

Quality
CRAFTED IN THE USA
 PREMIUM INGREDIENTS FROM AROUND THE WORLD



FREEZE-DRIED RAW NUGGETS
 ★ ★ complete & balanced ★ ★
 SERVE AS A MEAL OR A MIXER

Primal Nuggets Packaging Update

NEW LOOK
 SAME
PRIMAL
 QUALITY

Was

Is



Front



Back

- Complete & Balanced →
- Product name/form →
- Protein hero photography →
- Recipe name →
- Protein statement & no synthetics →
- Product use & net weight →
- Safe handling & customer service number →

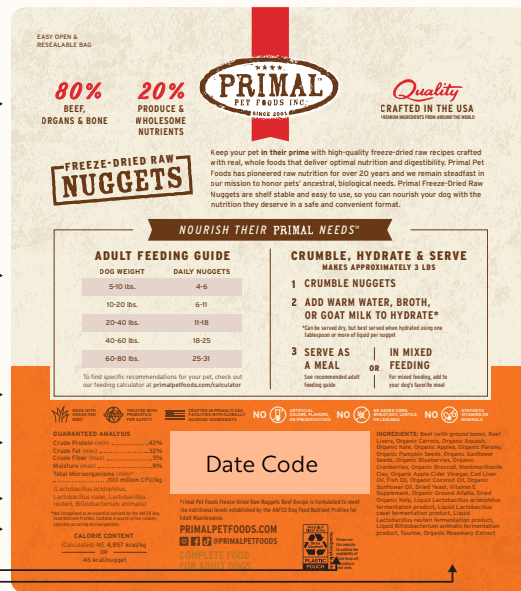


Front

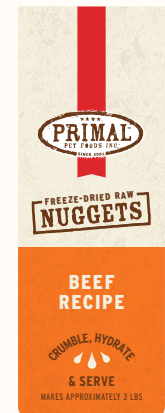


Side

- Protein to produce ratio →
- Feeding guide →
- Updated set of product icons (and removal of icon for protein temperature) →
- Guaranteed analysis →
- AAFCO statement →
- Calories H2R →
- Ingredients →



Back



Side

- Recipe name →
- Bar code →



Bottom

Quality

CRAFTED IN THE USA
PREMIUM INGREDIENTS FROM AROUND THE WORLD



Primal Nuggets Packaging Update



Was

Is

BEEF
RECIPE

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 46%
Crude Fat (min) 29%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4465 kcal/kg or 44 kcal
per nugget

80% BEEF, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 42%
Crude Fat (min) 32%
Crude Fiber (max) 5%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4857 kcal/kg or 46 kcal
per nugget

80% BEEF, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

CHICKEN
RECIPE

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Organic Apple Cider Vinegar, **Montmorillonite Clay**, **Dried Yeast**, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 45%
Crude Fat (min) 33%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4725 kcal/kg or 44 kcal
per nugget

80% CHICKEN, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 45%
Crude Fat (min) 33%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4725 kcal/kg or 44 kcal
per nugget

80% CHICKEN, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, **Dried Yeast**, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

LAMB
RECIPE

Lamb (with ground bone), Lamb Liver, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Broccoli, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Cod Liver Oil, Organic Sunflower Oil, Dried Yeast, **Fish Oil**, **Organic Coconut Oil**, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 39%
Crude Fat (min) 35%
Crude Fiber (max) 6%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4742 kcal/kg or 47 kcal
per nugget

80% LAMB, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 39%
Crude Fat (min) 35%
Crude Fiber (max) 6%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4742 kcal/kg or 47 kcal
per nugget

80% LAMB, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Lamb (with ground bone), Lamb Liver, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Broccoli, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, **Fish Oil**, **Organic Coconut Oil**, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

PORK
RECIPE

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Parsley, Organic Apples, Organic Carrots, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, **Dried Yeast**, Organic Sunflower Oil, Cod Liver Oil, Vitamin E, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 46%
Crude Fat (min) 26%
Crude Fiber (max) 7%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4367 kcal/kg or 41 kcal
per nugget

82% PORK, ORGAN & BONE 18% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 46%
Crude Fat (min) 26%
Crude Fiber (max) 7%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4367 kcal/kg or 41 kcal
per nugget

82% PORK, ORGAN & BONE 18% PRODUCE & WHOLESOME NUTRIENTS

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Parsley, Organic Apples, Organic Carrots, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, **Dried Yeast**, Cod Liver Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

Quality

CRAFTED IN THE USA
PREMIUM INGREDIENTS FROM AROUND THE WORLD



Primal Nuggets Packaging Update



Was

Is

RABBIT
RECIPE

Rabbit (with ground bone), Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Egg, Organic Sunflower Seeds, Organic Pumpkin Seeds, Dried Yeast, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp**, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **58%**
Crude Fat (min) **19%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
DHA (min) **0.1%**

CALORIE CONTENT
(Calculated) ME
3994 kcal/kg or 34 kcal
per nugget

85% CHICKEN, BEEF & SALMON, BONE & ORGAN **15%** PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **54%**
Crude Fat (min) **22%**
Crude Fiber (max) **3%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4194 kcal/kg or 35 kcal
per nugget

85% CHICKEN, BEEF & SALMON, BONE & ORGAN **15%** PRODUCE & WHOLESOME NUTRIENTS

Rabbit (with ground bone), Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Egg, Organic Sunflower Seeds, Organic Pumpkin Seeds, Dried Yeast, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, **Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Rosemary Extract, Taurine

TURKEY/SARDINE
RECIPE

Turkey (with ground bone), **Whole Sardines**, Turkey Livers, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Organic Apple Cider Vinegar, Montmorillonite Clay, Dried Yeast, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **41%**
Crude Fat (min) **18%**
Crude Fiber (max) **5%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4202 kcal/kg or 36 kcal
per nugget

80% TURKEY, SARDINE, ORGAN & BONE **20%** PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **54%**
Crude Fat (min) **23%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4202 kcal/kg or 36 kcal
per nugget

80% TURKEY, SARDINE, ORGAN & BONE **20%** PRODUCE & WHOLESOME NUTRIENTS

Turkey (with ground bone), Turkey Livers, **Whole Sardines**, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Dried Yeast, Montmorillonite Clay, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

VENISON
RECIPE

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Parsley, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **57%**
Crude Fat (min) **19%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
3999 kcal/kg or 38 kcal
per volumetric cup

81% VENISON, ORGAN & BONE **19%** PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **57%**
Crude Fat (min) **19%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
3999 kcal/kg or 38 kcal
per volumetric cup

81% VENISON, ORGAN & BONE **19%** PRODUCE & WHOLESOME NUTRIENTS

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Parsley, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract