



WHY AIR-DRIED?

IRRESISTIBLE



Real Meat
Jerky Texture
Coconut Oil

AIR-DRYING PROCESS

The irresistible beef jerky texture of our nourish™ food is the result of our gentle air-drying process at our state-of-the-art facilities in New Zealand. Nourish™ is gently air-dried at low temperatures, in small batches, to naturally preserve the meat without using artificial preservatives or added sugars. Our unique air-drying process provides a 24-month shelf life, keeping the ingredients fresh, while maintaining their nutritional content. This means your pet receives all the benefits of over 90% real, raw meat along with added coconut oil, vitamins, and minerals. It's also highly palatable, easily digestible, and provides the added value of unprocessed raw food without the mess. And to make life easier for pet parents, nourish™ is easy to feed - straight from the bag to the bowl.

WHY AIR-DRIED JERKY STYLE PET FOOD VS. KIBBLE?

Our nourish™ air-dried foods reflect true ancestral diets as they rely on meat and organs to deliver natural nutrition, just like a dog or cat's ancestors would have enjoyed. The basis for our jerky-style food is natural proteins derived from raw meat and we never include any grain products. This means we can deliver an extremely high meat content without any fillers.

On the other hand, the manufacturing process for kibble relies on the inclusion of some type of starch (frequently corn, rice, potato or lentil) in order for it to be cooked, extruded, and dried. By its very nature, a kibble only diet will never be able to deliver anywhere near the high meat content of an air-dried food like nourish™. This is also one reason why you will find a much lengthier ingredient deck on dry kibble foods – the process dictates certain ingredients that are required to manufacture the food.

QUALITY



Nothing Artificial
Alternative to Raw & Frozen
Hormone Free

NOURISH DELIVERS THE FOUNDATION FOR A HEALTHY, BEAUTIFUL LIFE

REAL



SUSTAINABLE



QUALITY



CONVENIENT



IRRESISTIBLE

