



# JIMINY'S<sup>®</sup>



## Nooch Puffs

Say hello to our newest treat! Jiminy's new Nooch Puffs are an exciting new form with a mouth feel that dogs love – crunchy yet melts in their mouth!

## Haven't heard of Nooch?

It's a nickname for nutritional yeast, the vegan's cheesy alternative. We love it because it delivers a cheesy taste but without the dairy. More sustainable and delicious!

Jiminy's new **NOOCH PUFFS** are an exciting new type of treat with a mouth feel that dogs love – crunchy yet melts in the mouth! These delicious puffs are made with simple, recognizable ingredients and include cricket protein for a high-powered protein boost. They're not only delicious, but the light, airy, crunchy texture makes them fun to eat. And flavored with Nooch! Haven't heard of Nooch? It's a nickname for nutritional yeast, the vegan's cheese alternative. We love it because it delivers a cheesy taste but without the dairy. More sustainable and more delicious!

### KEY POINTS:

- Low Calorie – under 2 calories per treat
- High Protein – over 22% protein
- Simple, recognizable ingredients including Corn Meal, Lentil, Fava Bean, Rice Flour, Crickets, Sunflower Oil, Nutritional Yeast
- Human Grade – share the experience with your pooch!
- Each 4.2 oz bag contains about 100 treats for plenty of crunchy goodness

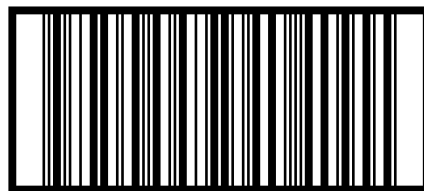


Our new **NOOCH PUFFS** are made with cricket protein – delicious and so light that they **FLOAT!**

## NEW – NOOCH PUFFS



Regular Size (4.2 oz)



12 Count Case

### GUARANTEED ANALYSIS

Crude Protein (min)	22%
Crude Fat (min)	10%
Crude Fiber (max)	3.5%
Moisture (max)	4%

Calories Per Treat: 2 kcal

### INGREDIENTS

Corn Meal, Lentil, Fava Bean, Rice Flour, Crickets, Sunflower Oil, Dried Yeast Extract

