

Our Product



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



MOMENTUM FREEZE-DRIED RAW MEAL BARS:

Ground Beef, Beef Heart, Napa Cabbage, Grass-Fed Tripe, Beef Kidney, Beef Liver, Spinach, Broccoli, Carrots, Apples, Oranges, Sunflower Oil, Yogurt, Oregano, Cod Liver Oil, Egg Shell Powder, Cinnamon, Coconut Oil, Sea Kelp.

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)



	Bag Size (oz)	Bag Size (g)	SRP	kcal ME/kg	kcal/bar	g/oz	Daily Serving	Days Per Bag	Cost Per Day
NOBL TESTED VALUES	20	566.9	\$42.99	5,310	301	56.7	1 Bar	10	\$4.29
MOMENTUM CALCULATED VALUES	8.8	250	\$21.67	-	204	31.25	5.5 Bars	1.46	\$14.85

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.

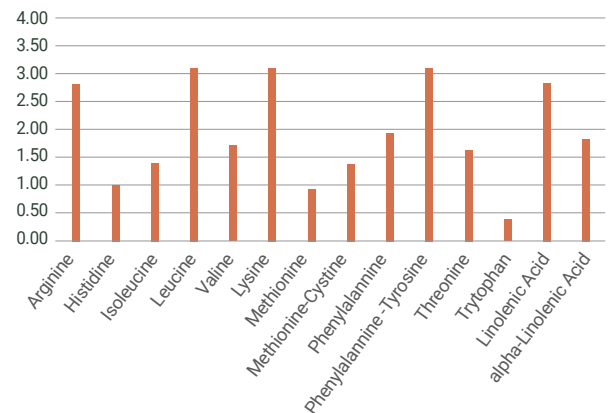
Calorie Distribution By Macronutrient %

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

Daily Fat Consumption

NOBL			Momentum		
Food Consumed (g)	Crude Fat	Grams of Fat	Food Consumed (g)	Crude Fat	Grams of Fat
56.7	34%	19.2	171.88	34.93%	60.04

Essential Amino Acids



Digestibility

	NOBL	Momentum
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