

INTRODUCING

# lightly cooked trial size

3 proteins to taste & try



### Lightly Cooked Beef Recipe

8oz trial  
8 count case



### Lightly Cooked Turkey Recipe

8oz trial  
8 count case



### Lightly Cooked Lamb Recipe

8oz trial  
8 count case

Trial Display Size:  
6.27" w x 9.15" d x 9.15" h



## New Item Launch Lightly Cooked 8oz Trial Size

Fresh food  
for every dog bowl!  
Get new customers  
into the freezer.

## Buy One Saleable Case, Get One Sample Case **FREE!**

Get a like item at no cost for sampling. Up to 6 cases free! Limit 2 Free Cases per SKU

UPC	PRODUCT	CASE PACK	SUGG WHSL CASE	SUGG MARGIN	SUGG MSRP EACH	CASE ORDER QTY	FREE SAMPLE CASE QTY
810171920195	Dog Lightly Cooked Beef 8oz	8	\$41.60	35%	\$7.99		
810171920201	Dog Lightly Cooked Turkey 8oz	8	\$41.60	35%	\$7.99		
810171920218	Dog Lightly Cooked Lamb 8oz	8	\$46.72	35%	\$8.99		
						Total	Total

### TO BE FILLED OUT BY SMALLBATCH SALES REP ONLY

STORE NAME \_\_\_\_\_

DISCOUNT

STORE CITY \_\_\_\_\_

☐ Buy One Get One FREE!

REQUESTED DELIVERY DATE \_\_\_\_\_

SALES REP \_\_\_\_\_

DISTRIBUTOR \_\_\_\_\_

NOTES

# lightly cooked trial size

now more sizes for every need & taste

IDEAL FOR:



PICKY  
EATERS



SENSITIVE  
TUMMIES



SENIOR  
DOGS



INTRO  
TO FRESH

- Low MSRP for easy add-on
- Every customer & every bowl
- Taste test irresistibly delicious formulas
- Drive category growth with new consumers



Convenient sliders thaw quickly for an easy topper or meal!

## 78-85% MEAT, ORGAN, & BONE RECIPES



### Lightly Cooked Beef Recipe

Available in: 8oz, 2lb, 5lb, & 10lb sliders

#### Ingredients:

Beef Hearts, Beef (With Ground Bone), Beef Kidneys, Beef Livers, Organic Sweet Potatoes, Organic Carrots, Organic Broccoli, Organic Zucchini, Organic Apple Cider Vinegar, Organic Kale, Organic Collards, Organic Blueberries, Organic Kelp, Organic Parsley, Cod Liver Oil, Organic Chia Seeds, Organic Wheatgrass, Organic Basil, Vitamin E Supplement, Zinc Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate

#### Guaranteed Analysis:

Crude Protein (min)	13.6%
Crude Fat (min)	11.5%
Crude Fiber (max)	0.5%
Moisture (max)	71%

**Calorie Content:** (ME Calculated)  
Approx. 47 kcal per slider



### Lightly Cooked Turkey Recipe

Available in: 8oz, 2lb, 5lb, & 10lb sliders

#### Ingredients:

Turkey (With Ground Bone), Turkey, Turkey Livers, Turkey Gizzards, Turkey Hearts, Organic Butternut Squash, Organic Celery, Organic Bok Choy, Organic Cauliflower, Organic Green Beans, Organic Dandelion Greens, Organic Apple Cider Vinegar, Organic Blueberries, Organic Kelp, Organic Cilantro, Cod Liver Oil, Organic Chia Seeds, Organic Wheatgrass, Vitamin E Supplement, Organic Thyme, Organic Oregano, Zinc Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate

#### Guaranteed Analysis:

Crude Protein (min)	12.9%
Crude Fat (min)	10.2%
Crude Fiber (max)	0.5%
Moisture (max)	73.5%

**Calorie Content:** (ME Calculated)  
Approx. 41 kcal per slider



### Lightly Cooked Lamb Recipe

Available in: 8oz, 2lb, 5lb

#### Ingredients:

Lamb Heart, Lamb (With Ground Bone), Lamb Liver, Organic Butternut Squash, Organic Celery, Pollock Oil, Organic Zucchini, Organic Broccoli, Organic Cauliflower, Organic Green Beans, Organic Bok Choy, Organic Dandelion Greens, Organic Apple Cider Vinegar, Sunflower Seeds, Organic Kelp, Brazil Nut, Organic Blueberries, Organic Cilantro, Organic Chia Seeds, Organic Wheatgrass, Vitamin E Supplement, Organic Thyme, Organic Oregano, Zinc Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate

#### Guaranteed Analysis:

Crude Protein (min)	12.0%
Crude Fat (min)	12.0%
Crude Fiber (max)	0.5%
Moisture (max)	71.0%

**Calorie Content:** (ME Calculated)  
Approx. 48 kcal per slider