



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

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

**BE NATURAL KIBBLE FOR DOGS**  
**REAL SALMON AND BROWN RICE RECIPE**

**PREVIOUS**

**NEW**

Real Salmon and Brown Rice Recipe		Real Salmon and Brown Rice Recipe			
<b>Ingredients</b>		<b>Ingredients</b>			
<p>Salmon, Salmon Meal, Brown Rice, Oatmeal, Barley, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Peas, Menhaden Fish Meal, Suncured Alfalfa Meal, Ground Flaxseed, Natural Flavor, Montmorillonite Clay, Potassium Chloride, Carrots, Salt, Sweet Potatoes, Apples, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, 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 Dihydriodide), Choline Chloride, 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 Cod, Rosemary Extract.</p>		<p>Salmon, Menhaden Fish Meal, Oatmeal, Barley, Brown Rice, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Salmon Meal, Dehydrated Alfalfa Meal, Ground Flaxseed, Natural Flavor, Carrots, Montmorillonite Clay, Salt, Apples, Blueberries, Cranberries, Potassium Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Freeze Dried Cod, 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, Rosemary Extract.</p>			
<b>Guaranteed Analysis</b>		<b>Guaranteed Analysis</b>			
Crude Protein (min):	25.0%	Crude Protein (min):	25.0%		
Crude Fat (min):	14.0%	Crude Fat (min):	14.0%		
Crude Fiber (max):	5.5%	Crude Fiber (max):	4.5%		
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):	1.0%	*Omega 3 Fatty Acids (min):	1.0%		
*Omega 6 Fatty Acids (min):	1.6%	*Omega 6 Fatty Acids (min):	1.6%		
*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			
<b>Calorie Content</b> (calculated)		<b>Calorie Content</b> (calculated)			
Metabolizable Energy 3,670 kcal/kg; 418 kcal/cup		Metabolizable Energy 3,719 kcal/kg; 423 kcal/cup			
<b>Daily Feeding Guidelines</b>		<b>Daily Feeding Guidelines</b>			
(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 - 4¾
Weight Loss	¼ - ¾	¾ - 1	1 - 1¼	1¼ - 2½	2½ - 3
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup			