

Raising the Bar on Organic Pet Foods – Newman’s Own Organics® Launches New Formulations for Dogs and Cats

We are pleased to introduce four new holistic formulas based on the newest concepts in animal nutrition.

- **ADULT DOG CHICKEN & RICE FORMULA for dogs of all ages**
Protein - 21.0% min; Fat -12.0% min; Fiber - 4.5% max
- **ADVANCED DOG CHICKEN & RICE FORMULA for puppies, active dogs and healthy seniors**
Protein - 24.0% min; Fat -10.0% min; Fiber - 5.5% max
- **ADULT CAT FORMULA – for cats of all ages**
Protein - 32.0% min; Fat -10.0% min; Fiber – 3.0% max
- **ADVANCED CAT FORMULA for kittens and healthy seniors**
Protein - 34.0% min; Fat -10.0% min; Fiber – 3.0% max

Each food is a unique blend of proteins, whole grains, vitamins and minerals that maximize palatability, digestibility and nutrient assimilation. All Newman’s Own Organics pet foods are complete and balanced and formulated to exceed the nutrient requirements established by the Association of American Feed Control Officials (AAFCO) Nutrient Profiles.

Features

- Made with natural, human-grade chicken
- Contains organic brown rice, peas and carrots
- Free of hormones, antibiotics, pesticides, herbicides and chemical additives
- Naturally preserved with vitamin E
- No artificial colors or flavor enhancers
- No wheat or corn
- Certified organic by Oregon Tilth
- Complete and balanced nutrition

Benefits

- Protein levels support specific life styles and life stages
- Omega fatty acids promote healthy skin and coat
- Antioxidants maintain healthy immune system
- Chelated minerals promote nutrient absorption
- Probiotics support intestinal health
- Crunchy kibble helps keep teeth clean

All ingredients for these new formulas were carefully selected for their extraordinary nutritional value to help promote the vitality and longevity of dogs and cats.

- **Proteins** – Fresh natural chicken meat, natural chicken meal, chicken liver and organic soybean meal are carefully blended to provide the proper amounts of amino acids required in making muscle and other structural tissues and in the production of enzymes, hormones and antibodies.
 - Fresh natural chicken contains many essential amino acids as well as omega fatty acids that support skin and coat, immune and cardiovascular health.
 - Natural chicken meal is a dry concentrated protein-rich powder containing 10% water and minimal fat. It supplies important amino acids, and contains **no** rendered by-products, intestines, heads, feet or feathers.
 - Chicken liver is rich in iron, protein and vitamin A and helps palatability.
 - Organic soybean meal is high in protein and low in fat and one of the building blocks of healthy nutrition. There is no evidence that soy causes allergies, bloat or digestive disturbances in dogs or cats.
- **Carbohydrates** – A combination of whole grains serves as excellent sources of energy, fiber (important for intestinal health) and important nutrients, such as selenium, potassium and magnesium. Wheat and corn are not used.
 - Organic white rice is used for digestibility and organic brown rice for its added nutritional values.
 - Organic Barley, Oats, sorghum and millet are good sources of complex carbohydrates, vitamins and minerals and naturally low in fat.
 - Organic peas and carrots are excellent sources of antioxidants.
- **Fats** – Fats are used for energy and are necessary for the absorption of vitamins A, D, E and K. They are also used in the production of hormones and cell membranes and help with body insulation and skin and coat condition.
 - Chicken fat is the highest of all animal sources of linoleic acid, an important element of skin and coat health.
 - Flax seed meal contains both omega-3 (alpha-linolenic acid) and omega-6 fatty acids.
- **Vitamin and minerals** – Function as coenzymes that help control biochemical reactions in the body and are important for the growth and regeneration of tissues.
 - Minerals are bonded with amino acids (chelated) to improve absorption.
 - Vitamins A, C and E are powerful antioxidants that help neutralize free radical activity to promote vitality and longevity.
- **Probiotics** – The “friendly bacteria” that help maintain intestinal and immune health by facilitating the breakdown of organic matter and reducing toxin build-up.
 - These microorganisms are applied **AFTER** the food is cooked to assure viability.

Caloric Values

Product	As Fed(Kcal/cup)
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Dry Foods

Adult Dog Formula	397.00
Advanced	404.00
Adult Cat	462.00
Advanced Cat	455.00

Product	Size	As Fed(Kcal/ can)
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Canned Foods

Dog Chicken and Brown Rice	12.7 oz	461.00
	5.5 oz	198.00
Dog Chicken	12.7 oz	500.00
	5.5 oz	215.00
Dog Turkey & Brown Rice	12.7 oz	365.00
	5.5 oz	176.00
Dog/Puppy Turkey & Chicken	12.7oz	439.00
	5.5 oz	190.00
Cat Chicken & Brown Rice	5.5 oz	185.00
	3 oz	108.00
Cat Chicken & Salmon	5.5 oz	185.00
	3 oz	113.00
Cat Turkey	5.5 oz	192.00
	3 oz	107.00
Cat Turkey & Vegetable	5.5 oz	193.00
	3 oz	110.00

Product	Size	As Fed(Kcal/ biscuit)
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Canine Biscuit Treats

Cheese Dog Treats	Small	3.89
	Large	23.34
Chicken Dog Treats	Small	3.65
	Large	21.90
Peanut Butter Dog Treats	Small	3.80
	Large	22.80