



# WE'RE REDEFINING BETTER™ IN PET FOOD

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

## INSTINCT FROZEN RAW FOR DOGS CAGE-FREE CHICKEN RECIPE

### PREVIOUS

### NEW

Cage-free Chicken Recipe 85% CHICKEN, ORGANS & BONE AND 15% FRUITS, VEGETABLES, VITAMINS & MINERALS		Cage-free Chicken Recipe 85% CHICKEN & ORGANS AND 15% VEGETABLES, FRUITS + OTHER WHOLESOME INGREDIENTS			
<b>Ingredients</b>		<b>Ingredients</b> <i>(new ingredients in orange below)</i>			
Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Apples, Carrots, Sweet Potatoes, Butternut Squash, Montmorillonite Clay, Tricalcium Phosphate, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Yeast Culture, Potassium Chloride, Salt, Choline Chloride, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Blueberries, Spinach.		Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Carrots, Apples, Sweet Potatoes, Butternut Squash, <b>Ground Miscanthus Grass</b> , Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Tricalcium Phosphate, Salt, Choline Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Blueberries, Spinach.			
<b>Guaranteed Analysis</b>		<b>Guaranteed Analysis</b>			
Crude Protein (min):	12%	Crude Protein (min):	12%		
Crude Fat (min):	8%	Crude Fat (min):	9%		
Crude Fiber (max):	2%	Crude Fiber (max):	3%		
Moisture (max):	70%	Moisture (max):	70%		
<b>Calorie Content</b> (fed)		<b>Calorie Content</b> (calculated)			
Metabolizable Energy 1,645 kcal/kg; 182 kcal/cup ( <i>bites</i> ), 188 kcal/patty ( <i>patties</i> )		Metabolizable Energy 1,596 kcal/kg; 191 kcal/cup ( <i>bites</i> ), 181 kcal/patty ( <i>patties</i> )			
<b>Daily Feeding Guidelines</b>		<b>Daily Feeding Guidelines</b>			
(cups per day*)	5-15 lb	16-25 lb	26-50 lb	51 lb +	
Adult Maintenance	1 - 2	2 - 2 ¾	2 ¾ - 4 ¾	4 ¾ +	
Weight Loss	½ - 1 ¼	1 ¼ - 1 ½	1 ½ - 2 ¾	2 ¾ +	
Patties per Day	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76 lb +
Adult Maintenance	1 - 2	2 - 3	3 - 5	5 - 6	6 +
Weight Loss	½ - 1	1 - 2	2 - 3	3 - 4	4 +
(cups per day*)	5-15 lb	16-25 lb	26-50 lb	51 lb +	
Adult Maintenance	1 - 2	2 - 3	3 - 5	5 +	
Weight Loss	½ - 1 ¼	1 ¼ - 2	2 - 3	3 +	
Patties per Day	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76 lb +
Adult Maintenance	1 - 2	2 - 3	3 - 5	5 - 6	6 +
Weight Loss	½ - 1	1 - 2	2 - 3	3 - 4	4 +