



VITAL
ESSENTIALS ^{®/MD}

PRODUCT GUIDE
October 2023



BRAND FOUNDATION



WE ARE VITAL ESSENTIALS

There's a lot of misinformation out there, so let's set the record straight. **Pets. Need. Protein.** And let's go one step further – not just a little protein, a lot of protein. And not just a lot of protein, a lot of premium protein. Because, for pets, a premium protein diet IS a balanced diet.

Savvy dog and cat owners want quality food to support more energetic playtimes, healthier skin, shinier coats, stronger teeth, and gut health. And that's just what we deliver.

Because we only source whole animal, butcher cut protein. Frozen at the peak of freshness and made into the quality raw food pets deserve. Treats, toppers, meals, and snacks freeze-dried to make it easy for pet owners to give their pets all the benefits of raw.

Vital Essentials is here for those ready to leave behind over-processed, overrated, and frankly over-matched pet foods. Foods without the essential protein, nutrients and enzymes vital for healthier pets.

Vital Essentials is here with the BUTCHER CUT PROTEIN pets need.



What we offer...

BUTCHER CUT PROTEIN

VITAL ESSENTIALS IS...

BUTCHER CUT PROTEIN

We pride ourselves on delivering premium protein.

BECAUSE

BETTER PROTEIN = BETTER BENEFITS

Superior protein provides superior benefits—plain and simple. Because pets deserve the best.

HERE'S HOW WE DO IT

SOURCING

Respected leader in meat industry
Humanely harvested
Whole animal premium protein
Frozen at peak freshness

PROCESS

Minimally processed
Platinum safety standards
Proudly american crafted
State of the art facility

VARIETY

Beef to duck to salmon
Rabbit to turkey to chicken
Food, treats, toppers
& Raw Bar snacks





PRODUCT GUIDE

DOG FOOD, PROTEIN MIX-INS, & TREATS

FREEZE-DRIED MINI NIBS



ITEM # 8004
BEEF ENTREE
DOG FOOD MINI
NIBS 25 OZ
MSRP: \$59.99
UPC: 840199680047



ITEM # 8003
BEEF ENTREE
DOG FOOD MINI
NIBS 14 OZ
MSRP: \$35.99
UPC: 840199680030



ITEM # 8002
BEEF ENTREE
DOG FOOD MINI
NIBS 5.5 OZ
MSRP: \$15.99
UPC: 840199680023



ITEM # 8007
CHICKEN ENTREE
DOG FOOD MINI
NIBS 25 OZ
MSRP: \$59.99
UPC: 840199680078



ITEM # 8006
CHICKEN ENTREE
DOG FOOD MINI
NIBS 14 OZ
MSRP: \$35.99
UPC: 840199680061



ITEM # 8005
CHICKEN ENTREE
DOG FOOD MINI
NIBS 5.5 OZ
MSRP: \$15.99
UPC: 840199680054



ITEM # 8016
TURKEY ENTREE
DOG FOOD MINI
NIBS 25 OZ
MSRP: \$59.99
UPC: 840199680160



ITEM # 8015
TURKEY ENTREE
DOG FOOD MINI
NIBS 14 OZ
MSRP: \$35.99
UPC: 840199680153



ITEM # 8014
TURKEY ENTREE
DOG FOOD MINI
NIBS 5.5 OZ
MSRP: \$15.99
UPC: 840199680146



ITEM # 8010
DUCK ENTREE
DOG FOOD MINI
NIBS 25 OZ
MSRP: \$64.99
UPC: 840199680108



ITEM # 8009
DUCK ENTREE
DOG FOOD MINI
NIBS 14 OZ
MSRP: \$39.99
UPC: 840199680092



ITEM # 8008
DUCK ENTREE
DOG FOOD MINI
NIBS 5.5 OZ
MSRP: \$19.99
UPC: 840199680085



ITEM # 8013
RABBIT ENTREE
DOG FOOD MINI
NIBS 25 OZ
MSRP: \$76.99
UPC: 840199680139



ITEM # 8012
RABBIT ENTREE
DOG FOOD MINI
NIBS 14 OZ
MSRP: \$44.99
UPC: 840199680122



ITEM # 8011
RABBIT ENTREE
DOG FOOD MINI
NIBS 5.5 OZ
MSRP: \$20.99
UPC: 840199680115

FREEZE-DRIED NIBS



ITEM # 8000
BEEF ENTREE
DOG FOOD NIBS
14 OZ
MSRP: \$35.99
UPC: 840199680009



ITEM # 8001
CHICKEN ENTREE
DOG FOOD NIBS
14 OZ
MSRP: \$35.99
UPC: 840199680016

DISCLAIMER: Pricing is at the sole discretion of the retailer.



FREEZE-DRIED MINI PATTIES



ITEM # 8101
BEEF ENTREE
DOG FOOD MINI
PATTIES 14 OZ
MSRP: \$35.99
UPC: 840199681013



ITEM # 8102
CHICKEN ENTREE
DOG FOOD MINI
PATTIES 14 OZ
MSRP: \$35.99
UPC: 840199681020



ITEM # 8105
TURKEY ENTREE
DOG FOOD MINI
PATTIES 14 OZ
MSRP: \$35.99
UPC: 840199681051



ITEM # 8103
DUCK ENTREE
DOG FOOD MINI
PATTIES 14 OZ
MSRP: \$35.99
UPC: 840199681037



ITEM # 8104
RABBIT ENTREE
DOG FOOD MINI
PATTIES 14 OZ
MSRP: \$44.99
UPC: 840199681044

FREEZE-DRIED PATTIES



ITEM # 8100
BEEF ENTREE
DOG FOOD PATTIES
30 OZ
MSRP: \$76.99
UPC: 840199681006

DISCLAIMER: Pricing is at the sole discretion of the retailer.

FROZEN PATTIES



ITEM # 8700
BEEF ENTREE
DOG FOOD PATTIES
6 LBS
MSRP: \$39.99
UPC: 840199687008



ITEM # 8701
CHICKEN ENTREE
DOG FOOD PATTIES
6 LBS
MSRP: \$39.99
UPC: 840199687015



ITEM # 8704
TURKEY ENTREE
DOG FOOD PATTIES
6 LBS
MSRP: \$39.99
UPC: 840199687046



ITEM # 8702
DUCK ENTREE
DOG FOOD PATTIES
6 LBS
MSRP: \$59.99
UPC: 840199687022



ITEM # 8703
RABBIT ENTREE
DOG FOOD PATTIES
6 LBS
MSRP: \$69.99
UPC: 840199687039

DISCLAIMER: Pricing is at the sole discretion of the retailer.



RAW FUSION FROZEN PATTIES



ITEM # 8705
BEEF RECIPE
DOG FOOD PATTIES
6 LBS
MSRP: \$34.99
UPC: 840199687053



ITEM # 8706
CHICKEN RECIPE
DOG FOOD PATTIES
6 LBS
MSRP: \$34.99
UPC: 840199687060

DISCLAIMER: Pricing is at the sole discretion of the retailer.

FREEZE-DRIED MINI NIB PROTEIN MIX-INS



ITEM # 8202
BEEF RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 18 OZ
 MSRP: \$44.99
 UPC: 840199682027



ITEM # 8205
CHICKEN RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 18 OZ
 MSRP: \$44.99
 UPC: 840199682058



ITEM # 8214
TURKEY RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 18 OZ
 MSRP: \$44.99
 UPC: 840199682140



ITEM # 8200
BEEF RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682003



ITEM # 8203
CHICKEN RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682034



ITEM # 8212
TURKEY RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682126



ITEM # 8211
SALMON RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 18 OZ
 MSRP: \$44.99
 UPC: 840199682119



ITEM # 8207
DUCK RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 18 OZ
 MSRP: \$44.99
 UPC: 840199682072



ITEM # 8209
RABBIT RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 18 OZ
 MSRP: \$49.99
 UPC: 840199682096



ITEM # 8210
SALMON RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682102



ITEM # 8206
DUCK RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682065

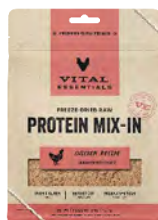


ITEM # 8208
RABBIT RECIPE
 MINI NIBS TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$18.99
 UPC: 840199682089

FREEZE-DRIED GROUND PROTEIN MIX-INS



ITEM # 8201
BEEF RECIPE
 GROUND TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682010



ITEM # 8204
CHICKEN RECIPE
 GROUND TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682041



ITEM # 8213
TURKEY RECIPE
 GROUND TOPPERS
 FOR DOGS 6 OZ
 MSRP: \$16.99
 UPC: 840199682133

FREEZE-DRIED DOG TREATS



ITEM # 8402
BEEF BITES
 DOG TREATS
 6.2 OZ
 MSRP: \$17.99
 UPC: 840199684021



ITEM # 8401
BEEF BITES
 DOG TREATS
 2.5 OZ
 MSRP: \$44.99
 UPC: 840199684014



ITEM # 8405
BULLY STICKS
 DOG TREATS
 1.4 OZ
 MSRP: \$14.99
 UPC: 840199684052



ITEM # 8404
BEEF TRIPE NIBS
 DOG TREATS
 14 OZ
 MSRP: \$42.99
 UPC: 840199684045



ITEM # 8403
BEEF TRIPE BITES
 DOG TREATS
 2.3 OZ
 MSRP: \$9.49
 UPC: 840199684038



ITEM # 8417
BEEF LIVER
 DOG TREATS
 15 OZ
 MSRP: \$28.50
 UPC: 840199684175



ITEM # 8400
BEEF LIVER
 DOG TREATS
 2.1 OZ
 MSRP: \$9.49
 UPC: 840199684007



ITEM # 8416
TURKEY GIBLETS
 DOG TREATS
 2 OZ
 MSRP: \$9.99
 UPC: 840199684168



ITEM # 8421
CHICKEN NECKS
 DOG TREATS
 9 OZ
 MSRP: \$27.49
 UPC: 840199684212



ITEM # 8420
CHICKEN BREAST
 DOG TREATS
 10 OZ
 MSRP: \$30.99
 UPC: 840199684205



ITEM # 8419
CHICKEN BREAST
 DOG TREATS
 3.75 OZ
 MSRP: \$13.49
 UPC: 840199684199



ITEM # 8406
CHICKEN BREAST
 DOG TREATS
 2.1 OZ
 MSRP: \$10.49
 UPC: 840199684069



ITEM # 8408
CHICKEN HEARTS
 DOG TREATS
 3.75 OZ
 MSRP: \$17.99
 UPC: 840199684083



ITEM # 8407
CHICKEN HEARTS
 DOG TREATS
 1.9 OZ
 MSRP: \$9.99
 UPC: 840199684076



ITEM # 8412
MINNOWS
 DOG TREATS
 2.5 OZ
 MSRP: \$19.99
 UPC: 840199684120



ITEM # 8411
MINNOWS
 DOG TREATS
 1 OZ
 MSRP: \$10.99
 UPC: 840199684113



ITEM # 8423
SALMON BITES
 DOG TREATS
 5 OZ
 MSRP: \$17.99
 UPC: 840199684236



ITEM # 8415
SALMON BITES
 DOG TREATS
 2.5 OZ
 MSRP: \$9.99
 UPC: 840199684151

VITAL ESSENTIALS PRODUCT GUIDE | FREEZE-DRIED FAMILY SIZE DOG TREATS CONTINUED



ITEM # 8422
DUCK HEARTS
DOG TREATS
10 OZ
MSRP: \$59.99
UPC: 840199684229



ITEM # 8410
DUCK BITES
DOG TREATS
5.5 OZ
MSRP: \$18.49
UPC: 840199684106



ITEM # 8409
DUCK BITES
DOG TREATS
2 OZ
MSRP: \$9.99
UPC: 840199684090



ITEM # 8414
RABBIT BITES
DOG TREATS
5 OZ
MSRP: \$18.99
UPC: 840199684144



ITEM # 8413
RABBIT BITES
DOG TREATS
2 OZ
MSRP: \$10.49
UPC: 840199684137

FROZEN DOG TREATS



ITEM # 8800
BEEF TRIPE
FROZEN DOG TREAT
PATTIES 6 LBS
MSRP: \$49.99
UPC: 840199688005

VITAL ESSENTIALS RAW BAR



ITEM # 8500
BULLY STICKS
 DOG SNACKS
 22 OZ
 MSRP: \$237.65
 UPC: 840199685004



ITEM # 8501
CHICKEN NECKS
 DOG & CAT SNACKS
 24 OZ
 MSRP: \$70.95
 UPC: 840199685011



ITEM # 8502
DUCK HEADS
 DOG SNACKS
 24 OZ
 MSRP: \$89.80
 UPC: 840199685028



ITEM # 8503
DUCK HEARTS
 DOG & CAT SNACKS
 30 OZ
 MSRP: \$148.50
 UPC: 840199685035



ITEM # 8504
DUCK NECKS
 DOG SNACKS
 22 OZ
 MSRP: \$86.16
 UPC: 840199685042



ITEM # 8505
MOO STICKS
 DOG SNACKS
 18 OZ
 MSRP: \$79.80
 UPC: 840199685059



ITEM # 8506
PIG EARS
 DOG SNACKS
 20 OZ
 MSRP: \$86.22
 UPC: 840199685066



ITEM # 8507
PIG SNOOTS
 DOG SNACKS
 18 OZ
 MSRP: \$55.86
 UPC: 840199685073



ITEM # 8508
SALMON SKINS
 DOG SNACKS
 15 OZ
 MSRP: \$79.80
 UPC: 840199685080



ITEM # 8509
TURKEY NECKS
 DOG SNACKS
 18 OZ
 MSRP: \$71.88
 UPC: 840199685097

DISCLAIMER: Pricing is at the sole discretion of the retailer. Glass jar with lid is for display purposes only and is not for sale from Vital Essentials.

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PRODUCT GUIDE

CAT FOOD & TREATS

FREEZE-DRIED MINI NIBS



ITEM # 9001
**BEEF & CHICKEN
ENTREE**
CAT FOOD MINI
NIBS 12 OZ
MSRP: \$35.89
UPC: 840199690015



ITEM # 9003
CHICKEN ENTREE
CAT FOOD MINI
NIBS 12 OZ
MSRP: \$35.89
UPC: 840199690039



ITEM # 9011
TURKEY ENTREE
CAT FOOD MINI
NIBS 12 OZ
MSRP: \$35.89
UPC: 840199690114



ITEM # 9000
**BEEF & CHICKEN
ENTREE**
CAT FOOD MINI
NIBS 8 OZ
MSRP: \$23.99
UPC: 840199690008



ITEM # 9002
CHICKEN ENTREE
CAT FOOD MINI
NIBS 8 OZ
MSRP: \$23.99
UPC: 840199690022



ITEM # 9012
TURKEY ENTREE
CAT FOOD MINI
NIBS 8 OZ
MSRP: \$23.99
UPC: 840199690121



ITEM # 9007
PORK ENTREE
CAT FOOD MINI
NIBS 12 OZ
MSRP: \$35.89
UPC: 840199690077



ITEM # 9005
DUCK ENTREE
CAT FOOD MINI
NIBS 12 OZ
MSRP: \$44.89
UPC: 840199690053



ITEM # 9009
RABBIT ENTREE
CAT FOOD MINI
NIBS 12 OZ
MSRP: \$47.99
UPC: 840199690091



ITEM # 9006
PORK ENTREE
CAT FOOD MINI
NIBS 8 OZ
MSRP: \$23.99
UPC: 840199690060



ITEM # 9004
DUCK ENTREE
CAT FOOD MINI
NIBS 8 OZ
MSRP: \$29.99
UPC: 840199690046



ITEM # 9008
RABBIT ENTREE
CAT FOOD MINI
NIBS 8 OZ
MSRP: \$31.99
UPC: 840199690084

FREEZE-DRIED MINI PATTIES



ITEM # 9101
BEEF & CHICKEN ENTREE
CAT FOOD MINI PATTIES 8 OZ
MSRP: \$23.99
UPC: 840199691012



ITEM # 9103
CHICKEN ENTREE
CAT FOOD MINI PATTIES 8 OZ
MSRP: \$23.99
UPC: 840199691036



ITEM # 9111
TURKEY ENTREE
CAT FOOD MINI PATTIES 8 OZ
MSRP: \$23.99
UPC: 840199691111



ITEM # 9105
DUCK ENTREE
CAT FOOD MINI PATTIES 8 OZ
MSRP: \$29.99
UPC: 840199691050



ITEM # 9107
PORK ENTREE
CAT FOOD MINI PATTIES 8 OZ
MSRP: \$23.99
UPC: 840199691074



ITEM # 9109
TURKEY ENTREE
CAT FOOD MINI PATTIES 8 OZ
MSRP: \$31.99
UPC: 840199691098

DISCLAIMER: Pricing is at the sole discretion of the retailer.



FROZEN MINI PATTIES



ITEM # 9700
CHICKEN ENTREE
CAT FOOD MINI
PATTIES 28 OZ
MSRP: \$19.49
UPC: 840199697007



ITEM # 9703
TURKEY ENTREE
CAT FOOD MINI
PATTIES 28 OZ
MSRP: \$19.49
UPC: 840199697038



ITEM # 9701
DUCK ENTREE
CAT FOOD MINI
PATTIES 28 OZ
MSRP: \$21.99
UPC: 840199697014



ITEM # 9702
RABBIT ENTREE
CAT FOOD MINI
PATTIES 28 OZ
MSRP: \$27.99
UPC: 840199697021

DISCLAIMER: Pricing is at the sole discretion of the retailer.

FREEZE-DRIED TREATS



ITEM # 9410
MINNOWS
CAT TREATS
1 OZ
MSRP: \$11.59
UPC: 840199694105



ITEM # 9405
MINNOWS
CAT TREATS
0.5 OZ
MSRP: \$6.99
UPC: 840199694051



ITEM # 9407
SALMON BITES
CAT TREATS
1.1 OZ
MSRP: \$6.49
UPC: 840199694075



ITEM # 9400
AHI TUNA BITES
CAT TREATS
1.1 OZ
MSRP: \$6.49
UPC: 840199694006



ITEM # 9409
CHICKEN BREAST
CAT TREATS
2.1 OZ
MSRP: \$8.99
UPC: 840199694099



ITEM # 9401
CHICKEN BREAST
CAT TREATS
1 OZ
MSRP: \$6.49
UPC: 840199694013



ITEM # 9403
CHICKEN HEARTS
CAT TREATS
0.8 OZ
MSRP: \$6.49
UPC: 840199694037



ITEM # 9402
CHICKEN GIBLETS
CAT TREATS
1 OZ
MSRP: \$6.49
UPC: 840199694020



ITEM # 9404
DUCK LIVER
CAT TREATS
0.9 OZ
MSRP: \$6.99
UPC: 840199694044



ITEM # 9406
RABBIT BITES
CAT TREATS
0.9 OZ
MSRP: \$6.49
UPC: 840199694068

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