

NOTHING TO HIDE, EVERYTHING TO SHARE

Formulated with no nonsense and no bull, every product we offer your pet takes the NOBL stance: real ingredients, simple feeding, and honest presentation.

We understand that the industry makes it tough for people to make healthy choices, so we make it easy instead by taking the NOBL® stance—real ingredients, simple feeding, and honest presentation. The more you know, the better you'll feel about feeding!

As tested by a third-party lab, our canine meat protein food bars were shown to be more than **90% digestible**. For example, if your dog eats one 2oz. bar, it has been shown that 1.862oz will be digested and used by the dog. This leaves 0.138 ounces in urine and fecal matter. Over the course of one year, that ends up being just about 3lbs of waste.

Compare that to traditional dry kibble with 80% digestibility (today's diets on average are between 60-90%). The daily feeding requirement will vary based on their food but on average it will be about 10.5 ounces of food, which equates to 2.1oz. in urine and fecal matter—more than 45lbs. of waste in one year!

HOW DO WE COMPARE:

At NOBL®, we offer complete and balanced daily nutrition for your dog at a cost that's less than a large coffee or craft beer. View our No Bull approach to nutritious and cost effective feeding & find out how we stack up against the competition.



Top Brands	Daily Feeding 25 lbs	Cost/Day
NOBL® Beef & Chicken Recipe	1 bar/day	\$4.29/day
Competitor Brand Freeze-Dried Raw Beef & Apples	2.5 cups/day	\$11.97/day
Competitor Brand Nuggets Beef	10 nuggets/day	\$7.89/day
Competitor Brand Super Beef Patties	7 patties/day	\$7.89/day

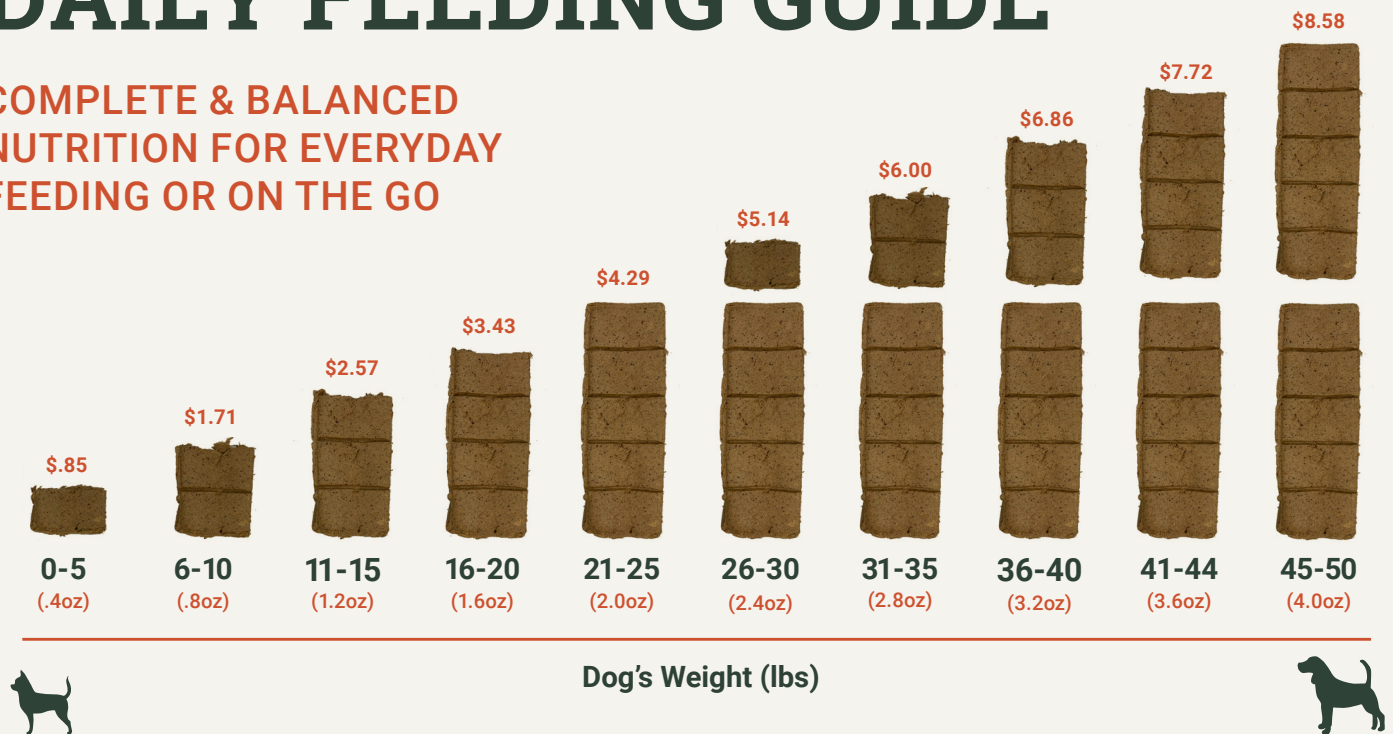
Cost per day feeding is based on manufacturer's recommended feeding levels for a 25 lb. adult dog and the listed price on either the respective company's website or national retailer websites as of January 2021. Actual cost per day can vary based on your dog's weight, activity level and age. Calculations 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.

View detailed comprehensive brand comparisons at
[NoblFoods.com/transparency](https://noblfoods.com/transparency)

NOBL®

DAILY FEEDING GUIDE

COMPLETE & BALANCED
NUTRITION FOR EVERYDAY
FEEDING OR ON THE GO



TURKEY AND DUCK RECIPE

GUARANTEED ANALYSIS:

Crude Protein (Min.) 46.6%
Crude Fat (Min.) 33.8%
Crude Fiber (Max.) 1.5%
Moisture: (Max.) 7%

DIGESTIBILITY RESULTS:

95.9% Fat Digestibility
93.5% Energy Digestibility
92.8% Protein Digestibility
90.3% Total Digestibility

URINE ANALYSIS

Urine pH: 6.89 ± 0.069
Specific Gravity: 1.042 ± 0.0041



BEEF AND CHICKEN RECIPE

GUARANTEED ANALYSIS:

Crude Protein (Min.) 45.2%
Crude Fat (Min.) 36.4%
Crude Fiber (Max.) 1.9%
Moisture: (Max.) 8%

DIGESTIBILITY RESULTS:

95.9% Fat Digestibility
93.1% Energy Digestibility
91.6% Protein Digestibility
90.1% Total Digestibility

URINE ANALYSIS

Urine pH: 6.74 ± 0.076
Specific Gravity: 1.040 ± 0.0046



VEGAN RECIPE

GUARANTEED ANALYSIS:

Crude Protein (Min.) 33%
Crude Fat (Min.) 17.4%
Crude Fiber (Max.) 1.1%
Moisture: (Max.) 10%

DIGESTIBILITY RESULTS:

93.8% Fat Digestibility
87.8% Energy Digestibility
85.6% Protein Digestibility
85.3% Total Digestibility

URINE ANALYSIS

Urine pH: 7.11 ± 0.21
Specific Gravity: 1.048 ± 0.0061

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