



About Taste of the Wild

Family-Owned. Pet-Focused.

Taste of the Wild is, and has always been, owned and operated by one family, a family that owns pets and want the best for them. Realizing the need for a quality pet food that is still affordable, we set out on an adventure to create it — one that was inspired by the idea that no one knows what dogs and cats should eat better than their own DNA. That's why we call it Taste of the Wild.

Packed with nutrition inspired by nature — with the flavors they crave and at a price you can afford — Taste of the Wild is sure to satisfy your pets' needs at a value you deserve.



Our Standards

Taste of the Wild is committed to providing quality nutrition at a fair value. This is why every ingredient we use is recommended by a team of experts and scientists and sourced through a careful vetting process.



Made in the USA

Every Taste of the Wild product is developed and produced in the USA at one of our seven state-of-the-art facilities. We source ingredients from around the globe with a focus on ensuring every ingredient is beneficial to your pet's health and happiness.



Unique Ingredients

From unique proteins like pasture-raised venison, bison and beef, salmon and trout, and cage-free turkey and duck to ancient grains like grain sorghum, millet, quinoa and chia seed, the ingredients in our recipes are carefully selected for your pet's taste and nutritional benefits.



Quality Assurance

Ensuring your pet is getting the very best requires a level of safety and quality that we strictly abide by. This means we continually monitor the quality of our ingredients, production environment and process.



Probiotics

Every Taste of the Wild dry canine recipe is enhanced with K9 Strain® Probiotics, and every Taste of the Wild dry feline recipe is enhanced with Viables® Probiotics. These proprietary probiotics were developed specifically for use in our dog and cat foods.