

**Our Product**



**NOBL CANINE TURKEY AND DUCK FOOD BAR:**

Turkey, Duck, Turkey Heart, Turkey Liver, Chickpeas, Sweet Potatoes, Ground Flaxseed, Coconut Oil, Salt, Dried Kelp, Broccoli, Spinach, Beets, Carrots, Tomatoes, Cranberries, Oranges, Apples, Cherries, Blueberries, Strawberries, Mixed Tocopherols (a preservative).



**Competitor**



**JINX SALMON, BROWN RICE AND SWEET POTATO**

Salmon, salmon meal, brown rice, oat groats, poultry fat (preserved with mixed tocopherols), pearled barley, natural flavor, sweet potatoes, dried egg product, dried plain beet pulp, tomato pomace, salmon oil, miscanthus grass, brewers dried yeast, pumpkin, spinach, carrot, chia seed, kelp meal, **taurine**, salt, **choline chloride**, mixed tocopherols (preservative), citric acid (preservative), blueberries, chicory root, **monocalcium phosphate**, **minerals (zinc methionine complex, zinc sulfate, iron proteinate, ferrous sulfate, copper proteinate, copper sulfate, manganese proteinate, sodium selenite, manganous oxide, calcium iodate, ethylenediamine dihydriodide), calcium carbonate, l-ascorbyl-2-polyphosphate, vitamins (vitamin E supplement, niacin supplement, d-calcium pantothenate, vitamin A supplement, riboflavin supplement, biotin, thiamin mononitrate, pyridoxine hydrochloride, folic acid, vitamin B12 supplement),** dried Bacillus coagulans fermentation product, ginger, dried spearmint, parsley, chamomile, dandelion, cinnamon, rosemary extract



While both products provide complete and balanced nutrition, NOBL Canine Food Bars® Turkey and Duck Recipe is made without the addition of vitamins, minerals and/or other synthetic ingredients. Ingredient lists were compiled from each respective manufacturer's website. Additional Nutritional Information comes directly from the respective manufacturers and is retained on file.

**Cost Per Day Feeding (25lb Dog)**



	Bag Size (oz)	Bag Size (g)	SRP	kcal ME/kg	kcal/bar	g/oz	Daily Serving	Days Per Bag	Cost Per Day
<b>NOBL</b> TESTED VALUES	20	566.9	\$42.99	5,240	297	56.7	1 Bar	10	\$4.29
	Bag Size (lbs)	Bag Size (g)	SRP	kcal ME/kg	kcal/cups	g/cups	Daily Serving	Days Per Bag	Cost Per Day
<b>Jinx</b> CALCULATED VALUES	11.5	5,216	\$40.00	3,638	392	108.9	1.75 Cups	27.4	\$1.46

Cost per day feeding is based on manufacturer's recommended feeding levels for a 25 lb. adult dog and the listed price on either the respective company's website or national retailer websites as of March 2022. Actual cost per day can vary based on your dog's weight, activity level and age. Calculations are determined by bag size (converted to grams) divided by feeding guideline (converted to grams) to determine days feeding per bag. The SRP is then divided by days feeding to determine cost per day feeding; all for a 25 lb, moderately active dog.

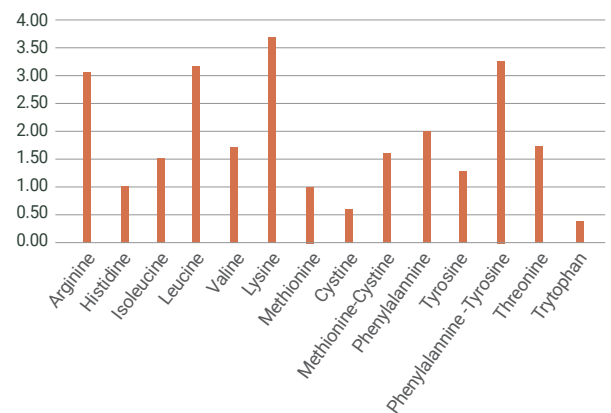
**Calorie Distribution By Macronutrient %**

NOBL			Jinx		
Protein	Fat	Carbs	Protein	Fat	Carbs
28%	59%	13%	26%	35%	39%

**Daily Fat Consumption**

NOBL			Jinx		
Food Consumed (g)	Crude Fat	Grams of Fat	Food Consumed (g)	Crude Fat	Grams of Fat
56.7	31%	17.9	190.6	14%	26.7

**Essential Amino Acids**



**Digestibility**

	NOBL	Jinx
<b>Fat Digestibility</b>	95.9%	Not Provided by Manufacturer
<b>Energy Digestibility</b>	93.5%	Not Provided by Manufacturer
<b>Protein Digestibility</b>	92.8%	Not Provided by Manufacturer
<b>Total Digestibility</b>	90.3%	Not Provided by Manufacturer

Data Requested 01.12.21