



WE'RE REDEFINING BETTER™ IN PET FOOD

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

ORIGINAL KIBBLE FOR DOGS GRAIN-FREE RECIPE WITH REAL BEEF

PREVIOUS

Grain-Free Recipe with Real Beef					
Ingredients					
Beef, Turkey Meal, Herring Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Chickpeas, White Fish Meal (Pacific Whiting, Pacific Sole, Pacific Rockfish), Dried Tomato Pomace, Natural Flavor, Lamb Meal, Menhaden Fish Meal, 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), Potassium Chloride, Carrots, Apples, Cranberries, Montmorillonite Clay, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Salt, Freeze Dried Beef, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.					
Guaranteed Analysis					
Crude Protein (min):	36.0%				
Crude Fat (min):	19.0%				
Crude Fiber (max):	3.5%				
Moisture (max):	10.0%				
Vitamin E (min):	100 IU/kg				
Ascorbic Acid (Vitamin C) (min):	85 mg/kg				
*Omega 3 Fatty Acids (min):	0.5%				
*Omega 6 Fatty Acids (min):	3.0%				
*Bacillus coagulans (min):	60,000,000 CFU/lb				
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles					
Calorie Content (fed)					
Metabolizable Energy 4,410 kcal/kg; 518 kcal/cup					
Daily Feeding Guidelines					
(cups per day*)	5 – 15 lb	16 – 25 lb	26 – 50 lb	51 – 75 lb	76 – 100 lb
Adult Maintenance	½ - 1	1 - 1¼	1¼ - 2¼	2¼ - 3	3 - 3¾
Weight Loss	¼ - ½	½ - ¾	¾ - 1¼	1¼ - 2	2 - 2¼
*Standard 8 oz dry measuring cup					

NEW

Grain-Free Recipe with Real Beef					
Ingredients <i>New ingredients in orange below.</i>					
Beef, Chicken Meal , White Fish Meal (Pacific Whiting, Pacific Sole, Pacific Rockfish), Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Chickpeas, Menhaden Fish Meal, Natural Flavor, Herring Meal, Dried Tomato Pomace, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Montmorillonite Clay, Carrots, Apples, Cranberries, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Potassium Chloride, Freeze Dried Beef, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.					
Guaranteed Analysis					
Crude Protein (min):	36.0%				
Crude Fat (min):	20.5%				
Crude Fiber (max):	3.0%				
Moisture (max):	10.0%				
Vitamin E (min):	100 IU/kg				
Ascorbic Acid (Vitamin C) (min):	85 mg/kg				
*Omega 3 Fatty Acids (min):	0.5%				
*Omega 6 Fatty Acids (min):	2.9%				
*Bacillus coagulans (min):	60,000,000 CFU/lb				
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles					
Calorie Content (calculated)					
Metabolizable Energy 4,326 kcal/kg; 508 kcal/cup					
Daily Feeding Guidelines <i>Changes to feeding guidelines in orange below.</i>					
(cups per day*)	5 – 15 lb	16 – 25 lb	26 – 50 lb	51 – 75 lb	76 – 100 lb
Adult Maintenance	½ - 1	1 - 1¼	1¼ - 2¼	2¼ - 3	3 - 3¾
Weight Loss	¼ - ½	½ - ¾	¾ - 1½	1½ - 2	2 - 2¼
*Standard 8 oz dry measuring cup					