

DIFFERENCE YOUR PET WILL TASTE



FREEZE-DRIED RAW

VS

DEHYDRATED COOKED



✔ PROCESS

Custom freeze-drying process removes moisture under cold pressure without cooking food, keeping the nutritional integrity intact.

✔ NUTRITION

Retains majority of vitamins and minerals found in fresh, raw food.

No added vitamins or minerals needed to meet complete and balanced diet standards for dogs and cats.

✔ WEIGHT

Food and treats are lightweight and easy for pets of all ages to chew and are easily digestible.

Lightweight treats are great for training, agility and outdoor activities, and freeze-dried food is a convenient meal to take on the road!

✔ FEEDING

Food can be conveniently served "as is" or rehydrated to meet pet's preference.

✘ PROCESS

Processed quickly under high velocity heat, which sacrifices about half of the nutritional value.

✘ NUTRITION

Many vitamins lost in processing, with only 40%-50% of nutrients remaining in the food.

Must add artificial vitamins, minerals or supplements to meet complete and balanced diet requirements.

✘ WEIGHT

Food and treats have a hard, cooked texture and may be more difficult for puppies/kittens or mature pets with sensitive teeth to chew.

Most dehydrated foods require rehydration, making them more difficult and less convenient to feed on the go.

✘ FEEDING

Food must be rehydrated, requiring added time to prepare and is not convenient for traveling meals.