



# WE'RE REDEFINING BETTER™ IN PET FOOD

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

## RAW BOOST® 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, Freeze Dried Beef, Lamb Meal, Menhaden Fish Meal, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, 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), Montmorillonite Clay, Potassium Chloride, Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Salt, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

##### Guaranteed Analysis

Crude Protein (min):	36.0%
Crude Fat (min):	19.5%
Crude Fiber (max):	4.0%
Moisture (max):	9.0%
Zinc (min):	120 mg/kg
Selenium (min):	0.6 mg/kg
Vitamin A (min):	18,000 IU/kg
Vitamin E (min):	120 IU/kg
Ascorbic Acid (Vitamin C) (min):	100 mg/kg
*Omega 3 Fatty Acids (min):	0.6%
*Omega 6 Fatty Acids (min):	3.2%
*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  
4,431 kcal/kg; 508 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 *New ingredients in orange below.*

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, Freeze Dried Beef, Herring Meal, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Dried Tomato Pomace, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Montmorillonite Clay, 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), Carrots, Apples, Cranberries, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Potassium Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

##### Guaranteed Analysis

Crude Protein (min):	36.0%
Crude Fat (min):	21.0%
Crude Fiber (max):	3.5%
Moisture (max):	9.0%
Zinc (min):	120 mg/kg
Selenium (min):	0.6 mg/kg
Vitamin A (min):	18,000 IU/kg
Vitamin E (min):	120 IU/kg
Ascorbic Acid (Vitamin C) (min):	100 mg/kg
*Omega 3 Fatty Acids (min):	0.6%
*Omega 6 Fatty Acids (min):	3.1%
*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  
4,351 kcal/kg; 499 kcal/cup

##### Daily Feeding Guidelines *Changes to feeding guidelines in orange below.*

(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 - <b>1½</b>	<b>1½</b> - 2	2 - 2¼

\*Standard 8 oz dry measuring cup