






BETTER PROTEIN = BETTER BENEFITS

Superior protein provides superior benefits — plain and simple.
Because our pets deserve the best.



SOURCING BUTCHER CUT PROTEIN




With decades of experience in the meat industry, we pride ourselves on sourcing exclusively premium protein for your pets.

-  Decades of Experience
-  Humanely Harvested
-  Uncompromised Quality



BETTER PROCESSING STANDARDS




We go above industry standard to ensure the safety of our product, so you and your pet can enjoy the benefits of a raw diet worry-free.

-  Platinum safety standard
-  Frozen at peak freshness
-  Minimally processed for peak nutrients



WIDE VARIETY FROM MEALS TO SNACKING

We have the widest variety of proteins and product formats for picky eaters, pets with allergies, and owners who just want to provide a bit of variety for their pets.

-  Wide assortment of whole animal protein
-  Variety of options from mealtime to snacking
-  Products that match your pets lifestyle



WE ARE VITAL ESSENTIALS

There's a lot of misinformation out there, so let us set the record straight. Pets. Need. Protein. And we'll go a step further—not just a little protein, a lot of protein. Because a premium protein diet IS a balanced diet.

Oh, and one more thing... only the best protein will do.

Dog and cat owners want food that delivers more energetic playtimes, healthier skin, shinier coats, stronger teeth, and poops that prove good food is essential for a healthy gut.

We promise to source whole-animal, butcher cut protein. We're going to freeze it at the peak of freshness. And then, we're going to make food that your pet deserves—the quality of a raw diet in the form of treats, toppers, meals, and snacks.

Leave behind pet food that's over-processed, overrated, and frankly overmatched when it comes to nutrients and enzymes. Give your pets butcher cut protein.