



Quality
CRAFTED IN THE USA
PREMIUM INGREDIENTS FROM AROUND THE WORLD

Canine Frozen Recipe Update

Since 2001, Primal Pet Foods has maintained its commitment to **premium raw nutrition for dogs & cats**, crafted from **whole food ingredients** that meet **strict standards for quality & nutritional composition**.

Due to challenges with sourcing **Sardine** reliably for our retail partners, Primal's **Canine Turkey & Sardine Frozen recipes** - 3lb Nuggets, 4lb Pronto, 6lb Patties, & 18lb Bulk - will transition to a new formulation, **Turkey & Salmon**. This transition will **only** impact Canine Frozen recipes and will result in an item code & UPC change.

New to this recipe, **Salmon** is rich in **essential omega-3 fatty acids** such as EPA and DHA. As with all other Primal formulas, **Canine Turkey & Salmon** is crafted from **whole food nutrition**, with **no synthetic vitamins or minerals**, and sourced from **reliable & trusted suppliers** that meet **strict quality standards**.

Was



Is



TURKEY & SARDINE RECIPE

INGREDIENTS: 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, Dried Yeast, Montmorillonite Clay, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min).....4%
Crude Fiber (max).....2%
Moisture (max).....77%

80% TURKEY, SARDINES, ORGANIC & BONE 20% PRODUCE & BIODIVERSITY NUTRIENTS

CALORIE CONTENT
(Calculated) ME 1127 kcal/kg
OR
36 kcal/nugget
144 kcal/volumetric cup
289 kcal/patty

TURKEY & SALMON RECIPE

INGREDIENTS: Turkey (with ground bone), **Salmon**, Turkey Livers, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Dried Yeast, Montmorillonite Clay, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, **Cod Liver Oil**, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

GUARANTEED ANALYSIS
Crude Protein (min).....13%
Crude Fat (min).....4%
Crude Fiber (max).....2%
Moisture (max).....77%

80% TURKEY, SALMON, ORGANIC & BONE 20% PRODUCE & BIODIVERSITY NUTRIENTS

CALORIE CONTENT
(Calculated) ME 1127 kcal/kg
OR
36 kcal/nugget
144 kcal/volumetric cup
289 kcal/patty

TURKEY & SARDINE	ITEM CODE	ITEM UPC
4lb Canine Frozen Pronto	PRCTF4/6	850334004461
3lb Canine Frozen Nuggets	CTF3/8-NG	850334004072
6lb Canine Frozen Patties	CTF6/6-PTY	850334004232
18lb Canine Frozen Bulk Box	CTF18/6-PTY	810076943237

TURKEY & SALMON	ITEM CODE	ITEM UPC
4lb Canine Frozen Pronto	PRCTS4/6	810076942186
3lb Canine Frozen Nuggets	CTS3/8-NG	810076942131
6lb Canine Frozen Patties	CTS6/6-PTY	810076942124
18lb Canine Frozen Bulk Box	CTS18/6-PTY	810076942117

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3+ of at least one formula 25% Off -
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PRE-SALE

TURKEY & SALMON



PART#	ITEM	UPC	SUGG* SWP	SUGG MSRP	10% Off SWP	15% Off SWP	25% Off SWP	ORDER QTY
AP660	3lb Canine TK & SLM Nuggets	810076942131	\$19.03	\$27.99	\$17.13	\$16.18	\$14.27	
AP670	6lb Canine TK & SLM Patties	810076942124	\$36.03	\$52.99	\$32.43	\$30.63	\$27.02	
AP6810	18lb Canine TK & SLM Patties Bulk	810076942117	\$90.99	\$129.99	\$81.89	\$77.34	\$68.24	
AQ080	4lb Canine TK & SLM Pronto Formula	810076942186	\$27.19	\$39.99	\$24.47	\$23.11	\$20.39	

TOTAL ORDER QTY:

NOURISH THEIR PRIMAL® NEEDS™



Store Name

Distributor Name

City/State/Zip

Order Date

For Office Use Only

50

50

*Prices subject to change

Primal promo code must be
entered upon order entry: **PPF26B**