

CAROL'S STORY

"Side by Side is not like other brands. We are mission driven; our job is to help pets live longer, healthier lives."

As a working health and wellness focused mother of two boys. I understand the impact that a healthy lifestyle has on our wellbeing. When we added Wrigley to the family, I wanted him to reap the benefits that whole foods and daily exercise provide. With this in mind. I set out to create a truly special pet food company.

Drawing on my professional background in product innovation and personal belief in the power of good nutrition. I began working with board certified holistic veterinarians and nutritionists to develop Side by Side Pet Food. Working together we established the tenets of Side by Side, combining the health practices of Eastern Dietary Therapy with 4 pillars on which the formulas would be created.

- 1. We Use Only Real. Whole Food no powders, additives, or artificial flavors. colors, or preservatives
- 2. Only Species Appropriate Ingredients no fads like pea protein
- 3. Minimal Processing, Maximum Nutrition protecting the naturally occurring nutritional properties of each ingredient through minimal heat and pressure in manufacturing
- 4. Personalization the right foods for each pet

Developing our unique formulas involved the evaluation of 100's of ingredients, Carol & Wrigley - Founders we proudly source and manufacture in the heartland of the US. Seeking to use the nutritional value of our key ingredients rather than adding synthetic vitamins and minerals was of key importance, we visited numerous factories to select the optimal production process to ensure this would be possible.



THE PHILOSOPHY BEHIND THE FORMULAS



Eating for balance has been a way of life for Eastern countries for thousands of years. The concept of balance is a part of their culture and medicinal practices. The Eastern Dietary Philosophy, from which Side by Side was developed, is based on the fundamental energetic properties of different foods, utilizing warm, cool, and neutral classifications. In Eastern Therapy, being purposeful with food choices is the first step in the prevention of illness and maintenance of good health. It is also an essential part of restoring balance when imbalances occur. Through understanding and applying the energetic nature of food, our pets' diets can help promote good digestion, clear skin, shiny coats, and overall wellness.



"Medicine and food share the same source."











NO ARTIFICIAL INGREDIENTS





PREMIUM QUALITY, WHOLE FOOD NUTRITION

Side by Side sets the standard in the freeze-dried food category. Our whole food ingredients are minimally blended while raw and frozen, then freeze-dried to lock in nutritional properties.

All diets are nutritionally balanced without any added vitamins or minerals.

Our food is AAFCO compliant for complete and balanced nutrition without the need for any synthetic vitamin or mineral additives.

Using our patented pet assessment tool, Side by Side empowers pet parents to determine which of our foods is best suited for their pet.



AUTHENTICITY VERIFIED

Recognized by Association for Truth in Pet Food — a stakeholder organization representing the voice of pet food consumers at AAFCO and with FDA.



WHAT TEMPERATURE IS MY DOG?

Side by Side's patented Pet Health Assessment technology helps determine the temperature or constitution of a pet at a specific time. Evaluating a series of physical indicators and actions that determine if a dog is Warm, Neutral or Cool, inputting this data into the Pet Assessment tool will suggest the best whole food formula to help keep or bring them into balance.

Like people, a dog's health or energy balance may fluctuate depending on life situations, seasonality, or stress. These imbalances, if unaddressed, may lead to larger health concerns and a diminished health-span.

IF YOUR DOG IS COOL, IT NEEDS...



WARMING





- Drools
- Less of an appetite
- Appears to lack energy
- Light pink or pale tongue

IF YOUR DOG IS NEUTRAL, IT NEEDS...

NEUTRAL

- Happy
- Athletic
- Active
- Clear eyes
- Strong Stomach
- Pink Tongue



COOLING

- Pacing
- Panting
- Itching
- Seasonal allergies
- Laying in cold places
- Bright red tongue







THE PRODUCT LINE

FREEZE-DRIED MINI PATTIES

Nutritionally Balanced, Whole Food Diets - Great as a Meal or Mixer!



CHICKEN



Chicken, Turkey Hearts, Turkey Livers, Sweet Potatoes, Squash, Kale, Parsley,Cherries, Whole Eggs, Coconut Oil, Dried Yeast, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sea Kelp, Sesame Seeds, Herring Oil, Chia Seeds, Cinnamon, Carrots, Apples, Tomatoes, Shiltake, Broccoli, Oranges, Cranberries, Pumpkin,

Spinach, Beets, Strawberries, Blueberries, Mineral

Oil, Mixed Tocopherols (as natural preservative)

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	45.00%
Crude Fat (Min)	20.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	8.00%

CALORIE CONTENT

kcal/container 4,152 kcal/oz 54



BEEF

INGREDIENTS

Beef, Beef Heart, Beef Liver, Beef Kidney, Beef Lung, Carrots, Green Beans, Pumpkin, Apples, Beets, Flax Seed Oil, Dried Yeast, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa, Seeds, Sea Kelp, Sesame Seeds, Herring Oil, Chia Seeds, Mineral Oil, Tomatoes, Shiitake, Broccoli, Oranges, Cranberries, Spinach, Tart Cherries, Strawberries, Blueberries, Mixed Tocopherols (as natural preservative)

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	36.00%
Crude Fat (Min)	30.00%
Crude Fiber (Min)	7.00%
Moisture (Max)	8.00%

CALORIE CONTENT

kcal/container	4,807
kcal/oz	136



DUCK

INGREDIENTS

Duck w/Bone, Pork Heart, Duck Gizzard,
Duck Liver, Broccoli, Apples, Celery, Spinach,
Mangoes, Flax Seed Oil, Dried Yeast, Sunflower
Seeds, Pumpkin Seeds, Dehydrated Alfalfa,
Quinoa Seeds, Sea Kelp, Sesame Seeds, Chia
Seeds, Carrots, Tomatoes, Shiitake, Oranges,
Cranberries, Pumpkin, Beets, Tart Cherries,
Strawberries, Blueberries, Mineral Oil, Mixed
Tocopherols (as natural preservative)

GUARANTEED ANALYSIS (%)

47.00%
21.00%
5.00%
8.00%

CALORIE CONTENT

kcal/container	4,537
kcal/oz	129



RABBIT

INGREDIENTS

Rabbit w/ Bone, Pork Hearts, Pork Livers, Broccoli, Apples, Celery, Spinach, Mangoes, Flax Seed Oil, Dried Yeast, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sea Kelp, Sesame Seeds, Chia Seeds, Carrots, Tomatoes, Shiitake, Oranges, Cranberries, Pumpkin, Beets, Tart Cherries, Strawberries, Blueberries, Mineral Oil, Mixed Tocopherols (as natural preservative)

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	56.00%
Crude Fat (Min)	15.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	8.00%

cal/container	4,056
cal/oz	115

FREEZE-DRIED TOPPERS

20 Superfood Ingredients, Real Nutrition by the Spoonful!





BEEF

INGREDIENTS





CHICKEN

Chicken, Turkey Heart, Turkey Liver, Sweet

Coconut Oil, Dried Yeast, Sunflower Seeds,

Pumpkin Seeds, Dehydrated Alfalfa, Quinoa

Seeds, Sea Kelp, Sesame Seeds, Herring Oil,

Supplement (as natural preservative), Mineral Oil

INGREDIENTS

Potato, Squash, Kale, Parsley, Cherries, Eggshell, Beef Heart, Beef Liver, Chicken Egg Powder, Carrots, Green Beans, Sweet Potato, Flaxseed. Flaxseed Oil. Dried Yeast, Sunflower Seeds. Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Chia Seeds, Cinnamon, Carrot, Apple, Tomato. Seeds, Sea Kelp, Sesame Seeds, Sea Salt, Fish Oil, Shiitake, Broccoli, Orange, Cranberry, Pumpkin, Chia Seeds, Mixed Tocopherols (Preservative), Spinach, Beet, Strawberry, Blueberry, Vitamin E Rosemary Extract. Sunflower Oil

GUARANTEED ANALYSIS (%)

36.00%

30.00%

7.00%

8.00%

DUCK

INGREDIENTS

Rabbit w/bone, Pork Heart, Pork Liver, Broccoli, Apples, Celery, Spinach, Mango, Flaxseed Oil. Dried Yeast, Sea Kelp, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sesame Seeds, Chia Seeds, Carrot, Tomato, Shiitake, Orange, Cranberry, Beet, Tart Cherry, Strawberry, Blueberry, Vitamin E Supplement (as natural preservative). Mineral Oil

RABBIT

INGREDIENTS

Duck w/bone, Pork Heart, Duck Gizzard, Duck Liver, Broccoli, Apples, Celery, Spinach, Mango, Flaxseed Oil, Dried Yeast, Sea Kelp, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sesame Seeds, Chia Seeds, Carrot, Tomato, Shiitake, Orange, Cranberry, Pumpkin, Beet, Tart Cherry, Strawberry, Blueberry, Vitamin E Supplement (as natural preservative), Mineral Oil

GUARANTEED ANALYSIS (%)

45.00%
20.00%
5.00%
8.00%

CAL	ORIE	CON	ITENT
<u></u>			

Crude Protein (Min)

Crude Fat (Min)

Moisture (Max)

4,152

54

Crude Fiber (Min)

,	
kcal/container	4,807
kcal/oz	136

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	47.00%
Crude Fat (Min)	21.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	8.00%
Crude Fat (Min) Crude Fiber (Min)	21.00% 5.00%

CALORIE CONTENT

kcal/container	4,537
kcal/oz	129

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	56.00%
Crude Fat (Min)	15.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	8.00%

CALORIE CONTENT

kcal/container	4,056
kcal/oz	115

CALORIE CONTENT

kcal/container kcal/oz

FREEZE-DRIED NUGGETS

Nutritionally Balanced, Whole Food Diets - Just Scoop & Serve!







CHICKEN

BEEF

DUCK



INGREDIENTS







INGREDIENTS



Chicken, Chicken Heart, Chicken Liver, Carrots, Pumpkin, Parsley, Flaxseed, Fish Oil, Flaxseed Oil, Egg Powder, Dried Yeast, Sunflower Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sea Kelp, Sesame Seeds, Sea Salt, Chia Seeds, Mixed Tocopherols (Preservative), Rosemary Extract, Sunflower Oil Beef Heart, Beef Liver, Chicken Egg Powder, Carrots, Green Beans, Sweet Potato, Flaxseed, Flaxseed Oil, Dried Yeast, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sea Kelp, Sesame Seeds, Sea Salt, Fish Oil, Chia Seeds, Mixed Tocopherols (Preservative), Rosemary Extract, Sunflower Oil Duck Gizzards, Pork Heart, Duck, Duck Liver, Egg Shells, Carrots, Broccoli, Spinach, Flaxseed, Fish Oil, Flaxseed Oil, Dried Yeast, Sunflower Seeds, Pumpkin Seeds, Dehydrated Alfalfa, Quinoa Seeds, Sea Kelp, Sesame Seeds, Sea Salt, Chia Seeds, Mixed Tocopherols (preservative), Rosemary Extract, Sunflower Oil

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	33.00%
Crude Fat (Min)	23.00%
Crude Fiber (Min)	7.00%
	8.00%
Moisture (Max)	

GUARANI	EED	ANALI	313	(%)	

32.00%
28.00%
5.00%
8.00%

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	34.00%
Crude Fat (Min)	23.00%
Crude Fiber (Min)	7.00%
Moisture (Max)	8.00%

CALORIE CONTENT

kcal/container	4,102
kcal/oz	116

CALORIE CONTENT

kcal/container	4,807
kcal/oz	136

kcal/container	4,200
kcal/oz	120

HEARTY STEWS

Lightly cooked Complete & Balanced Meals, Made with 100% Whole Food Ingredients - Just Pour & Serve!



