



**WE'RE REDEFINING
BETTER™ IN PET FOOD**

HERE'S AN EASY SIDE-BY-SIDE RECIPE COMPARISON

**BE NATURAL KIBBLE FOR DOGS
REAL BEEF & BARLEY RECIPE**

PREVIOUS

NEW

Real Beef & Barley Recipe		Real Beef & Barley Recipe			
Ingredients		Ingredients			
<p>Beef, Turkey Meal, Barley, Brown Rice, Oatmeal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Menhaden Fish Meal, Suncured Alfalfa Meal, Ground Flaxseed, Natural Flavor, Montmorillonite Clay, Carrots, Salt, Sweet Potatoes, Apples, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrodide), Choline Chloride, Potassium Chloride, Yeast Culture, Dried Enterococcus faecium Fermentation Product, Dried Lactobacillus acidophilus Fermentation Product, Dried Aspergillus niger Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Freeze Dried Beef, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Rosemary Extract.</p>		<p>Beef, Turkey Meal, Barley, Oatmeal, Brown Rice, Menhaden Fish Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Dehydrated Alfalfa Meal, Ground Flaxseed, Natural Flavor, Montmorillonite Clay, Carrots, Salt, Apples, Blueberries, Cranberries, Potassium Chloride, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrodide), Choline Chloride, Freeze Dried Beef, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus niger Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Rosemary Extract.</p>			
Guaranteed Analysis		Guaranteed Analysis			
Crude Protein (min):	23.5%	Crude Protein (min):	24.0%		
Crude Fat (min):	14.0%	Crude Fat (min):	13.0%		
Crude Fiber (max):	6.0%	Crude Fiber (max):	5.0%		
Moisture (max):	10.0%	Moisture (max):	10.0%		
Vitamin E (min):	100 IU/kg	Vitamin E (min):	100 IU/kg		
*Omega 3 Fatty Acids (min):	0.45%	*Omega 3 Fatty Acids (min):	0.5%		
*Omega 6 Fatty Acids (min):	1.1%	*Omega 6 Fatty Acids (min):	1.9%		
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles		*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles			
Calorie Content (calculated)		Calorie Content (calculated)			
Metabolizable Energy 3,674 kcal/kg; 432 kcal/cup		Metabolizable Energy 3,773 kcal/kg; 429 kcal/cup			
Daily Feeding Guidelines		Daily Feeding Guidelines			
(cups per day*)	5 – 15 lb	16 – 25 lb	26 – 50 lb	51 – 75 lb	76 – 100 lb
Adult Maintenance	½ - 1¼	1¼ - 1¾	1¾ - 2¾	2¾ - 3¾	3¾ - 4½
Weight Loss	¼ - ¾	¾ - 1	1 - 1¼	1¼ - 2¼	2¼ - 2¾
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup			