

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

| For Office Use Only | |
|---------------------|----|
| 50 | 50 |

CONDITIONS APPLY: One order per store, one ship date. Expires Sept 30, 2025. Cannot be combined with other discounts or special pricing.



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