



HELLO. WE'RE VITAL ESSENTIALS.

We're raw pet food pioneers. And we're proud to make ultra-premium, freeze-dried and frozen raw **Butcher Cut Protein** that makes it easier for people to provide their pets with the very real health benefits of a protein-packed raw diet.

WE'RE ON A MISSION.

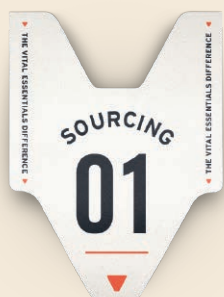
Savvy dog and cat people know a high-quality, high-protein diet supports more energetic playtimes, healthier skin, shinier coats, stronger teeth, and better gut health. And that's just what **Vital Essentials** delivers: sourcing only whole-animal **Butcher Cut Protein**, flash-frozen at the peak of freshness and made into premium raw treats, toppers, meals, and snacks.

Simply put, **Vital Essentials** is here with the **Butcher Cut Protein** and variety pets need and the convenience pet parents want. And we're committed to helping you be an essential partner in the health of your customers' pets.

VITAL ESSENTIALS IS BUTCHER CUT PROTEIN.

We pride ourselves on delivering premium protein. Never compromise. **Because Better Protein = Better Benefits.** Plain and simple. Because pets deserve the best.

HERE'S HOW WE DO IT:



RESPECTED LEADER IN MEAT INDUSTRY

HUMANELY HARVESTED

WHOLE ANIMAL PREMIUM PROTEIN

FROZEN AT PEAK FRESHNESS



MINIMALLY PROCESSED

PLATINUM SAFETY STANDARDS

PROUDLY AMERICAN CRAFTED

STATE OF THE ART FACILITY



BEEF TO DUCK TO SALMON

RABBIT TO TURKEY TO CHICKEN

FOOD, TREATS, TOPPERS

& RAW BAR SNACKS

WHICH BEEF WOULD YOU RECOMMEND? SEE THE VITAL ESSENTIALS DIFFERENCE.



Brand A



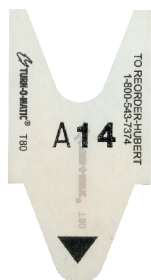
VITAL ESSENTIALS™



Brand B

MEET TABBY

We have always said that **Vital Essentials** is a butcher shop for cats and dogs, so it was only natural for us to draw inspiration from a traditional butcher shop during our rebranding. The concept of the butcher ticket, commonly associated with a butcher shop, served as the basis for the creation of Tabby. Our Tabby logo was specifically created to not only resemble a 'V' for **Vital Essentials**, but to also mimic the profile of a dog or a cats face.



BUTCHER PACKAGING ELEMENTS

Our packaging uses various moments common in butcher shops that highlight our premium quality butcher cut protein.

TABBY

The primary VE icon "Tabby" reads first as a butcher's ticket. Within this ticket lies the silhouette of a dog or cat face. Together it captures the core essence of the brand—butcher and pets.

CALL OUTS

Call outs such as "Proudly American Crafted" connect our brand pillars to our packaging.

MARKER

Marker is used to highlight important information and add an additional hand drawn element.

PROTEIN SHAPE

Functions similar to a butcher shop window, showing the quality of meat inside. The shape also helps to quickly identify the protein type.

TWINE

Twine is used to secure packages.

KRAFT

Kraft paper is often used to wrap meat, this helps keep juices in and protect from airborne contaminants.

QUALITY STAMP

Stamps are often used as a mark of approval, signaling VE approves the quality of this product.

INGREDIENTS

Listing primary ingredients reinforces the butcher cut protein RTB, showing exactly which parts were used from a single protein.



BUTCHER CUT PROTEIN IS BETTER BECAUSE IT SUPPORTS...



HEALTHIER & SHINIER COATS



MORE ENERGETIC PLAYTIMES



BETTER DIGESTIVE HEALTH



CLEANER GUMS AND TEETH



IMMUNE & HEART HEALTH



LEAN, STRONG MUSCLES