



# 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 DUCK

### PREVIOUS

### NEW

Grain-Free Recipe with Real Duck							Grain-Free Recipe with Real Duck						
<b>Ingredients</b>							<b>Ingredients</b>						
Duck, Turkey Meal, Chicken Meal, Peas, Egg Product, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Duck Meal, Tapioca, Dried Tomato Pomace, Natural Flavor, Chickpeas, Montmorillonite Clay, Salt, 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), Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Freeze Dried Duck (including Freeze Dried Ground Duck Bone), Pumpkinseeds, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.							Duck, Chicken Meal, Peas, Egg Product, Turkey Meal, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Natural Flavor, Montmorillonite Clay, Salt, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Dried Tomato Pomace, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Potassium Chloride, Freeze Dried Duck (including Freeze Dried Ground Duck Bone), Choline Chloride, Pumpkinseeds, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.						
<b>Guaranteed Analysis</b>							<b>Guaranteed Analysis</b>						
Crude Protein (min):		37.5%					Crude Protein (min):		34.5%				
Crude Fat (min):		19.5%					Crude Fat (min):		20.5%				
Crude Fiber (max):		3.5%					Crude Fiber (max):		3.0%				
Moisture (max):		10.0%					Moisture (max):		10.0%				
Vitamin E (min):		100 IU/kg					Vitamin E (min):		100 IU/kg				
Ascorbic Acid (Vitamin C) (min):		85 mg/kg					Ascorbic Acid (Vitamin C) (min):		85 mg/kg				
*Omega 3 Fatty Acids (min):		0.5%					*Omega 3 Fatty Acids (min):		0.5%				
*Omega 6 Fatty Acids (min):		3.0%					*Omega 6 Fatty Acids (min):		2.9%				
*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						
<b>Calorie Content</b> (fed)							<b>Calorie Content</b> (calculated)						
Metabolizable Energy 4,400 kcal/kg; 517 kcal/cup							Metabolizable Energy 4,345 kcal/kg; 510 kcal/cup						
<b>Daily Feeding Guidelines</b>							<b>Daily Feeding Guidelines</b> <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		(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		Adult Maintenance	½ - 1	1 - 1¼	1¼ - 2¼	2¼ - 3	3 - 3¾	
Weight Loss	¼ - ½	½ - ¾	¾ - 1¼	1¼ - 2	2 - 2¼		Weight Loss	¼ - ½	½ - ¾	¾ - 1½	1½ - 2	2 - 2¼	
*Standard 8 oz dry measuring cup							*Standard 8 oz dry measuring cup						