CHICKEN & LAMB



BEEF & SALMON



PORK & RABBIT





INGREDIENTS



INGREDIENTS



Chicken Broth, Chicken Hearts, Chicken Necks, Lamb Hearts, Chicken Liver, Carrots, Rice, Celery, Kale, Nutritional Yeast, Chia Seeds, Pumpkin, Quinoa, Sea Salt, Parsley, Pumpkin Seed, Dehydrated Alfalfa, Sunflower Seeds, Sesame Seeds, Kelp, Ginger, Turmeric, Eggshells, Apple, Tomato, Shiitake, Broccoli, Orange, Cranberry, Spinach, Beet, Tart Cherry, Strawberry, Blueberry

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	8.50%
Crude Fat (Min)	3.00%
Crude Fiber (Min)	1.50%
Moisture (Max)	78.00%

CALORIE CONTENT

kcal/container	914
kcal/oz	324

Beef Bone Broth, Beef Heart, Salmon, Beef Liver, Carrots, Oats, Celery, Green Beans, Parsley, Sweet Potatoes, Coconut Oil, Dried Yeast, Kale, Spinach, Beets, Apple, Eggshells, Pumpkin Seeds, Sea Salt, Dehydrated Alfalfa, Quinoa, Sunflower Seeds, Chia Seeds, Kelp, Tomato, Shitake, Broccoll, Orange, Cranberry, Tart Cherry, Strawberry, Blueberry

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	11.00%
Crude Fat (Min)	5.00%
Crude Fiber (Min)	3.00%
Moisture (Max)	73.00%

CALORIE CONTENT

kcal/container	1,250
kcal/oz	450

Pork Bone Broth, Pork Heart, Whole Rabbit (with Bone), Pork Liver, Carrots, Broccoli, Celery, Sweet Potatoes, Kale, Blueberries, Dried Yeast, Spinach, Parsley, Chia Seeds, Coconut Oil, Sea Salt, Apples, Kelp, Quinoa, Sunflower Seeds, Pumpkin Seeds, Apple Cider Vinegar, Eggshells, Sesame Seeds, Dehydrated Alfalfa, Chamomile, Tomato, Shiitake, Orange, Cranberry, Pumpkin, Beet, Tart Cherry, Strawberry

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	11.00%
Crude Fat (Min)	3.00%
Crude Fiber (Min)	2.00%
Moisture (Max)	79.00%

kcal/container	3,900
kcal/oz	340

FREEZE-DRIED TREATS

100% Natural Single Protein Treats made with Whole Food Ingredients!



WHOLE CHICKEN HEARTS



CHICKEN HEART PIECES



WILD CAUGHT SALMON



INGREDIENTS



INGREDIENTS



INGREDIENTS



100% Whole Chicken Hearts

100% Chicken Hearts

Salmon Filet

GUARANTEED ANALYSIS (%)

 Crude Protein (Min)
 46.60%

 Crude Fat (Min)
 46.90%

 Crude Fiber (Min)
 0.70%

 Moisture (Max)
 1.90%

CALORIE CONTENT

kcal/container 5,890 kcal/oz 170

GUARANTEED ANALYSIS (%)

 Crude Protein (Min)
 65.00%

 Crude Fat (Min)
 5.00%

 Crude Fiber (Min)
 3.00%

 Moisture (Max)
 8.00%

CALORIE CONTENT

kcal/container 3,260 kcal/oz 92

GUARANTEED ANALYSIS (%)

 Crude Protein (Min)
 63.00%

 Crude Fat (Min)
 33.40%

 Crude Fiber (Min)
 0.41%

 Moisture (Max)
 3.83%

CALORIE CONTENT

kcal/container 5690 kcal/oz 161

FREEZE-DRIED MUNCHIES

Healthy Single Protein with Functional Ingredient Treats - Great for Snacking or Treating!



CHICKEN





SALMON





DUCK

INGREDIENTS



Rabbit, Apple, Chia Seed, Mixed Tocopherols (Preservative), Rosemary Extract



RABBIT

INGREDIENTS

Chicken, Pumpkin Puree, Mixed Tocopherols (Preservative), Rosemary Extract

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	32.00%
Crude Fat (Min)	35.00%
Crude Fiber (Min)	9.00%
Moisture (Max)	8.00%

CALORIE CONTENT

kcal/container 3,299 kcal/oz 94 Salmon, Sweet Potato, Mixed Tocopherols (Preservative), Rosemary Extract

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	48.00%
Crude Fat (Min)	30.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	6.00%

CALORIE CONTENT

kcal/container	4,541
kcal/oz	129

Duck, Chamomile, Mixed Tocopherols (Preservative), Rosemary Extract

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	56.00%
Crude Fat (Min)	14.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	8.00%

CALORIE CONTENT

kcal/container	3,361
kcal/oz	95

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	64.00%
Crude Fat (Min)	21.00%
Crude Fiber (Min)	5.00%
Moisture (Max)	8.00%

cal/container	4,520
ccal/oz	128

DRY ROASTED TREATS

100% Natural Single Protein Treats made with Whle Food Ingredients!







BISON LIVER



BEEF HEART
WITH BLACKSTRAP MOLASSES



DUCK L'ORANGE



INGREDIENTS



INGREDIENTS



INGREDIENTS



INGREDIENTS



Chicken Breast

100% Grass Fred Bison Liver Beef Heart, Blackstrap Molasses

Duck, Orange

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	84.00%
Crude Fat (Min)	6.00%
Crude Fiber (Min)	1.00%
Moisture (Max)	7.00%

CALORIE CONTENT

kcal/container 4,020 kcal/oz 114

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	62.00%
Crude Fat (Min)	8.00%
Crude Fiber (Min)	3.00%
Moisture (Max)	14.00%

CALORIE CONTENT

kcal/container	3,960
kcal/oz	112

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	75.00%
Crude Fat (Min)	11.00%
Crude Fiber (Min)	1.00%
Moisture (Max)	11.00%

CALORIE CONTENT

kcal/container	4,320
kcal/oz	122

GUARANTEED ANALYSIS (%)

Crude Protein (Min)	35.00%
Crude Fat (Min)	8.00%
Crude Fiber (Min)	4.00%
Moisture (Max)	8.00%

ccal/container	2,750
ccal/oz	78

DIETARY SUPPLEMENTS

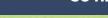






SO HIP

INGREDIENTS







BELLY BALANCE

WAG, NOT DRAG



INGREDIENTS



ACTIVE INGREDIENTS: 500 mg Glucosamine HCI (Shellfish Source), 400 mg Methylsulfonylmethane (MSM), 130 mg Proprietary Enzyme Blend (alpha-Amylase, Lipase, Cellulase, Protease, Bacillus coagulans, Fructooligosaccharides) 100 mg Chondroitin Sulfate (Porcine Source), 100 mg Green Lipped Mussel (Perna canaliculus), 60 mg Boswellia serrata, 60 mg Yucca schidigera, 60 mg Calcium Ascorbate (Vitamin C), 7 mg Zinc, 5 mg Hyaluronic Acid, 60 IUDL-alpha-tocopheryl acetate (Vitamin E)

INACTIVE INGREDIENTS: Brewers Dried Yeast, Canola Oil, Dried Potato Product, Flaxseed, Glycerin, Lecithin, Maltodextrin, Mixed Tocopherols, Natural Flavoring, Rosemary Extract, Sorbic Acid, Tapioca Starch, Vegetable Oil. Water.

ACTIVE INGREDIENTS: 2,000 SKBU alpha-Amylase (Aspergillus oryzae), 200 LU Lipase (Rhizopus oryzae), 65 CMCU Cellulase (Trichoderma longibrachiatum). 22,000 PU4 Protease (Papaya), 100 Million CFU Bacillus coagulans (Probiotic), 1 Billion CFU Bacillus subtilis (PB6 Probiotic)

INACTIVE INGREDIENTS: Maltodextrin, Calcium Carbonate, Natural Flavoring, Calcium Sulfate. Fructooligosaccharides, Dried Aspergillus oryzae Fermentation Product, Dried Rhizopus oryzae Fermentation Product, Dried Trichoderma Iongibrachiatum Fermentation Product, Papava, Dried Bacillus coagulans Fermentation Product, Dried Bacillus subtilis Fermentation Product, Silica Aerogel.

ACTIVE INGREDIENTS: 750 mg Proprietary Blend of Beet Pulp and Psylium Husk, 50 mg Dandelion Root, 10 mg Pumpkin

INACTIVE INGREDIENTS: Canola Oil, Dried Potato Product, Glycerin, Natural Flavoring, Rosemary Extract, Sorbic Acid, Sunflower Lecithin, Sunflower Oil, Tapioca Starch, Water.



THANK YOU!

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CONTACT US

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