



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 CHICKEN FOR LARGE BREED PUPPIES

PREVIOUS

NEW

Grain-Free Recipe with Real Chicken		Grain-Free Recipe with Real Chicken			
Ingredients		Ingredients			
Chicken, Turkey Meal, Peas, Chickpeas, Egg Product, Herring Meal, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Ground Flaxseed, Freeze Dried Chicken, Dried Tomato Pomace, Chicken Meal, Lamb Meal, Menhaden Fish Meal, Freeze Dried Chicken Liver, Natural Flavor, Pumpkinseeds, Freeze Dried Chicken Heart, Salt, Montmorillonite Clay, 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, Potassium Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.		Chicken, Chicken Meal, Peas, Egg Product, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Ground Flaxseed, Dried Tomato Pomace, Freeze Dried Chicken, Menhaden Fish Meal, Freeze Dried Chicken Liver, Lamb Meal, Natural Flavor, Salt, Pumpkinseeds, Freeze Dried Chicken Heart, Salmon Oil, 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, Potassium Chloride, Montmorillonite Clay, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Dried Kelp, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.			
Guaranteed Analysis		Guaranteed Analysis			
Crude Protein (min):	33.5%	Crude Protein (min):	33.5%		
Crude Fat (min):	15.5%	Crude Fat (min):	18.5%		
Crude Fiber (max):	4.5%	Crude Fiber (max):	5.0%		
Moisture (max):	9.0%	Moisture (max):	9.0%		
Docosahexaenoic Acid (DHA) (min):	.05%	Docosahexaenoic Acid (DHA) (min):	.10%		
Calcium (min):	1.2%	Calcium (min):	1.2%		
Calcium (max):	1.6%	Calcium (max):	1.7%		
Phosphorus (min):	1.0%	Phosphorus (min):	1.0%		
Zinc (min):	120 mg/kg	Zinc (min):	120 mg/kg		
Vitamin E (min):	120 IU/kg	Vitamin E (min):	120 IU/kg		
*Ascorbic Acid (Vitamin C) (min):	100 mg/kg	*Ascorbic Acid (Vitamin C) (min):	100 mg/kg		
*Omega 3 Fatty Acids (min):	0.8%	*Omega 3 Fatty Acids (min):	0.9%		
*Omega 6 Fatty Acids (min):	3.2%	*Omega 6 Fatty Acids (min):	2.8%		
*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 4,317 kcal/kg; 495 kcal/cup		Metabolizable Energy 4,230 kcal/kg; 485 kcal/cup			
Daily Feeding Guidelines		Daily Feeding Guidelines			
(cups per day*)	2 – 15 lb	16 – 25 lb	26 – 50 lb	51 – 75 lb	76 – 100 lb
Up to 4 months	½ - 1 ¾	1 ¾ - 2 ¾	2 ¾ - 4 ½	4 ½ - 6	6 - 7 ½
4 to 8 months	½ - 1 ½	1 ½ - 2 ¼	2 ¼ - 3 ¾	3 ¾ - 5	5 - 6 ¼
8 to 12 months	¼ - 1 ¼	1 ¼ - 1 ¾	1 ¾ - 3	3 - 4	4 - 5
Over 12 months	Transition to Instinct kibble for dogs				
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup	