



# Retail Training Handbook

PRIMALPETFOODS.COM

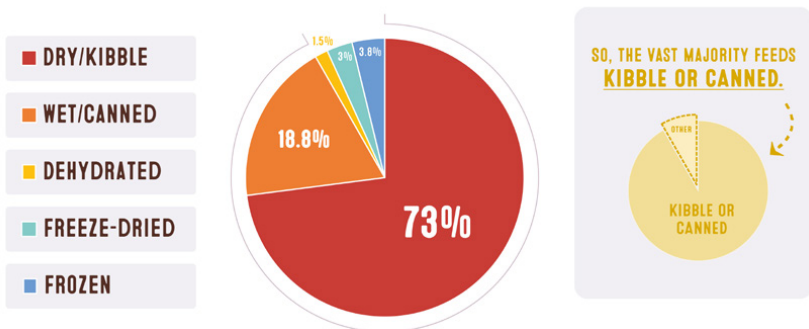
How to Build a Better Bowl Using  
Toppers & Hydrators

  
Level 2

## Primal Toppers & Hydrators

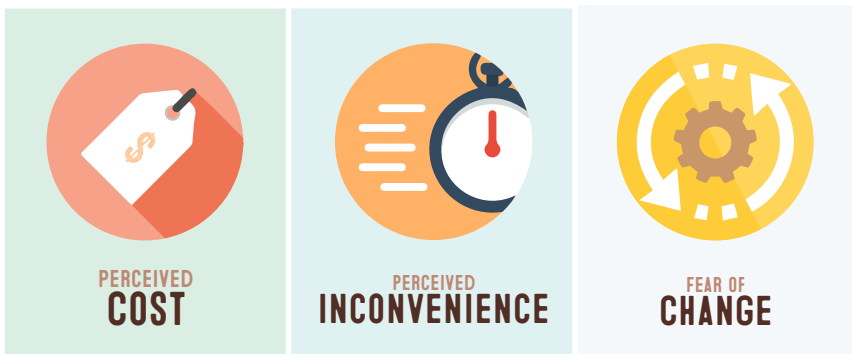
At Primal, we continue to make our focus creating fresh food items that are convenient for pet parents to utilize. Our goal is to get as many people as we can incorporating fresh foods into their pet's bowl. As carnivores, our dogs and cats are designed to thrive on a diet high in fresh meats, fresh fruits & veggies, moisture, and very low amounts of starch.

### PET FOOD PURCHASES - BY CATEGORY -



*\*\*Data: 2019 Indy Pet Retail ONLY (NO Big Box)*

However, most pet parents are giving their pets kibble and canned food, and guess what? That's OK too! We know those items are easy to serve and familiar. Still, the question comes up: WHY are so many pet parents not adding *any* fresh food to their pet's diet when they know dogs and cats really could benefit? We've identified three main concerns:



Primal Toppers & Hydrators offer solutions to all of these perceived problems - hence, why they're such an awesome tool! With the Toppers & Hydrators, you now have the tools to remove barriers to feeding fresh, because:

- ✓ **Toppers & Hydrators are inexpensive**, which makes them easy to incorporate into any pet's diet either as a topper, or on their own as special treats!
- ✓ **Toppers & Hydrators are convenient!** Pour or scoop into the bowl and, once defrosted, they're ready to eat!
- ✓ **Toppers & Hydrators do not change the routine.** So, pets can still have their usual meals, but then Toppers & Hydrators can also be fed either as fun treats on their own, or added on top of the bowl!

#### Bottom Line:

1. Toppers & Hydrators are about addition, *not replacement*.
2. Frozen is the future!

You may have noticed that most of the Primal Toppers & Hydrators are frozen. There are a few reasons for that! Frozen items maintain their nutrients and require less processing than their canned or dried counterparts. Thus, they are even better for our pets!

Frozen Primal is also NEVER sold online, so pet parents must come into their local pet-specialty store to get it. Why does that matter to someone who works in a pet retailer, you ask?

