, and then look at you as though nobody has fed them in days.

Begging alone is not a reason to increase the portion. Instead, look at the puppy's body condition, growth, weight trend, activity, stool quality, and the daily recommendation for the food you are using.

If your Bulldog is growing steadily and staying in good condition...

Those hungry eyes may simply mean you have a Bulldog.

A few ways to make meals feel more satisfying without automatically adding calories:

- Use a slow-feeder bowl so the meal lasts longer.
- Use part of the measured daily ration for training during the day.
- Put kibble in a safe food puzzle appropriate for your puppy's age and chewing style.
- Split the daily total into the planned meals instead of adding extra snacks between meals.
- Give attention, play, or a short training session when begging is really asking for interaction.

If a puppy seems unusually ravenous while losing weight, has chronic diarrhea, has a pot-bellied appearance, or is not growing normally, contact your veterinarian. Persistent extreme hunger can sometimes have a medical cause.



Chapter 6

Fast Eating, Gulping & Regurgitation

Some Bulldogs do not eat - they inhale. Fast eating can make meals messy and may contribute to gulping air, gagging, or bringing food back up.

- Try a slow-feeder bowl designed for short-muzzled dogs.
- Serve the measured meal in two smaller portions a few minutes apart if that helps your puppy slow down.
- Keep mealtime calm rather than turning it into a race with another dog.
- If you have multiple dogs, feed separately when competition makes the puppy eat too quickly.
- Avoid hard exercise immediately around meals.

Bulldogs are brachycephalic (short-muzzled), and gastrointestinal signs such as regurgitation can occur along with airway problems in some dogs. Frequent regurgitation, repeated vomiting, coughing or choking during meals, difficulty swallowing, poor weight gain, or breathing distress deserves veterinary attention.

Do not dismiss repeated regurgitation as “just a Bulldog thing.”

A repeated pattern is worth discussing with your veterinarian, especially when it occurs with noisy breathing, exercise intolerance, gagging, or poor growth.

Chapter 7

Treats, People Food & Water

Training treats are useful, but they are still food. If you give a lot of treats and then feed the full daily ration on top of them, a Bulldog puppy can gain extra weight quickly.

An easy trick is to measure the entire day's food in the morning and set aside a handful of that ration for training. Your puppy gets frequent rewards without turning training into a second diet.

Keep people food limited. Rich, greasy foods can upset the stomach, and some common foods are dangerous to dogs. Keep chocolate, grapes and raisins, onions and garlic, alcohol, and anything containing xylitol safely out of reach.

Fresh water should be available throughout the day. Watch for a sudden major change in drinking. Drinking much more or much less than usual, especially with vomiting, diarrhea, lethargy, or changes in urination, should be discussed with your veterinarian.

Feeding and housetraining work together

A predictable pattern - eat, drink, potty, play, rest - makes it much easier to learn your puppy's schedule.



Chapter 8

Changing Foods

If your new puppy is doing well on the food used by the breeder, there is usually no need to change it on the first day home. Moving to a new home is already a big adjustment.

When you do change foods, transition gradually. A simple starting plan is shown below; sensitive puppies may need a slower change.

Days	Current food	New food
1-2	About 75%	About 25%
3-4	About 50%	About 50%
5-6	About 25%	About 75%
7+	0%	100%

A little stool change can happen with diet transitions, but severe or persistent diarrhea, repeated vomiting, blood in the stool, refusal to eat, weakness, or lethargy should not be blamed on the food change without veterinary advice.

Chapter 9

Troubleshooting

My puppy skipped one meal. Should I panic?

A healthy puppy may occasionally be less interested in a meal, especially after a busy day or a lot of treats. But young puppies can become ill quickly. If your puppy repeatedly refuses food, seems weak or lethargic, vomits, has diarrhea, or simply seems “off,” call your veterinarian.

The stool is soft. Should I change food?

Not automatically. Soft stool can follow treats, stress, a sudden food change, parasites, infection, overeating, or many other causes. If it continues, becomes watery, contains blood, or comes with vomiting or lethargy, get veterinary guidance.

My puppy looks skinny. Should I double the food?

No. Make a measured adjustment and evaluate the whole puppy. Rapidly doubling portions can create digestive upset and does not tell you why the puppy is lean.

My puppy is getting chunky. Should I skip meals?

Usually no. Keep the meal schedule and reduce the total daily amount modestly, including treats, while you monitor body condition. Ask your veterinarian for help if you are unsure how much to change.

Can I add supplements for bones and joints?

Do not add calcium or broad vitamin/mineral supplements to a complete and balanced growth diet unless your veterinarian recommends them. Growing puppies need balance, not simply more nutrients.

Should I switch foods because my Bulldog seems tired of it?

Most Bulldogs are not known for turning down food. If appetite truly changes, first consider treats, stress, illness, or digestive upset. A sudden change in appetite matters more than whether the puppy seems excited by a new flavor.

Chapter 10

Bulldog Puppy Feeding Quick Guide

Age	Meals	Daily amount	Main goal
8-12 weeks	3*	Use food label as starting point; divide total into meals.	Set a routine; watch stool, appetite, and steady growth.
3-6 months	3	Recheck amount as weight changes.	Keep puppy lean and growing steadily.
6-12 months	2	Redistribute the daily total; adjust by body condition.	Avoid overfeeding as growth begins to slow.
Adult	2	Feed for ideal adult body condition.	Maintain a healthy weight long term.

**Some very young puppies may do better with 4 smaller meals if your breeder or veterinarian recommends it.*

Remember

Measure the food. Keep meals predictable. Keep the puppy lean. Count the treats. Do not increase food just because the puppy asks. Recheck the plan as your Bulldog grows.

One Puppy • One Day

Printable Feeding Log

Puppy name		Date	
Age		Weight	

Meals

Meal	Time	Amount	Ate well?	Notes
Breakfast				
Lunch				
Dinner				

Daily Notes

Treats / training food	
Water intake	
Stool	
Appetite	
Other notes	

Tip: If you use kibble for training, include it in the puppy's measured daily total.

For Owners Who Want to Read More

Sources & Publishing Notes

This booklet is original educational content written for Sage River Kennels. The wording, organization, examples, and breeder tips were created for this guide; no veterinary chart, commercial article, or copyrighted illustration has been copied into the book.

The veterinary guidance was checked against established nutrition and animal-health resources. These sources are provided for further reading and are not reproduced in the book.

- [U.S. Food & Drug Administration - "Complete and Balanced" Pet Food](#)
- [U.S. Food & Drug Administration - Pet Food](#)
- [World Small Animal Veterinary Association - Global Nutrition Guidelines](#)
- [American Animal Hospital Association - 2021 Nutrition and Weight Management Guidelines](#)
- [Merck Veterinary Manual - Feeding Practices in Small Animals](#)
- [Kaye et al., Journal of Small Animal Practice \(2018\) - Brachycephalic airway syndrome and gastrointestinal signs](#)
- [ASPCA - People Foods to Avoid Feeding Your Pets](#)

About ingredient preferences

Sage River Kennels' preference for a named whole meat as the first ingredient - rather than corn or meat meal first - is presented as a breeder preference, not as a universal veterinary rule. FDA labeling rules require ingredients to be listed in descending order by weight, and nutrition experts recommend evaluating the complete diet and manufacturer practices rather than judging quality from one ingredient alone.

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Bulldogs raised with care. Owners prepared with confidence.

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