



# Brand Training

**K-9 Kraving – Frozen Raw Diet Dog Food**

# K-9 Kraving: Frozen Raw Diet Dog Food

## **Key Features:**

- Complete & Balanced, “for all life stages”
  - Including large breed puppies over 70 lbs. and reproducing females
- HPP-Free
- (6) Dietary Options
- Available in Multi-Sized Packaging Options

# K-9 Kraving: Frozen Raw Diet Dog Food

**Complete & Balanced, “for all life stages”**

- Feed Volume Considerations

**Age**  
**Breed**  
**Activity Level**  
**Metabolism**  
**Climate**  
**Health**

LIFE STAGE	% of BODY WEIGHT	RECOMMENDATIONS
Puppy (wean – 18 months)	5-8%	Check growing weight often and increase feed as needed to ensure nutrient-volume needed for his/her growing body
Pregnant & Lactating Females	5-8%	As soon as 3-weeks, in-utero puppies will be consuming from their mother. The litter size she is carrying will determine how much feed she will require. 5% small litter – 8% large litter; continuing through to weaning.
Working/Sporting Canines	3-5%	Performance canine use and need more food volume to support their high-level activity
Average Activity Pet	2.5%	Supports regular activity such as daily walks, play dates, periodic hikes, swimming, etc.
Low Activity Pet	2%	Canines who are primarily house dogs with very little activity from day-to-day
Senior Canines	2%	Due to lowered metabolism, the daily needs generally decrease during senior years and will vary from canine to canine

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K-9 Kraving Raw Dog Food Feeding Calculator (*found in Feeding Guidelines @ k-9kraving.com*) assists handlers in determining the best “starting point” for your individual canine’s nourishment needs.

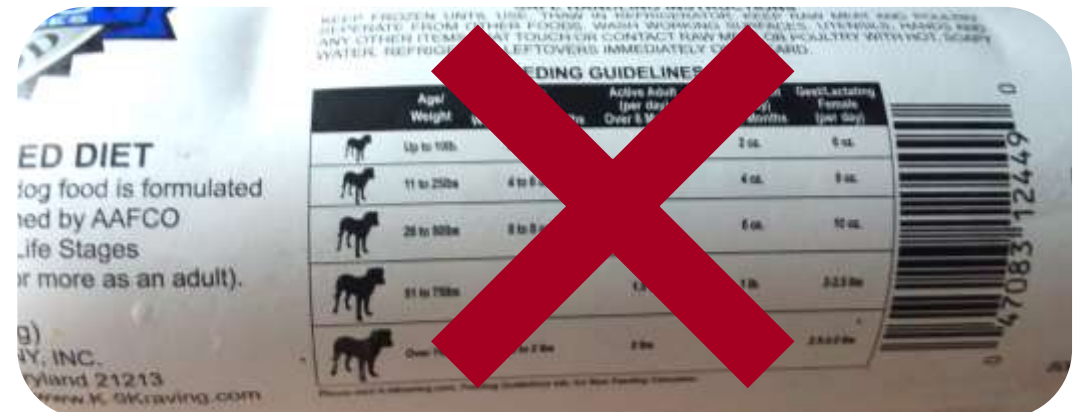
**Results calculated using this tool offer a more concise answer compared to the simplified regulatory guidelines printed on our food label.**

Simply fill in the denoted fields, then calculate. Revisit the calculator often for growing pups or pregnant females, adjusting their increased weight each time.

## Raw Dog Food Feeding Calculator

What stage of life is your dog?	<input type="text" value="Puppy"/>
What does your dog weigh?	<input type="text" value="35 lbs"/>
What is your weight goal?	<input type="text" value="Maintain pre"/>
<b>calculate</b>	

1.75 pounds (28 ounces) per day total



# K-9 Kraving: Frozen Raw Diet Dog Food

**Complete & Balanced, “for all life stages”**

An **HPP-Free Raw Diet Dog Food**; our recipes retain 100% of the natural nutrients.

**Uncooked and unheated**, raw food retains all natural enzymes and maximum values of nutrients.







A biologically correct diet for dogs, K-9 Kraving is:

- ✓ **Low Carbohydrate**
- ✓ **High Protein**
- ✓ **High Moisture**

**...Supporting optimal health!**

**A species-appropriate, healthy raw diet can provide:**

Healthy Teeth & Gums  
Shiny Coat & Healthy Skin  
Smaller Stools = Better Digestion  
Increased Energy & Vitality  
Fewer Allergies  
Reduced Dental Disease  
Reduced Vet Visits  
**Happier Dogs!**

Frozen Raw Product	Complete & Balanced, "for all life stages", including large breed puppies over 70 lbs.	100% USA, USDA Inspected & Approved Protein	Steroid/ Antibiotic-Free, GMO-Free, Humanly Raised & Single-Sourced	Serving Suggestion	Key Benefits	Recommendations	Available Sizes
Beef & Vegetable	✓		<p><i>COMMERCIALY SOURCED</i> Means raw ingredients (Muscle Meat, Organ Meat and Fresh Bone) are from multiple farm sources vs. single-source</p>	COMPLETE MEAL: Thaw & Serve	Muscle Building High in healthy fat & calories for high-drive canines	ALL: Ages, Breeds, Sizes Working/Sporting Canines Muscle Breeds	5# / 1# Rolls 2# Patty Pack 27# Bulk Patties
Chicken, Beef & Vegetable	✓			COMPLETE MEAL: Thaw & Serve	Contains natural source of Chondroitin from Chicken and muscle support from Beef	ALL: Ages, Breeds, Sizes Working/Sporting Canines Average Activity Growing Pups	5# / 2# / 1# Rolls 2# Patty Pack 27# Bulk Patties
Chicken & Vegetable	✓			COMPLETE MEAL: Thaw & Serve	Chicken offers a natural source of Chondroitin to nurture joints; modest fat & high protein offer excellent weight management	ALL: Ages, Breeds, Sizes Weight Management Senior/Low Activity Canines Large Breeds (joint care)	5# / 2# / 1# Rolls 2# Patty Pack 27# Bulk Patties
Duck & Vegetable	✓		✓	COMPLETE MEAL: Thaw & Serve	High in healthy fats for excellent skin & coat nourishment and increased calories for high drive canines	ALL: Ages, Breeds, Sizes Working/Sporting Canines High Drive Canines Protein Limitations	5# / 1# Rolls 2# Patty Pack 27# Bulk Patties
Rabbit, Duck & Vegetable	✓		✓	COMPLETE MEAL: Thaw & Serve	High protein and modest fat offers a super lean fuel and muscle support for high drive canines	ALL: Ages, Breeds, Sizes Working/Sporting Canines High Drive Canines Protein Limitations	2# Patty Pack 27# Bulk Patties
Turkey & Vegetable	✓		✓	COMPLETE MEAL: Thaw & Serve	Very low fat and very high protein offers ease in digestion for canines with gastro-sensitivities	ALL: Ages, Breeds, Sizes Weight Management Senior/Low Activity Canines Protein Limitations Gastro-Challenges	5# / 1# Rolls 2# Patty Pack 27# Bulk Patties

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Available Sizes:



## 5 lb. Economy Roll

XL - L breed(s) and/or multi-dog household

CASE: 30 lbs. (6-5 lb units)

UNIT MEASURES: 15" Long x 4" High



## 2 lb. Roll

(Chicken, Chicken/Vegetable, Green Tripe Only)

Mid-large breed and/or multi-dog household

CASE: 30 lbs. (15-2 lb. units)

UNIT MEASURES: 14.5" Long x 2.5" High



## 1 lb. Roll

Single mid-size breed and/or multi-small dog household

CASE: 30 lbs. (30 - 1 lb. units)

UNIT MEASURES: 7.25" Long x 2.5" High



## 2 lb. Patty Pack (8 - 1/4 lb. Patties)

(2) Vacuum Packed Sleeves

Minimal product contact, quick thawing

S - XS breed households

CASE: 12 lbs. (6 - 2 lb. units)

UNIT MEASURES: 8" Long x 8" Wide x 2" Deep



## 27 lbs. Bulk Patties (108 - 1/4 lb. Patties)

**NOTE:** These are not vacuum packed; color and texture may vary compared to the 2 lb vacuum packed patties option

Minimal product contact, quick thawing, less expensive than the 2lb Patty Packs

CASE: 12 lbs. (6 - 2 lb. units)

UNIT MEASURES: 15" Long x 12" Wide x 8" Deep







**K9**  
KRAVING  
DOG FOOD

**MY DOG**  
**EATS BETTER**  
**THAN YOUR DOG**

[K-9KRAVING.COM](http://K-9KRAVING.COM)