If we ask ourselves which is our favorite part of the workday, it's probably having a great conversation with a pet parent to help fix a problem, sharing an item to help their pet thrive, or getting to pet all the dogs & cats that visit! But for us to keep *having* those conversations, ***we need to make sure pet parents come into the store and don't just order their bag online.***

So, by adding Primal Toppers & Hydrators that are only sold inside your store to every customer's feeding regimen, you ensure your business keeps seeing that customer (and their adorable pet)!



**PRO-TIP:** This is why frozen is not only best for pets, it's also best for businesses to keep people shopping!

## Raw Goat Milk

Primal offers an additional way to elevate your pet's health with our Raw Goat Milk. In commercial dairy products, pasteurization is used to kill potential bacteria from the animal's milk or from environmental contaminants. The process of pasteurization also kills enzymes and beneficial nutrients. Goat milk, also known as the "universal milk", can most easily be absorbed by a variety of mammals due to the size of its fat molecules. Goat Milk contains vitamins, minerals, electrolytes, trace elements, enzymes, protein, and fatty acids all easily absorbed and utilized by the body.

When milk is pasteurized, lactase along with other nutrients are damaged by the heat.

Since our pets' bodies do not produce ample lactase throughout the duration of their lives, their bodies have a hard time digesting the lactose in pasteurized milk; hence the statement, "Dogs and cats are lactose intolerant." In Primal Raw Goat Milk, the lactase

remains intact and active, as it was never pasteurized or exposed to heat. Because of this, the lactase in the milk digests the lactose and allows the dog or cat's body to benefit from goat milk without any discomfort.

Goat milk, also known as the "universal milk" can most easily be absorbed by a variety of mammals due to the size of its fat molecules.

## Sourcing

Primal Goat Milk is sourced from a Certified Humane, family farm. All goats are raised antibiotic free and are fed grasses, hay and food-based nutritional supplements.

## Process of Milking Goats to Bottling

1. Goats are humanely milked.
2. Milk is held in a stainless steel refrigerated collection vat
3. Supplemental ingredients & probiotics are added to the raw milk and blended.
4. Milk is bottled on automated bottling line.
5. Milk is sampled and sent to a third party laboratory for testing of Salmonella, E-coli0157h7 and Listeria Monocytogenes.

## Spices added to the Original Recipe Milk

**Cinnamon** is added as an antibacterial/antifungal and can assist with arthritis and muscular inflammation in older animals.

**Ginger** is added as a digestive aid and natural antioxidant.

**Turmeric** is added as natural anti-inflammatory, antioxidant, detoxifier and anti-cancer herb.

## Probiotics added to the Original Recipe Milk

**L. acidophilus** - Increase immune resistance against such harmful bacteria and fungi as Candida albicans, Salmonella, E. coli, and Staphylococcus aureus; Helps control intestinal infections, thus reducing the potential of diarrhea and other infections or diseases.

**Lactococcus lactis lactis** - Able to synthesize both folate and riboflavin, two key B vitamins. Produces large amounts of lactic acid. May be used in the future to treat Irritable Bowel Disease (IBD).

**E. faecium** - Provides important nutritional support in the event of diarrheal diseases. Because it is a transient bacterium, E. faecium needs to be replaced continually. In several studies, it has proven to be resistant to a wide variety of antibiotics and also to be more effective than L. acidophilus in shortening the duration of diarrheal episodes.



## Original Recipe Goat Milk

**INGREDIENTS:** Raw Goat Milk, Dried Lactobacillus lactis fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Enterococcus faecium fermentation product, Inulin, Organic Turmeric (color), Organic Ginger, Organic Cinnamon.

digestive  
support  
& moisture  
boost!



## Green Goodness Goat Milk

### ORIGINAL RECIPE INGREDIENTS ↑

- + Organic Kale
- + Organic Quinoa

energy  
& vitality  
boost!



## Blueberry Pom Goat Milk

### ORIGINAL RECIPE INGREDIENTS ↑

- + Organic Pomegranate
- + Organic Blueberry

anti-  
oxidant  
boost!



## Cranberry Blast Goat Milk

### ORIGINAL RECIPE INGREDIENTS ↑

- + Organic Cranberry
- + Organic Apple Cider Vinegar

urinary  
tract  
support  
boost!



## Pumpkin Spice Goat Milk

### ORIGINAL RECIPE INGREDIENTS ↑

- + Organic Pumpkin
- + Organic Ginger

fiber  
& digestive  
support  
boost!

## Testing & Safety Assurance

All batches of Primal Goat Milk are tested for Salmonella, E-coli and Listeria Monocytogenes prior to release for distribution.

## Packaging

The Goat Milk bottles are made of High-density polyethylene (HDPE). They contain no PETE or BPA's and are recyclable. Original milk is available in three sizes: 16oz pints, 32oz quarts, and 64oz half gallons.

## Storage

Primal Raw Goat Milk is sold frozen, and should be stored in the freezer prior to use. Twenty-four hours prior to using, the

Goat Milk can  
be partially thawed,  
portioned, and  
re-frozen.

container should be placed in the refrigerator to defrost. After a full day, the majority of the milk has defrosted and can be used (larger containers may take longer to thaw). The product can be partially thawed, portioned and re-frozen in silicone molds or an

ice cube tray. The milk will settle between uses, so shaking the product prior to feeding will create an even consistency for your pet.

## Shelf Life of Primal Goat Milk:

10 days after being thawed, 1 year frozen.

Not only is Primal Raw Goat Milk a great tool to help with digestion, it helps pets obtain their daily need for moisture. Dogs' and cats' bodies are about 65% moisture and unlike humans, they are designed to obtain the majority of their water from the foods they eat. By adding raw Goat Milk (which is up to 90% moisture) to the pet's diet they will be gaining needed moisture as well as the benefits from raw nutrients.





## Serving Suggestions

### Goat Milk & Kibble ('Pet Cereal')



Making “cereal” out of kibble is a great easy way to supercharge any pet's diet! It's as simple as it sounds; just pour the recommended amount of any variety of the Primal Goat Milk over the pet's kibble in the morning or evening, and serve!

This addition to a pet's diet is an alternative feeding method for pets to gain many of the benefits of a raw diet. Customers may be hesitant to switch their pet's food entirely but will often be open to adding a goat milk to their pet's diet throughout the week.





## Bone Broth

By slowly simmering the bones, meat, tendons, ligaments, and feet of an animal, you are able to transfer their nourishing benefits into an easily digestible liquid of gelatin, essential amino acids, and minerals. Bone broth is known for its ability to support the liver & other body systems via the antioxidant glutathione. It provides collagen, proven to support the pet's skin and coat.

Every system in the body is connected and at the center of it all is the gut, with 70 percent of your pet's immune system located there. Poor gut health is linked to a myriad of ailments including, but not limited to: redness

**Bone broth  
has been touted  
for its ability to  
“heal and seal”  
a dog or cat’s gut.**

on the skin, hot spots, excess shedding, joint pain, irritable bowel syndrome, vomiting and digestive upset. Bone broth increases absorption of nutrients while also creating the perfect environment for gut flora. Gut flora is the beneficial bacteria in the intestine that offers a mutualistic relationship and has the ability to change based on diet.



Fans of bone broth say it:

- Supports the immune system
- Acts as an appetite stimulant
- Adds moisture and improves hydration
- Promotes healthy digestion by “healing & sealing the gut”
- Supports the skeletal system, skin and coat
- Improves joint health

## How Bone Broth Heals

### Glycosaminoglycans (GAGs)

Primal Broth is rich in GAGs because we use the whole animal, including their joints, when preparing.

Glycosaminoglycans are essential molecules in the body. Their primary role is to maintain and support collagen, elastin, and the “bounce” between cells. They serve an integral role in connective tissues like tendons and cartilage. Some of the most important glycosaminoglycans include chondroitin sulfate, dermatan sulfate, keratan sulfate, and hyaluronate.

### Bone Marrow

Primal Broth is rich in bone marrow because we use the long bones of the animal when preparing.

Bone marrow is soft, gelatinous tissue in the middle of long bones. It is a potent source of stem cells, which produce fat, cartilage, bone, and blood cells. Due to this function bone marrow is rich in nutrients that support bone, cartilage, and blood health.

### Collagen and Gelatin

Appropriately cooked broth breaks down the collagen proteins into gelatin, which provides the amino acids the body uses to make connective tissue. A good indicator of gelatin in bone broth is the jelly-like consistency of the broth.

The word “collagen” comes from the Greek word for glue. When simmered properly, broth can turn skin, cartilage,

tendons, and ligaments into an edible/drinkable, gelatin-rich liquid glue. Collagen gives strength to arteries, capillaries,



and organs while keeping them supple. As pets age, collagen production decreases, making it even more important to consume bone broth regularly. Gelatin has been proven effective at increasing digestibility of

beans, wheat, oats, milk, and meat. Gelatin in bone broth is said to be retained by the most sensitive stomach and will nourish when almost nothing else will be tolerated.

## Amino Acids

Bone broth is rich in amino acids such as proline and glycine, which are not available in lean cuts of meat.

**Glycine** contains the building blocks to create many other amino acids. This amino acid is essential because it supports the muscular and skeletal systems as well as improving joint health. Glycine needs to be plentiful in our bodies for so many functions, and it is easy to replenish through bone broth.

Gelatin has been proven effective at increasing digestibility.

**Proline** is important for collagen formation and helps improve circulatory system health.

**Glucosamine** is formed when glutamine and glucose combine. It is best known improving joint health. In the gut, glucosamine helps repair the defensive barrier in the mucosa.

**Glutamine** helps the immune system, provides liver support, and boosts metabolism.

## Minerals

Minerals such as calcium, magnesium, and potassium can all be found in Primal Bone Broth.

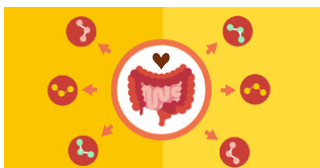
**Calcium** is a mineral vital to bone synthesis, nerve conduction, and muscle contraction.

**Magnesium** is required in every cell that must use ATP (energy). Low magnesium is associated with neuromuscular, cardiovascular, and metabolic dysfunction including diabetes and hypertension.

**Potassium** is essential for all nerve transmissions. Any deficiencies are associated with abnormal heart rhythm and cardiac function.

## Primal Bone Broth Sourcing ↩

All ingredients are USDA edible-grade ingredients of the highest quality and origin. We have secured strong, long-term relationships with all of our vendors who humanely



raise, sustainably grow and responsibly process all of the proteins, vegetables, and unrefined food-based vitamins and minerals in our products. All proteins are free

from antibiotics, steroids or added hormones

## How Primal Bone Broth is Made ↩

Every batch of Primal Bone Broth starts with roasting bones and organic veggies. Next, the roasted bones and veggies are added to water to simmer for 24-48 hours to extract as many nutrients and minerals as possible to provide a delicious, bold and extremely nutritious elixir. We only use filtered water free of fluoride for our broths. We make the broth in small batches using 50-gallon stainless steel pots to ensure attention to detail. The broth is then quickly cooled and poured into our BPA free packages once it reaches room temperature.



## Storage ↩

Primal Bone Broth is sold frozen and packaged in a 20oz freezer safe, BPA-FREE stand up pouch. We recommend first thawing it in the refrigerator 24 hours, or by running it under warm (70 degree) water until thawed.

## Shelf Life of Primal Bone Broth

Your bone broth will last up to 7 days refrigerated and up to 12 months frozen. It can also be refrozen in smaller portion sizes for your convenience.

## Feeding Suggestions

As with all of our products, we recommend a slow transition when introducing new food products to any pet. Once defrosted, you can then warm the Bone Broth in a saucepan over medium heat on the stove. For best results, we recommend that you warm no hotter than 107 degrees. Please do not reheat while in the pouch in the microwave.

The warm bone broth can then be used to:

- Rehydrate Freeze-dried
- Warm up a frozen diet
- Defrost Primal Pronto

For best results,  
we recommend  
that you warm  
no hotter than  
107 degrees

- Feed on its own in a bowl
- Pour over any cooked food diet

Not only is Primal Bone Broth a great tool to help with digestion, it helps pets obtain their daily need for moisture. Dogs' and cats' bodies are about 65% moisture and unlike humans, they are designed to obtain the majority of their water from the foods they eat. By adding Primal Bone Broth to the pets' diet, they will be gaining needed moisture as well as the benefits from a variety of nutrients.



## Key Benefits ↩

- ★ Digestion support
- ★ Immune system support
- ★ Joint health
- ★ Provides moisture
- ★ Liver support
- ★ Appetite stimulant

## PRIMAL SOURCING STANDARDS:



NO STEROIDS



NO ADDED  
HORMONES



NO SUB-THERAPEUTIC  
ANTIBIOTICS



NO GRAIN



NO GLUTEN



NO CORN,  
WHEAT, OR SOY



ETHICALLY  
RAISED



MANUFACTURED  
IN USA



HUMANELY  
SOURCED



## Edible Elixirs

Every dog and cat should have access to fresh whole foods. Edible Elixirs start with a base of our super palatable, slow simmered and collagen-rich pork bone broth. Each includes functional food ingredients selected to provide healthy benefits and support to vital body systems.



## Winter Squash Purée

Our Winter Squash Purée provides digestive support. It starts with our organic butternut squash & organic chia seeds, both of which are high in fiber, most especially soluble fiber. Soluble fiber dissolves in water and fluids in the GI tract, and transforms into a gel-like substance that feeds the beneficial bacteria, or “probiotics”, in the large intestine. Dogs and cats need fiber for stool, not for fuel! When the GI bacterium eat these fibers, they produce short chain fatty acids (SCFA). These SCFA’s are the preferred energy source for the cells that line canine and feline colons. The beneficial bacteria begin to thrive and, as they produce more SCFA’s, also help repair the digestive tract!

Digestive  
Support

### Not your mother’s canned pumpkin!

Check out some of our functional ingredients:

**Organic Coconut Oil** for its powerful medium chain triglycerides (MCT). MCT’s are easily absorbed by the intestinal tract and don’t require breakdown into smaller parts before they are used. MCT’s have also shown to



reduce growth of the frequently diarrheal causing bacteria, clostridium.

**Organic Cilantro** for its vitamin and antioxidant richness. Cilantro has been used for thousands of years as a functional food. It's known for its ability to bind heavy metals & help reduce blood sugar. In some cultures, it's referred to as the "anti-diabetic" plant.

**Organic Raw Unfiltered Apple Cider Vinegar** for a burst of acetic acid. Acetic acid in this form has been shown to reduce harmful bacteria and yeast species as well as balance stomach acid. All beneficial for reducing gas and bloating.

Our trusted probiotic blend that includes: **Lactobacillus acidophilus, Lactococcus lactis lactis, & Enterococcus faecium**. These proven powerful safe and effective probiotics provide digestive support and, fueled by the soluble fibers in our butternut squash, thrive in any pet's GI tract.

**Organic Turmeric, Organic Ginger & Organic Cinnamon** for their well-known anti-inflammatory, stomach settling & aromatic goodness.

## Healthy Green Smoothie

Our Healthy Green Smoothie boosts immunity with organic greens: kale, celery, parsley & cilantro as well as a powerful blend of organic medicinal mushrooms. Our dogs' and cats' immune systems are constantly stressed by environmental toxins, acrylamides in highly processed foods, and a myriad of other pressures difficult to control. By providing them the antioxidants and phytonutrients in fresh organic greens chopped into delicious slow simmered bone broth we can help to reduce oxidative stress and inflammation.

★  
**Immunity  
Boost**  
★



### So what's the deal with medicinal mushrooms?

Mushrooms are not plants or vegetables. They are fungi, a kingdom more closely related to animals than it is to plants. The benefits of eating mushrooms have been studied extensively. Many types of mushrooms contain large amounts of powerful compounds including antioxidants, lectins, and beta glucans that have been shown to do everything from fighting colds to reducing cancer growth.

## Okay, so which mushrooms did Primal choose?

**Shiitake:** High in B vitamins and a great source of minerals like zinc and selenium, Shiitake mushrooms are used all over the world for their flavor as well as their health benefits. They are rich in several compounds studied & found to reduce aging, improve immune markers, and reduce inflammation. As a side benefit, they include many of the same amino acids found in meats!

**Maitake:** Several studies and peer reviewed research papers have been published linking compounds found in maitake mushrooms to the prevention and treatment of cancer. A study in mice conclusively found that the beta glucans sourced from maitake mushrooms slowed tumor growth significantly and it is now used in humans to aid in fighting cancer.

In addition to the organic greens & mushrooms, we've also added:

- **Organic Chia Seeds** for their beneficial soluble fiber.
- **Sardine Oil** for its high level of anti-inflammatory omega 3 fatty acids.
- **Organic Coconut Oil** for its easily absorbable medium chain triglycerides (MCT's)
- **Turmeric** for it's well studied & effective anti-inflammatory properties.
- Our trusted probiotic blend, because a healthy gut = a healthy immune system!

### Common Q&A:

*Are the mushrooms certified organic? **YES!***

*Where are the mushrooms sourced from? **USA***

*What substrate are they grown on?*

**Certified organic & gluten free oats**

*Do you use the mycelium or the fruiting body of the mushrooms?*

**The fruiting body!**



## Omega Mussel Mélange

Omega Mussel Melange supports joint health by providing natural & flavorful sources of omega fatty acids, glucosamine & chondroitin.

Joint  
Health

Mussels are emerging as a powerful and delicious superfood. What makes mussels so special?

Years ago, scientists discovered that a native people of New Zealand, called the Maori tribe, had incredibly low risk of joint disease. They hypothesized that this was due to the



large amount of shellfish, including green lipped mussels, oysters and other bivalves that they ate. They began studying these sea creatures and found their hypothesis had merit. Packed with omega fatty acids, glucosamine, chondroitin and glycosaminoglycans (GAGs) these mussels had the ability to lubricate and protect joint health and reduce generalized inflammation in the body. Scientists isolated these compounds and nutrients and developed many nutraceuticals and pharmaceuticals used all over the world to treat and prevent joint disease.

We know that omega fatty acids are important for joint

health. We know that glucosamine and chondroitin can be as well. It shouldn't be overlooked that there is something special about the way that these nutrients are put together by nature in the meat of a mussel that makes them more effective & more easily utilized by the body than their separated nutrients can be.

We believe whole food delivery of these bioactive compounds is important, so we gently steam our mussels to preserve them without destroying their nutrients.

The Maori people often preserved their seafoods using gentle cooking techniques like drying over embers or steaming over hot rocks.

Added to our already glucosamine containing & collagen rich bone broth we blend our mussels with:

- **Organic Olive Oil & Organic Chia Seeds** to balance the fatty acid profile
- **Turmeric** for additional anti-inflammatory benefits.

### Packaging

Our Elixir Tubs are made from 100% recyclable, BPA & phthalate free, food grade plastic.



**REUSE  
REDUCE  
RECYCLE**

They can also be reused and make excellent stackable meal prep & thawing containers for dogs and cats!

### Storage

Keep frozen until ready to use. Thaw in refrigerator overnight (larger containers may take an additional day to thaw).

Keep thawed product in the refrigerator. Best if used within 7 days after thawing.

Freshly thawed product can be portioned into ice cube trays or smaller containers and refrozen for future use.

### Serving Instructions

Add a dollop or two (or more) on your pet's favorite meal or serve a few spoonfuls alone as a healthy treat.

This product is not complete and balanced and is intended



for supplemental feeding only. This product is not a medication or supplement and should not be treated as such. Beginning “Dollop” size guidelines:

- ★ **Small dog or cat:** 1 heaping spoonful
- ★ **Medium sized dog:** 2 heaping spoonfuls
- ★ **Large sized dog:** 3 heaping spoonfuls



## Raw Toppers 🐾

Toppers are a quick-thaw, scoopable way to add fresh food to any pet's diet! Primal Raw Toppers are available in two varieties and feature six different proteins to suit every pet's individual needs. These Toppers & Hydrators are designed to help pet parents easily incorporate fresh meat-protein and organic whole foods into their pet's daily diet, be it kibble, canned or both.

### PRIMAL TOPPERS CHECK ALL THE BOXES TOO!

- ✓ MEATS FREE OF ADDED HORMONES, STEROIDS & ANTIBIOTICS.
- ✓ ALL ORGANIC PRODUCE. (MARKET MIX)
- ✓ PREPARED IN HUMAN FOOD FACILITIES.
- ✓ HIGHEST SAFETY STANDARDS, INCLUDING TEST & HOLD PROCESS CONFIRMING ABSENCE OF SALMONELLA, E COLI AND LISTERIA IN EVERY BATCH.

## Butcher's Blend

The Butcher's Blend line of our Primal Raw Toppers are made from 100% animal protein, organ and bone. The combination of high-quality meats, as well as poultry and seafood, provides moisture-rich proteins that are easy to digest and bursting with purposeful nutrition. On top of that, all ingredients are humanely and responsibly sourced from farms we have selected for quality and transparency.

**INGREDIENTS:** Beef Heart,  
Beef Bone, Beef Liver.

- ★ Awesome for dogs & cats
- ★ Scoopable easy-serve format
- ★ Fantastic as a topper for canned cat food
- ★ Cost-efficient way to add Primal Quality meat to any pet's bowl

## Market Mix

The Market Mix line of our Primal Raw Toppers consists of 85% animal protein, organ, bone, and 15% fresh organic produce. The added fruits and vegetables provide a boost of phytonutrients and antioxidants. To ensure quality, all produce is certified organic from farms with a focus on sustainable practices.

**INGREDIENTS:** Beef Heart, Beef Bone,  
Beef Liver, Organic Kale, Organic Squash,  
Organic Blueberries, Organic Cranberries,  
Organic Parsley, Organic Celery, Organic Ginger.

- ★ Awesome for dogs & cats
- ★ Excellent as a topper on kibble for large breed dogs
- ★ Cost-efficient way to add Primal Quality meat to any pet's bowl
- ★ Great way to get fresh organic produce into a picky pet's diet
- ★ A boost of fiber, phytonutrients, and antioxidants

**Primal Raw Toppers are designed for convenience with even the busiest pet parents in mind.**

## HOW TO SERVE

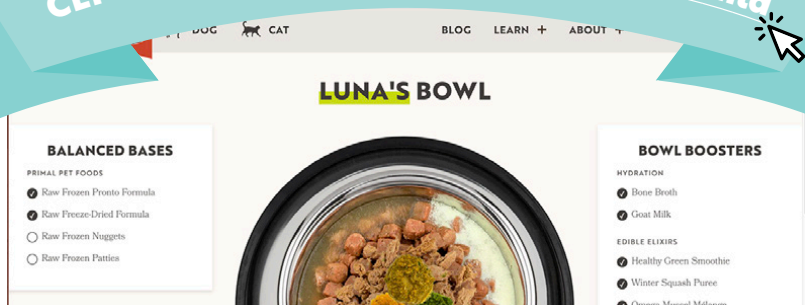
*Add some fresh food to every meal!*



- 1** **Start** with any balanced base. Raw Toppers work great to enhance any kibble, canned, freeze-dried or raw diet.
- 2** **Add** 1/3 cup Raw Toppers per cup of balanced base.
- 3** **Serve** once thawed. | **Pro Tip:** Add warm water or broth to speed thawing or for added moisture!

Have fun and get creative serving any way pets prefer, and check out the Bowl Builder pages at [primalpetfoods.com](https://primalpetfoods.com) to start building!

**CLICK TO VISIT: [primalpetfoods.com/build](https://primalpetfoods.com/build)**



## Feature the Freezer!

Build a better bowl by mixing in some fresh foods to maximize every meal. Every customer should be going home with at least one product from the freezer. Start with a raw, freeze-dried or kibble base and customize bowls by adding Pronto, Bone Broth, Goat Milk, Elixirs or Meaty Bones to any meal.

**Build  
a Better  
Bowl**

Show us your bowls on Instagram by tagging  
[@primalpetfoods](https://www.instagram.com/primalpetfoods)  
[#buildabetterbowl](https://www.instagram.com/buildabetterbowl)

To begin your training, go to [\*primalpetfoods.com/login/training\*](https://primalpetfoods.com/login/training)

Enter the password given to you by your Primal Sales Rep.

**Password:** \_\_\_\_\_

Don't have a password? Contact us at 866.566.4652  
and we'll put you in touch with your local sales rep.



# Wholesome Raw Foods for

# DOGS ★ CATS

➔ P R I M A L P E T F O O D S • C O M ➔

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