


Preparation and handling



Wash hands before and after handling raw food, frozen and freeze-dries, as you would for human food preparation.



Frozen Foods

Remove a portion of food from package and place into a sealed container. Thaw in refrigerator for 5-6 hours. When completely thawed, place food into pet's


feeding dish. Remove food after 30 minutes if uneaten. Cooking and/or microwave preparation is not recommended. Wash and sanitize preparation areas, utensils and dishes after each feeding.



Freeze-dried Foods

Freeze-dried raw pet foods offer the ultimate in convenience. Remove portion of food from package and place into feeding dish. Patties may be broken up into smaller pieces at owner's discretion. Re-hydration of freeze-dried foods is neither necessary, nor recommended. Always ensure that fresh water is available to your pet at feeding time and throughout the day. Wash and sanitize preparation areas, utensils and dishes after each feeding.

Transitioning Your Pet



Our pets, like us, are unique individuals and are not all alike. One size may not fit all. As you begin feeding Vital Essentials to your pet we suggest introducing the food using the following steps:


*Begin with 25% Vital Essentials with 75% of current food for several feedings.

*Continue to 50% Vital Essentials with 50% of current food for several feedings.

*Progress to 75% Vital Essentials with 25% of current food for several feedings.

*Complete the transition to 100% Vital Essentials.

*On rare occasion, pets that consume frozen foods too rapidly may upset their stomachs, especially during the introductory/transitional periods.



* While feeding a raw diet may be the most natural and complete form of nutrition for carnivorous pets, your pet may be "content" with another type of diet. If your pet does not begin consuming the food within 30 minutes, pick it up, and try again at the next feeding. Don't give in by feeding the previous food in place of the intended meal.



Top 10 Reasons to Feed Vital Essentials

1. "ALPHA" prey-model diet - virtually identical to that of canines and felines in their natural habitat
2. Bioavailability of natural vitamins, minerals, and other essential nutrients
3. Reduced prescription medications and veterinarian bills
4. Low Glycemic Index food- very low in carbohydrates
5. Reduces/eliminates allergies, itching, and rashes
6. Promotes soft, silky coats, and reduced shedding
7. Naturally cleans teeth and cleanses breath
8. Maintains pet's target weight, naturally
9. No more pet odors - inside or out
10. Stool volume reduced by 50%



Benefits of Raw for Cats

1. Urine odor eliminated from litter box
2. Natural & complete source of Taurine
3. Well-formed "cigar-shaped" stools
4. Promotes clean teeth and healthy gums
5. Soft, silky coats with reduced shedding
6. Stools reduced by 50%

Vital ESSENTIALS

Purely raw. *Instinctively healthy.*



Packed Under Continuous Inspection of U.S. Dept. of Agr. A-27506

Raw Nutrition Since 1968

The "ALPHA" prey-model diet

Cost Comparison (Per Day)

Have you ever considered the feeding system and structure for canines in their natural habitat? Imagine this:

A pack of canines in their natural habitat are in pursuit of their prey. They ultimately select the animal of their choice and collectively as a cohesive team, take it down with one quick flurry of activity. Dinner is served.

The event that follows is not your typical eight-place setting around the freshly harvested feast, where each member of the pack is offered equal portions of the bounty. In fact, it's quite the opposite.

If dinner is not "shared equally", what actually happens? What portions of their prey do they instinctively consume first and why? Which animals within the pack are the first to eat?

If you guessed the biggest, the strongest, and the healthiest...the ALPHA, you're exactly right! The ALPHA instinctively seeks the vital organs...heart, liver, lungs, kidney, and tripe which are "chock full" of vital, essential nutrients.



This comprehensive vital organ mix, along with accompanying meat and bone, provides the ALPHA with the premier source of the richest nutrients it needs to thrive as the strongest and healthiest pack leader, to retain a strong immune system and to procreate strong, healthy offspring for the long-term survival of the pack.

As dinner continues, the remaining members of the pack, in order of hierarchy, take their place at the harvest and consume the residual portions of prey. Their diet is not the same as the ALPHA.

As a steward of your pet's health and well-being, would you provide your pet the ALPHA diet, rich in vital, essential nutrients or an average diet, similar to one of the low ranking members of the pack? Nearly all caring pet owners want the best for their furry, four-legged family member, and choose the ALPHA diet.

Vital Essentials is just that... the ALPHA diet: comprised of 45% whole vital organs... more than any other complete and balanced raw diet. It's all there...fresh heart, liver, lungs, kidneys, tripe, meat, and bone. Virtually identical to the diet of an ALPHA animal in its natural habitat, Vital Essentials provides pets the opportunity to lead long, vibrant, healthy lives, just as they deserve. LONG LIVE PETS!

FOR CATS			
	Frozen Mini Pet Patties	Freeze-Dried Mini Pet Patties	Premium Canned Food
1.5 lbs	\$0.21	\$0.30	\$0.29
3 lbs	\$0.42	\$0.60	\$0.57
6 lbs	\$0.82	\$1.21	\$1.14
9 lbs	\$1.24	\$1.81	\$1.99
12 lbs	\$1.64	\$2.42	\$2.28
15 lbs	\$2.06	\$3.02	\$2.68

For Dogs								
	Large Frozen Pet Patties	Frozen Mini Pet Patties	Large Freeze-Dried Pet Patties	Freeze-Dried Mini Pet Patties	Frozen Nibbets	Freeze-Dried Nibbets	Leading Grain-Free Kibble	
6 lbs	\$0.49	\$0.67	\$0.91	\$0.93	\$0.47	\$0.74	\$0.59	 Less than a bottle of soda
12 lbs	\$0.98	\$1.34	\$1.82	\$1.86	\$0.94	\$1.48	\$1.18	 Less than a Small coffee
25 lbs	\$1.99	\$2.66	\$3.66	\$3.72	\$1.88	\$2.96	\$2.36	 Less than a Latte
50 lbs	\$3.98	\$5.32	\$7.32	*	*	*	\$4.72	 Less than a Cocktail
100 lbs	\$7.96	*	*	*	*	*	\$9.44	

Vital Essentials USDA Certified Pet Food A-27506

USDA Certified Pet Food is product intended for consumption by dogs, cats, and other meat eating animals that is manufactured under Food Safety Inspection Service (FSIS) voluntary reimbursable inspection services, which provides for the inspection, certification, and identification of pet food.

USDA Pet Food Certification and Inspection is voluntary. Vital Essentials is one of only two known pet food companies in the United States who produce USDA Certified & Inspected pet food.

Meat, bone, and organ meat must be derived from one or more animals that have been USDA inspected and passed and that are fit for use as animal food.

For more information regarding USDA Certified Pet Food, please refer to Title 9 of the United States Code of Federal Regulations part 355.



Vital Essentials - Ingredients



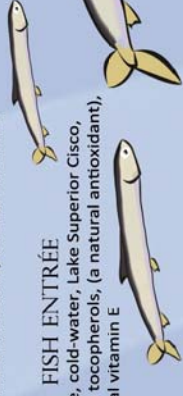
BEEF ENTRÉE

Beef, beef tripe, beef lung, ground beef bone, beef liver, beef heart, beef blood, beef fat, herring oil (a natural source of vitamin D) d-alpha tocopherol, mixed tocopherols, (a natural antioxidant), natural vitamin E.



CHICKEN ENTRÉE

Ground chicken with bone, chicken heart, chicken liver, herring oil (a natural source of vitamin D) d-alpha tocopherol, mixed tocopherols, (a natural antioxidant) natural vitamin E.



FISH ENTRÉE

Whole, cold-water, Lake Superior Cisco, mixed tocopherols, (a natural antioxidant), natural vitamin E

CHICKEN W/ LIVER ENTRÉE FOR CATS

Ground chicken with bone, beef liver, chicken liver, chicken heart, herring oil (a natural source of vitamin D), d-alpha tocopherol, mixed tocopherols (a natural antioxidant), natural vitamin E



Raw materials are derived from Wisconsin – free-ranging, open-grazing, hormone & antibiotic free cattle and poultry. Raw materials are derived from animals that have been inspected and passed for human and pet consumption at federally inspected USDA facilities.

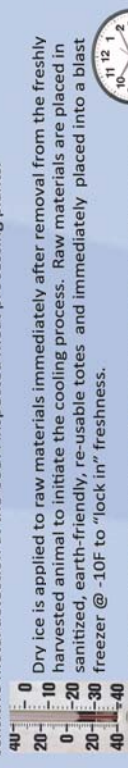


Pre-mortem (live animal) inspections are conducted by veterinarians to certify antibiotic and disease free animals. Suspect animals (for any reason) are segregated and removed from the human and pet food chain.



Humane treatment and animal handling is paramount. Harvest facilities designed by Temple Grandin, world renowned animal behaviorist. Post-mortem (carcass) inspections performed by USDA veterinarians on every harvested animal ensure wholesomeness.

At the harvest facility there are more than 15 pathogen reduction stations including several anti-microbial washes and steam pasteurization. Raw materials are subjected to highly sensitive metal detection at the USDA inspected meat processing plants.



Raw materials are removed and processed after 24 hours of blast freezing. Meat temperature is maintained at or below 32 degrees F throughout processing. All finished products are inspected, real-time, in-line by trained plant personnel.

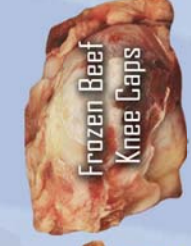


Finished goods are bar-coded for retail scanning and tracking purposes.

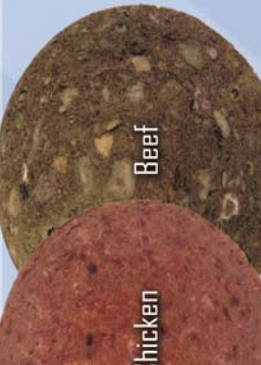
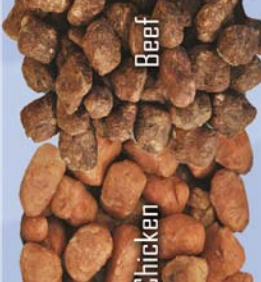


Our employees are also pet owners. They feed Vital Essentials and are committed to the best in comprehensive freshness and excellence for their own pets.

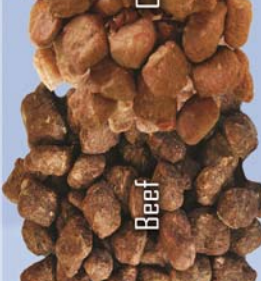
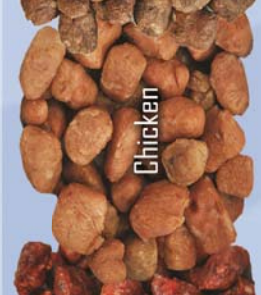
Treats



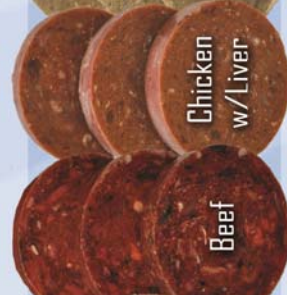
Nibbles



Complete Diet



Mini Patties



Sprinkles



Vital Essentials - Guaranteed Analysis

Freeze-Dried Chicken w/Liver
Crude Protein, min. 43%
Crude Fat, min. 27%
Crude Fiber, max. 3.1%
Moisture, max. 7.5%

Frozen Chicken w/Liver
Crude Protein, min. 16%
Crude Fat, min. 9%
Crude Fiber, max. 1.3%
Moisture, max. 71%

Frozen Chicken
Crude Protein, min. 11%
Crude Fat, min. 9.5%
Crude Fiber, max. .6%
Moisture, max. 74%

Freeze-Dried Chicken
Crude Protein, min. 41%
Crude Fat, min. 34.5%
Crude Fiber, max. 1.2%
Moisture, max. 8.5%

Frozen Beef
Crude Protein, min. 16%
Crude Fat, min. 10%
Crude Fiber, max. .9%
Moisture, max. 70.3%

Freeze-Dried Beef
Crude Protein, min. 42%
Crude Fat, min. 32%
Crude Fiber, max. 1.9%
Moisture, max. 7.5%

Freeze-Dried Fish
Crude Protein, min. 60%
Crude Fat, min. 20%
Crude Fiber, max. .6%
Moisture, max. 7.5%

Frozen Fish
Crude Protein, min. 15%
Crude Fat, min. 5%
Crude Fiber, max. .3%
Moisture, max. 76%