

K9 Natural™



BAKED & COATED
THIS IS NO ORDINARY DOG FOOD



40%
High Protein

First **8**
Premium Animal Ingredients

NO MEALS

Supporting **WHOLE-BODY HEALTH**

100% Traceable
Ethically & Sustainably Sourced



Crafted with care, our New Zealand way.

Ethical

- Responsible manufacturing
- Every batch tested
- Humane animal welfare

Sustainable

Committed to responsibly
sourced ingredients &
recyclable packaging

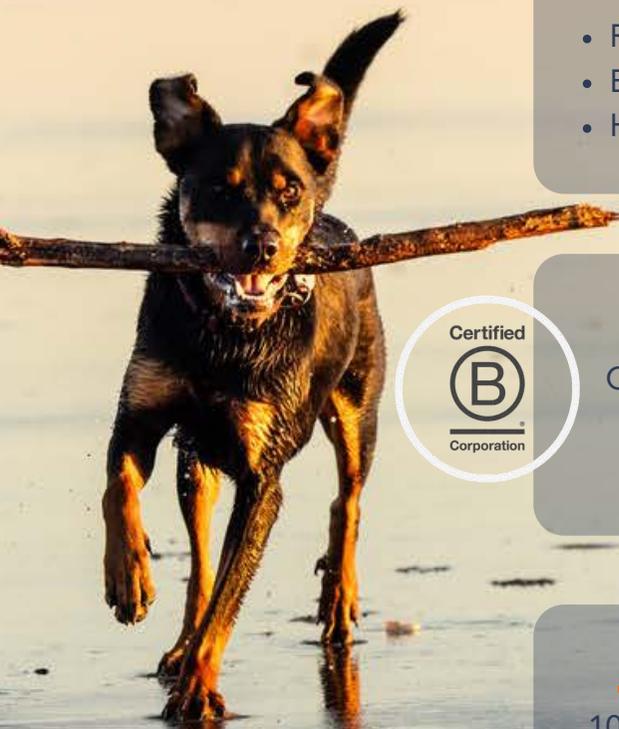
Traceable

100% ingredient traceability
to country of origin backed by
supplier certifications

Certified



Corporation



K9 NaturalTM

Baked & Coated

Made with real meat. No rendered meat meals.

A high-meat, high-protein blend in light bone broth covered bites. Crafted from premium animal ingredients, free from meals and fillers, and enhanced with purposeful superfoods. Each bite is finished with a rich, savory bone broth coating for unmatched taste and complete daily nutrition.

Unleashing the Difference:

- **40% High Protein with NO MEALS**
 - Real meat and organs
- **First 8 Ingredients from Animal Ingredients**
 - **LOW CARB DIET**
- **Grain-Free & Clean Recipe**
 - Free from unnecessary fillers
- **Supports Whole-Body Health**
 - Digestion
 - Immunity
 - Hip & Joint
 - Skin & Coat
 - Heart Health
 - Cognitive Function
- **Enhanced with Superfoods & Botanicals**
 - Green Lipped Mussel
 - Kiwi Fruit
 - Shiitake Mushrooms
 - Cranberries
 - Ginger
 - Dandelion Greens
 - Cinnamon
 - Turmeric
 - Black Pepper
- **Prebiotics & Postbiotics**
 - Supports a balanced microbiome for gut health
- **Coated with savory and flavorful bone broth**
- **Ethical, Sustainable, Traceable Ingredients**



K9 Natural™



We use ZERO meals. Same animal. Very different Nutrition:

	REAL MEAT	MEAT MEAL
Processing method	Gently processed	Rendered at high heat & pressure
Amino acid integrity	Higher amino acid availability	Heat-damaged amino acids (e.g., lysine loss at 160–200 °C)
Protein digestibility	Significantly higher digestibility in feeding trials (p < 0.05)	Lower digestibility
Bioavailability	Protein pets can absorb and utilize	Reduced amino acid utilisation
Nutritional consistency	More consistent day-to-day nutrition	Variable ash & amino acid profile
What the pet gets	More usable nutrition from every meal	More protein lost or excreted

Fresh meat diets show significantly higher crude protein digestibility (MDPI – feeding trials)

High-temperature rendering reduces amino acid availability and raises post-meal urea (Oliveira et al., Journal of Animal Physiology & Animal Nutrition)

*p<0.05 = statistically significant, less than a 5% chance that this improvement happened randomly

Cage-Free Poultry Recipe | Baked & Coated

3.5lb | 16lb



INGREDIENTS

Chicken, Turkey, Chicken Livers, Dehydrated Salmon, Dehydrated Chicken, Dehydrated Herring, Dehydrated Whole Eggs, Chicken Fat (preserved with mixed tocopherols), Chicken Hearts, Fava Beans, Chickpeas, Navy Beans, Lentils, Pinto Beans, Sweet Potato, Salmon Oil, Natural Flavor, Potassium Chloride, New Zealand Green Mussels, Chicken Bone Broth, Pumpkin, Kale, Yeast Culture, Fructooligosaccharide, Vitamins (Vitamin E Supplement, Niacin Supplement, d-Calcium Pantothenate, Biotin, Vitamin A Supplement, Riboflavin Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid), L-Threonine, Choline Chloride, Kiwi Fruit, Shiitake Mushrooms, Cranberries, Salt, Ginger, Dandelion Greens, Cinnamon, Turmeric, Black Pepper, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Calcium Iodate), Rosemary Extract.

FEEDING GUIDE (Complete Meal)

Dog Weight	Active		Senior/ Less Active	
	> 1hr or more daily exercise	¼ to 1	< 1hr daily exercise	¼ to 7/8
1-5 kg 2-11lb	24 to 96g	¼ to 1	24 to 94g	¼ to 7/8
5-10kg 11-22lb	96 to 160g	1 1/2 to 2 1/2	84 to 128g	7/8 to 1 1/3
10-15kg 22-33lb	160 to 240g	1 2/3 to 2 1/2	128 to 192g	1 1/3 to 2
15-20kg 33-44lb	240 to 288g	2 1/2 to 3	192 to 240g	2 to 2 1/2
20-25kg 44-55lb	288 to 336g	3 to 3 1/2	240 to 288g	2 1/2 to 3
25-30kg 55-66lb	336g to 384g	3 1/2 to 4	288 to 312g	3 to 3 1/2
30-40kg 66-88lb	384 to 480g	4 to 5	312 to 384g	3 1/2 to 4
40-50kg 88-110lb	480 to 552g	5 to 5 1/2	384 to 468g	4 to 4 7/8
50-60kg 110-132lb	552 to 640g	5 1/2 to 6 2/3	468 to 528g	4 7/8 to 5 1/2
60-70kg 132-154lb	640 to 704g	6 2/3 to 7 1/3	528 to 600g	5 1/2 to 6 1/4

GUARANTEED ANALYSIS

Crude Protein (min)	40%
Crude Fat (min)	22%
Crude Fiber (max)	2.5%
Moisture (max)	10%
EPA (min)	0.1%
DHA (min)	0.2%
Calcium (min)	1.2%
Phosphorus (min)	1%
Zinc (min)	100mg/kg
Vitamin E (min)	60 IU/kg
Taurine* (min)	0.2%
Omega-3 Fatty Acids* (min)	0.5%
Omega-3 Fatty Acids* (min)	2.5%
Glucosamine*(min)	500mg/kg

CALORIE CONTENT ME (Calculated)

4035 kcal/kg, 387 kcal/cup
1 cup (240ml) = 96g

CUPS PER BAG

3.5lb | 1.6kg = 16 cups
16lb | 7.26kg = 75 cups

What's Inside?

Grass-Fed Red Recipe | Baked & Coated

3.5lb | 16lb



INGREDIENTS

Beef, Lamb, Beef Liver, Dehydrated Salmon, Dehydrated Herring, Dehydrated Whole Eggs, Dehydrated Whitefish, Dehydrated Sardine, Chicken Fat (preserved with Mixed Tocopherols), Fava Beans, Chickpeas, Navy Beans, Lentils, Pinto Beans, Sweet Potato, Natural Flavor, Sunflower Oil, New Zealand Green Mussels, Beef Bone Broth, Pumpkin, Kale, Yeast Culture, Fructooligosaccharides, Choline Chloride, Vitamins (Vitamin E Supplement, Niacin Supplement, d-Calcium Pantothenate, Biotin, Vitamin A Supplement, Riboflavin Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid), L-Threonine, Kiwi Fruit, Shiitake Mushrooms, Cranberries, Potassium Chloride, Salt, Ginger, Dandelion Greens, Cinnamon, Turmeric, Black Pepper, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Calcium Iodate), Rosemary Extract

FEEDING GUIDE (Complete Meal)

Dog Weight	Active		Senior/ Less Active	
	> 1hr or more daily exercise	<1hr daily exercise	> 1hr or more daily exercise	<1hr daily exercise
	grams/day	cups/ day	grams/day	cups/ day
1-5 kg 2-11 lb	29 to 115g	¼ to 1	29 to 86g	¼ to ¾
5-10kg 11-22lb	115 to 172g	1 to 1 ½	86g to 143g	¾ to 1 ¼
10-15kg 22-33lb	172 to 229g	1 ½ to 2	143 to 191g	1 ¼ to 1 2/3
15-20kg 33-44lb	229 to 287g	2 to 2 ½	191 to 229g	1 2/3 to 2
20-25kg 44-55lb	287 to 344g	2 ½ to 3	229 to 287g	2 to 2 ½
25-30kg 55-66lb	344 to 382g	3 to 3 1/3	287 to 316g	2 ½ to 2 ¾
30-40kg 66-88lb	382 to 488g	3 1/3 to 4 ¼	316 to 402g	2 ¾ to 3 ½
40-50kg 88-110lb	488 to 559g	4 ¼ to 4 7/8	402 to 459g	3 ½ to 4
50-60kg 110-132lb	559 to 631g	4 7/8 to 5 ½	459 to 535g	4 to 4 2/3
60-70kg 132-154lb	631 to 727g	5 ½ to 6 1/3	535 to 602g	4 2/3 to 5 1/4

GUARANTEED ANALYSIS

Crude Protein (min)	40%
Crude Fat (min)	21%
Crude Fiber (max)	2.5%
Moisture (max)	10%
EPA (min)	0.2%
DHA (min)	0.25%
Calcium (min)	1.2%
Phosphorus (min)	1%
Zinc (min)	100mg/kg
Vitamin E (min)	60 IU/kg
Taurine* (min)	0.2%
Omega-3 Fatty Acids* (min)	0.15%
Omega-3 Fatty Acids* (min)	2.5%
Glucosamine*(min)	300mg/kg

CALORIE CONTENT ME (Calculated)

4028 kcal/kg, 463 kcal/cup
1 cup (240ml) = 115g

CUPS PER BAG

3.5lb | 1.6kg = 14 cups
16lb | 7.26kg = 63 cups

Wild Ocean Fish Recipe | Baked & Coated

3.5lb | 16lb



INGREDIENTS

Salmon, Herring, Cod, Whitefish, Dehydrated Herring, Dehydrated Sardine, Dehydrated Whole Eggs, Dehydrated Whitefish, Chicken Fat (preserved with mixed tocopherols), Fava Beans, Chickpeas, Navy Beans, Lentils, Pinto Beans, Sweet Potato, Natural Flavor, New Zealand Green Mussel, Salmon Broth, Pumpkin, Kale, Yeast Culture, Fructooligosaccharides, Choline Chloride, Vitamins (Vitamin E Supplement, Niacin Supplement, d-Calcium Pantothenate, Biotin, Vitamin A Supplement, Riboflavin Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid), Kiwi Fruit, Shiitake Mushrooms, Cranberries, Potassium Chloride, Salt, Ginger, Dandelion Greens, Cinnamon, Turmeric, Black Pepper, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Calcium Iodate), Rosemary Extract.

FEEDING GUIDE (Complete Meal)

Dog Weight	Active		Senior/ Less Active	
	> 1hr or more daily exercise	<1hr daily exercise	> 1hr or more daily exercise	<1hr daily exercise
	grams/day	cups/ day	grams/day	cups/ day
1-5 kg 2-11 lb	29 to 115g	¼ to 1	29 to 86g	¼ to ¾
5-10kg 11-22lb	115 to 172g	1 to 1 ½	86g to 143g	¾ to 1 ¼
10-15kg 22-33lb	172 to 229g	1 ½ to 2	143 to 191g	1 ¼ to 1 2/3
15-20kg 33-44lb	229 to 287g	2 to 2 ½	191 to 229g	1 2/3 to 2
20-25kg 44-55lb	287 to 344g	2 ½ to 3	229 to 287g	2 to 2 ½
25-30kg 55-66lb	344 to 382g	3 to 3 1/3	287 to 316g	2 ½ to 2 ¾
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40-50kg 88-110lb	488 to 559g	4 ¼ to 4 7/8	402 to 459g	3 ½ to 4
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60-70kg 132-154lb	631 to 727g	5 ½ to 6 1/3	535 to 602g	4 2/3 to 5 1/4

GUARANTEED ANALYSIS

Crude Protein (min)	40%
Crude Fat (min)	20%
Crude Fiber (max)	2.5%
Moisture (max)	10%
EPA (min)	0.25%
DHA (min)	0.3%
Calcium (min)	1.2%
Phosphorus (min)	1%
Zinc (min)	100mg/kg
Vitamin E (min)	60 IU/kg
Taurine* (min)	0.2%
Omega-3 Fatty Acids* (min)	0.3%
Omega-3 Fatty Acids* (min)	3.5%
Glucosamine*(min)	300mg/kg

CALORIE CONTENT ME (Calculated)

3915 kcal/kg, 423 kcal/cup
1 cup (240ml) = 108g

CUPS PER BAG

3.5lb | 1.6kg = 14 cups
16lb | 7.26kg = 67 cups





The Scoop

Q: What makes Baked & Coated different from other kibbles?

A: Most kibble rely on compromises like meat meals and fillers. Baked & Coated is the first premium dry kibble delivering true high-meat, high-protein nutrition without compromise. It's crafted from quality animal ingredients, never meat meals, enhanced with purposeful superfoods, and finished with a rich, savory bone broth coating for unmatched taste and daily nutrition. With 40% protein and under 20% carbs, it offers a nutritionally optimized, high-meat diet in a convenient format.

Q: Why we chose no Meat Meals for Baked & Coated

A: Meat meals are considered a poor choice for use in pet food, especially when compared against fresh and dehydrated sources of meat. Meat Meals are heavily processed which has a negative impact on their nutritional value. Additionally, many Meat Meals are made using by-products of meat processing, which increases the risk of contamination with bone, hooves, beaks and various animal tissue. This higher risk of contaminants or allergens can cause digestive issues if a pet is subjected to prolonged exposure.

Q: My dog is allergic to chicken. Is it safe for my dog to have the red-meat recipe since it contains chicken fat?

A: The rendering process removes most allergenic proteins, many dogs with chicken protein allergies can tolerate chicken fat. However, it's essential to consult your veterinarian before introducing any new food to your dog, especially if they have known allergies.

Q: Is rosemary extract safe and what is it used for?

A: Rosemary-extract is added as a natural preservative. However, it's important to know that rosemary oil is associated with seizures, not rosemary extract. Rosemary extract and rosemary oil are completely different ingredients.

The Scoop

Q: Why do you use legumes in your recipes?

A: No carbohydrates are ideal for dogs and cats; however, it's needed as a binder to make a kibble. We focused on not just low carbohydrate content, but also, we considered the healthiest options. Many carbohydrates used in today's pet foods are very high on the glycemic index. This causes fluctuations in blood sugar levels and can lead to health issues, such as diabetes and obesity. Legumes are the lowest on the glycemic index vs. other carbohydrates. The glycemic index numbers are dependent on how processed the ingredient is.

Below are some examples of where ingredients typically fall on the glycemic index:

Glycemic Index:

- White potato: Over 80
- Potato starch: 89-111
- White Rice: 70-85
- Peas 22
- Fava beans 63
- Brown rice: 50-69
- Lentils 16

Q: How much protein comes from animal?

	Wild Ocean	Grass-Fed Red	Cage-Free Poultry
% of protein from animal ingredients	82%	84%	85%

Q: Are you on ASTRO?

A: Yes, all of our products are **BUY 10 GET 1 FREE!**
We also have monthly promotions!



K9 Feline Natural™

Energy & taste they'll love.



Sniff out the full line:



We offer organ packed Treats, Boosters, and complete and balanced diets with our Hydrated and Freeze Dried Feasts. Top off your pet's bowl with new flavors today!



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