



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

PREVIOUS

NEW

Grain-Free Recipe with Real Chicken		Grain-Free Recipe with Real Chicken			
Ingredients		Ingredients <i>New ingredients in orange below.</i>			
Chicken, Turkey Meal, Chicken Meal, Peas, Chickpeas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Salmon Meal, Egg Product, Tapioca, Freeze Dried Chicken, Dried Tomato Pomace, Natural Flavor, Menhaden Fish Meal, Freeze Dried Chicken Liver, Pumpkinseeds, Freeze Dried Chicken Heart, Montmorillonite Clay, 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, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Potassium Chloride, Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.		Chicken, Chicken Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Herring Meal , Freeze Dried Chicken, Menhaden Fish Meal, Natural Flavor, Freeze Dried Chicken Liver, Salt, Dried Tomato Pomace, Pumpkinseeds, Freeze Dried Chicken Heart, Potassium Chloride, 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, 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.			
Guaranteed Analysis		Guaranteed Analysis			
Crude Protein (min):	37.0%	Crude Protein (min):	37.0%		
Crude Fat (min):	20.5%	Crude Fat (min):	20.5%		
Crude Fiber (max):	4.0%	Crude Fiber (max):	4.0%		
Moisture (max):	9.0%	Moisture (max):	9.0%		
Zinc (min):	120 mg/kg	Zinc (min):	120 mg/kg		
Selenium (min):	0.6 mg/kg	Selenium (min):	0.6 mg/kg		
Vitamin A (min):	18,000 IU/kg	Vitamin A (min):	18,000 IU/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):	0.35%	*Omega 3 Fatty Acids (min):	0.35%		
*Omega 6 Fatty Acids (min):	3.2%	*Omega 6 Fatty Acids (min):	3.2%		
*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 <small>(fed)</small>		Calorie Content <small>(calculated)</small>			
Metabolizable Energy 4,279 kcal/kg; 491 kcal/cup		Metabolizable Energy 4,427 kcal/kg; 508 kcal/cup			
Daily Feeding Guidelines		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 - 3¼	3¼ - 4
Weight Loss	¼ - ½	½ - ¾	¾ - 1½	1½ - 2	2 - 2½
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup			