



KIBBLE IN THE RAW

KIBBLE-SIZED BITES MADE WITH 100% FREEZE-DRIED RAW MEAT, FISH & POULTRY

KIBBLE IN THE RAW FOR CATS AVAILABLE NOW!



THE FUTURE OF KIBBLE IS HERE

Primal is expanding its innovative line of Kibble in the Raw recipes, which provide the benefits of raw nutrition in a convenient format that serves like kibble. Building on the successful launch of Kibble in the Raw for dogs last year, Primal is setting out to make raw nutrition more convenient and accessible for pet parents that currently feed a kibble diet to their cat. **Kibble in the Raw enables pet parents to upgrade their pet's kibble while maintaining their feeding routine.**

	Traditional Kibble	Kibble in the Raw
Freeze-Dried Raw Protein		✓
Real, visible ingredients		✓
No synthetic vitamins & minerals		✓
Light-weight		✓
Optimal nutrition and taste		✓
Convenient and easy to feed	✓	✓

★ Visit our Booth (#3518) at SuperZoo to Learn More! ★