



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 CHICKEN FOR SMALL BREEDS

PREVIOUS

NEW

Grain-Free Recipe with Real Chicken		Grain-Free Recipe with Real Chicken		
Ingredients		Ingredients		
Chicken, Chicken Meal (source of Glucosamine and Chondroitin Sulfate), Chickpeas, Turkey Meal, Tapioca, Herring Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Peas, Dried Tomato Pomace, Natural Flavor, Coconut Oil, Montmorillonite Clay, Salt, Egg Product, 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), Carrots, Apples, Cranberries, Choline Chloride, Minerals (Zinc Proteininate, Iron Proteininate, Copper Proteininate, Manganese Proteininate, Sodium Selenite, Ethylenediamine Dihydriodide), Freeze Dried Chicken, Freeze Dried Chicken Liver, Pumpkinseeds, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.		Chicken, Chicken Meal (source of Glucosamine and Chondroitin Sulfate), Chickpeas, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Turkey Meal, Herring Meal, Peas, Dried Tomato Pomace, Natural Flavor, Coconut Oil, Salt, Potassium Chloride, Egg Product, 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), Carrots, Apples, Cranberries, Montmorillonite Clay, Minerals (Zinc Proteininate, Iron Proteininate, Copper Proteininate, Manganese Proteininate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Freeze Dried Chicken, Freeze Dried Chicken Liver, Pumpkinseeds, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.		
Guaranteed Analysis		Guaranteed Analysis		
Crude Protein (min):	36.0%	Crude Protein (min):	35.0%	
Crude Fat (min):	15.5%	Crude Fat (min):	19.5%	
Crude Fiber (max):	3.0%	Crude Fiber (max):	3.5%	
Moisture (max):	10.0%	Moisture (max):	10.0%	
Calcium (min):	1.4%	Calcium (min):	1.4%	
Phosphorus (min):	1.1%	Phosphorus (min):	1.1%	
Vitamin E (min):	200 IU/kg	Vitamin E (min):	200 IU/kg	
Ascorbic Acid (Vitamin C) (min):	100 mg/kg	Ascorbic Acid (Vitamin C) (min):	100 mg/kg	
*Omega 3 Fatty Acids (min):	0.25%	*Omega 3 Fatty Acids (min):	0.2%	
*Omega 6 Fatty Acids (min):	2.0%	*Omega 6 Fatty Acids (min):	2.0%	
*Glucosamine (min):	300 mg/kg	*Glucosamine (min):	300 mg/kg	
*Chondroitin sulfate (min):	525 mg/kg	*Chondroitin sulfate (min):	525 mg/kg	
*Bacillus coagulans (min):	60,000,000 CFU/lb	*Bacillus coagulans (min):	60,000,000 CFU/lb	
*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 (fed)		Calorie Content (calculated)		
Metabolizable Energy 4,140 kcal/kg; 463 kcal/cup		Metabolizable Energy 4,262 kcal/kg; 476 kcal/cup		
Daily Feeding Guidelines		Daily Feeding Guidelines		
(cups per day*)	2 - 8 lb	9 -12 lb	13 - 20 lb	21 - 30 lb
Adult Maintenance	¼ - ¾	¾ - 1	1 - 1¼	1¼ - 1¾
Weight Loss	⅓ - ¾	¾ - ½	½ - ¾	¾ - 1
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup		