

Our Product

NOBL

NOBL CANINE
BEEF AND CHICKEN FOOD BAR:

Beef, Chicken, Beef Liver, Chicken 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

K9 Natural
Naturally Better Nutrition

K9 NATURAL BEEF FEAST:

Beef, Beef Liver, Beef Tripe, Beef Kidney, Beef Heart, Beef Blood, Eggs*, Beef Spleen, Ground Beef Bone, Sunflower Oil, Flaxseed Flakes, Brown Kelp, New Zealand Green Mussel, Pumpkin, Broccoli, Cauliflower, Cabbage, **Dipotassium Phosphate**, Dried Kelp, Apples, Pears, Salt, **Vitamin E Supplement**, **Zinc Proteinate**, **Iron Proteinate**, **Magnesium Oxide**, **Selenium Yeast**, **Copper Proteinate**, **Manganese Proteinate**, **Beta-Carotene**, **Thiamine Mononitrate**, **Vitamin D3 Supplement**.

While both products provide complete and balanced nutrition, NOBL Canine Food Bars® Beef and Chicken 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)

NOBL TESTED VALUES	Bag Size (oz)	Bag Size (g)	SRP	kcal ME/kg	kcal/bar	g/oz	Daily Serving	Days Per Bag	Cost Per Day
	20	566.9	\$42.99	5,310	301	56.7	1 Bar	10	\$4.29
K9 Natural CALCULATED VALUES	Bag Size (oz)	Bag Size (g)	SRP	kcal ME/kg	kcal/cup	g/oz	Daily Serving	Days Per Bag	Cost Per Day
	17.6	500	\$41.99	5,269	237	44.98	2 Cups	5.56	\$7.56

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 January 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.

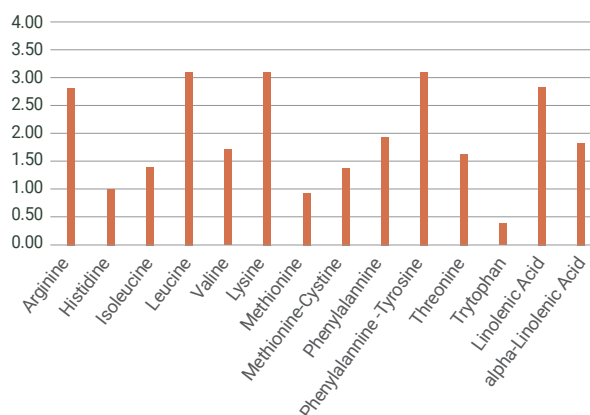
Calorie Distribution By Macronutrient %

NOBL			K9 Natural		
Protein	Fat	Carbs	Protein	Fat	Carbs
26%	63%	11%	Not Provided by Manufacturer		

Daily Fat Consumption

NOBL			K9 Natural		
Food Consumed (g)	Crude Fat	Grams of Fat	Food Consumed (g)	Crude Fat	Grams of Fat
56.7	34%	19.2	89.96	37%	33.29

Essential Amino Acids



Digestibility

	NOBL	K9 Natural
Fat Digestibility	95.7%	Not Provided by Manufacturer
Energy Digestibility	93.1%	Not Provided by Manufacturer
Protein Digestibility	91.6%	Not Provided by Manufacturer
Total Digestibility	90.1%	Not Provided by Manufacturer

Data Requested 01.12.21