

# Benny Bullys Liver Chops®

**ORIGINAL**  
Since 1990



- 100% pure beef liver
- High in protein
- Irresistible to dogs & cats
- Less than 8 calories per treat
- Great for training
- Low calories per treat
- Easy to break
- USDA and CFIA inspected
- Source of iron, folic acid, vitamin A & B12
- Freeze dried to lock in freshness and aroma
- Raw food nutrition
- No refrigeration required



Available in 5 Pouch Sizes

## NutriMix®

A Nutritious Meal Mixer™



- Limited ingredient and nutritionally balanced pet treat. Contains pure beef liver blended with pumpkin, apple, banana, and sweet potato
- Formulated to contain fiber and antioxidants that promote the growth of good gut bacteria, to contribute to a healthy gut
- Highly palatable, and a great training aid and beneficial to gut health



Available in 4 Pouch Sizes

## About Us

Benny Bullys® is a pet food company, specializing in fortified limited ingredient pet treats. Family owned and operated since 1990. The product is sold worldwide with sales mainly in Canada & USA. The brand was founded in Canada, based on the need for pure natural healthy pet treats, and launched through pet specialty dealers, dog trainers & vet clinics. Benny Bullys® was the first to pioneer freeze dried beef livers back in the early 1990's, recognizing the superior qualities this drying process offers – shelf stable pure meats, retaining the texture and nutrition.

Back in 1990, we sourced the beef livers from Bull cattle, naming it after a local butcher named “Benny”, the brand name Benny Bullys® was born. Since then our company has expanded with a large variety of differentiated formulated treat selections, sold in re-sealable pouches for convenient consumer use.

Since 1990, Benny Bullys® has been a leader in pet treat innovation. Pure beef liver is the “delivery system” used in our new dog (and cat) treats, Liver Plus™, infused with healthy functional inclusions, for our best friends. No Offshore Sources.

Our staff consists of highly skilled food processing engineers, friendly sales and marketing staff, hardworking and dedicated personnel to meet the demands of the pet food customer.

Sales Representative



Type	International Private Company
Industry	Pet Food (namely Treats) Manufacturing
Founded	1990
Headquarters	Mississauga, Ontario, Canada
Key people	Raff Iwinski (COO) Colin Free (Key Accounts Pet Specialty) Lily Sereda (Key Accounts Pet Specialty) Manie Bala (VP Finance) Michael Proszynski (IT Sales Support Manager)
Products	Fortified Dog Treats, Cat Treats, Meal Mixers, Pet Food, Freeze Dried
Brands	Benny Bullys® Benny Bullys Liver Chops® Benny Bullys Liver Plus® NutriMix®
Website	www.bennybullys.com
Operations:	Canada: Benny Bullys Sales Inc. USA: BB USA Inc.

Questions or Comments ?  
Phone: (905) 670-8688 or  
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Join our community



www.bennybullys.com

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Pure **INFUSED** Beef Liver



Functional & Healthy Treats





# New!

**ONLY ONE  
INGREDIENT  
PURE LIVER**

## Healthy & Functional Treats for Dogs & Cats

**ONLY TWO INGREDIENTS**  
Pure **INFUSED** Beef Liver



## for Cats

**ONLY ONE  
INGREDIENT**

### Bison Liver Chops

- Free range pasture raised bison
- Antibiotic & hormone free
- High in vitamin A, B6, folate, & iron
- Hand selected pieces
- Nutrient dense alternate protein
- Great option for pets with allergies and food sensitivities



Antibiotic & Hormone Free

### Crumbs & Powder

- 100% pure beef liver crumbled
- Use as topper, mix well with pet food
- Great appetite support to entice pets into eating at meal time
- Suitable for raw diet
- Available in two convenient sizes



Just One Ingredient

### Mini Bits

- 100% pure beef liver freeze dried into small cubes
- Perfect training size for all breeds, all ages
- Available in two convenient sizes



Low Calories Per Treat

### Beef Liver *Plus* Banana

- Bananas contain loads of electrolytes (potassium) which are great for active dogs
- Delicious & nutritious
- Source Of amino acids, electrolytes, minerals, vitamins B6 and C, potassium, fiber and manganese



Electrolytes

### Beef Liver *Plus* Sweet Potato

- Nature's near perfect food - sweet potatoes contain an abundance of nutrients for a well-balanced diet
- High in beta carotene, vitamin A & C, fiber, natural sugars, iron & calcium
- The fiber and antioxidants in sweet potato are advantageous to gut health



Nutrient Rich

### Beef Liver *Plus* Blueberry

- Excellent source of antioxidants
- Supports cognitive function
- Blueberries can help with heart health and lower blood pressure
- Great source of vitamin C, vitamin K and dietary fiber



Natural Source of Antioxidants

### Pure Beef Liver

- Healthy Beef Liver is a nutrient dense protein
- Natural calcium and phosphorus present for strong teeth and bones
- Contains natural vitamins for healthy skin & coat
- Low calories per treat



Low Calories Per Treat

### Beef Liver *Plus* Pumpkin

- Pumpkins helps maintain gut health
- Excellent source of high quality dietary fiber
- Pumpkin is high in vitamins A, C & E, which can help boost the immune system



Dietary Fiber

### Beef Liver *Plus* Apple

- Apples are high in antioxidants which may help with fighting illness and disease
- Made with orchard fresh apples
- High in phytonutrients (antioxidant compounds)
- Vitamin A, vitamin C, and fiber



Phytonutrients

### Beef Liver *Plus* Coconut

- A beneficial source of fat to dogs
- Coconut oil has immune boosting properties, and shown to improve a dog's skin and coat their digestion
- Coconut has disease fighting antioxidants, and antifungal properties



Supports Healthy Immune System

### Pure Beef Heart Chops

- Beef Heart is a lean nutrient dense organ
- Excellent source of B12, iron, zinc & collagen
- Natural source of vitamin D
- Beef Heart is the most concentrated source of Taurine, necessary for healthy feline development



Rich in Taurine

### Beef Liver *Plus* Kelp

- Kelp is a rich natural source of vitamins & minerals
- Kelp supports thyroid function
- Kelp is a plant-based source of calcium, good for teeth and bones
- Contains protein and amino acids that can help manage a healthy skin & coat
- Helps fight plaque on teeth



Natural Source of Minerals & Vitamins

### Beef Liver *Plus* Cranberry

- Helps maintain urinary health
- Excellent source of vitamins A, B1, B2, and C
- Excellent source of minerals, and rich in antioxidants
- Helps maintain healthy gums and teeth



Rich in Antioxidants

### Beef Liver *Plus* Hemp

- Perfect balance of Omega-3 and Omega-6 essential fatty acids, for healthy skin & coat
- Good source of protein, essential vitamins, minerals, fiber, antioxidants, and Enzymes
- Hemp is easily digestible



Omega-3

### Pure Salmon Chops

- Excellent source of high quality protein & omega 3 fatty acids
- Salmon with skin are rich in nutrients to support skin & coat health
- Our freeze dry process preserves all the naturally occurring vitamins & minerals found in Salmon



Rich in Omega 3 Fatty Acids

### Beef Liver *Plus* White Fish

- Flavour irresistible to cats
- Rich in essential fatty acids, vitamins & minerals



Rich in Essential Fatty Acids

### Beef Liver *Plus* Beef Heart

- Rich in taurine - essential to cats' growth, vision & cardiac health
- Cat's cannot manufacture taurine on their own, must be introduced through diet
- Rich in amino acids, B-vitamins, folic acid, selenium, phosphorus & zinc



Rich In Taurine

### Beef Liver *Plus* Cranberry

- Helps maintain urinary health
- Rich in antioxidants, which support immune health
- Rich in essential vitamins & minerals
- Cranberries can help prevent gum disease



Rich in Antioxidants

### Pure Chicken Breast Chops

- Excellent source of high quality protein
- Very good source of selenium, phosphorus and vitamin B6
- Low in fat



Low Calories Per Treat

