

# PRODUCT PROFILE - NOW FRESH

## Now Fresh™ Grain Free Small Breed Shredded Chicken & Broth Blend for Dogs

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
<b>Energy:</b>			
ME per kg	848 kcal	4240 kcal/kg	n/a
ME per pouch (79g)	67 kcal	335 kcal/pouch	n/a
Energy from protein	50 %	50 %	n/a
Energy from fat	45 %	45 %	n/a
Energy from carbs	5 %	5 %	n/a
<b>Proximates:</b>			
Moisture	80 %	0 %	943.4 g
Protein	12 %	60 %	141.5 g
Fat	5 %	23 %	53.1 g
Fiber	0.2 %	1 %	2.4 g
Ash	2.0 %	10 %	23.6 g
Carbohydrates	1 %	7 %	15 g
<b>Amino acids:</b>			
Arginine	1.01 %	5.05 %	11.91 g
Lysine	1.67 %	8.35 %	19.69 g
Met + Cys	0.48 %	2.40 %	5.66 g
Phe + Tyr	1.06 %	5.30 %	12.50 g
Tryptophan	0.20 %	1.00 %	2.36 g
Taurine	0.01 %	0.05 %	0.12 g
<b>Fatty acids:</b>			
Omega-6	3.00 %	15.00 %	35.38 g
Omega-3	0.25 %	1.25 %	2.95 g
DHA	0.21 %	1.05 %	2.48 g
Linoleic acid	2.70 %	13.50 %	31.84 g
<b>Minerals:</b>			
Calcium	0.32 %	1.6 %	3.77 g
Phosphorus	0.24 %	1.2 %	2.83 g
Potassium	0.13 %	0.7 %	1.53 g
Sodium	0.24 %	1.2 %	2.83 g
Chloride	0.14 %	0.7 %	1.65 g
Magnesium	0.02 %	0.1 %	0.24 g
Iron	25.9 mg/kg	129.5 mg/kg	30.5 mg
Copper	4.07 mg/kg	20.4 mg/kg	4.80 mg
Manganese	3.73 mg/kg	18.7 mg/kg	4.40 mg
Zinc	46.6 mg/kg	233.0 mg/kg	55.0 mg
Iodine	0.59 mg/kg	3.0 mg/kg	0.70 mg
Selenium	0.22 mg/kg	1.1 mg/kg	0.26 mg
<b>Vitamins:</b>			
Vitamin A	10000 IU/kg	50000 IU/kg	11792 IU
Vitamin D	275 IU/kg	1375 IU/kg	324 IU
Vitamin E	31 IU/kg	155 IU/kg	36.6 IU
Thiamine	14.4 mg/kg	72 mg/kg	16.98 mg
Riboflavin	2.0 mg/kg	10 mg/kg	2.36 mg
Pantothenic acid	4.0 mg/kg	20 mg/kg	4.72 mg
Niacin	11 mg/kg	55 mg/kg	13.0 mg
Pyridoxine	2.6 mg/kg	13 mg/kg	3.07 mg
Folic acid	0.5 mg/kg	3 mg/kg	0.59 mg
Biotin	0.09 mg/kg	0 mg/kg	0.11 mg
Vitamin B12	0.01 mg/kg	0.05 mg/kg	0.012 mg

## Ingredients

De-boned chicken, chicken broth, sunflower oil, tapioca, calcium sulphate, sodium hexametaphosphate, marine microalgae oil, flaxseed, choline chloride, minerals (zinc proteinate, ferrous fumarate, sodium selenite, copper proteinate, manganese proteinate, potassium iodide), salt, vitamins (vitamin E supplement, thiamine mononitrate, niacin, vitamin A supplement, d-calcium pantothenate, pyridoxine hydrochloride, riboflavin supplement, vitamin B12 supplement, vitamin D3 supplement, folic acid), potassium chloride, magnesium sulphate, parsley, taurine.

Now Fresh™ Grain Free Small Breed Shredded Chicken & Broth Blend for Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70lbs or more as an adult).

