

NAAVI™

AN ELEVATED DINING EXPERIENCE FOR DOGS



INGREDIENTS EXPLAINED



OUR NUTRITIONAL PHILOSOPHY

NAAVI is not like other pet foods. Crafted by a team of food scientists led by a board-certified pet nutritionist, Naavi delivers an elevated dining experience that prioritizes nutrition over ingredients and marketing claims.



Ingredients provide nutrients.

We believe in a balanced approach of seeking nutrients from animal and plant-based ingredients with a variety of benefits to fulfill a dog's omnivore needs.



Preserve nutrients.

We believe in using innovative cooking processes to preserve nutrients and moisture to retain the texture and aroma of the ingredients used in our meals.



Dogs deserve a dining experience.

Our meals offer a variety of tastes, textures, aromas with multiple feeding options to ensure that our dogs eat well and live well.

With 11 Nutrition Guarantees on every bag, Naavi provides superior nutrition using ingredients that provide the perfect macro nutrient profile your dog needs to thrive.



pet nutrition
meals™

OUR IRRESISTABLE SLOW ROASTED RECIPES

Slow Roasted BEEF Bowl



Calorie Content (ME Calculated):
3,580 kcal/kg, 460 kcal/cup

Slow Roasted CHICKEN Bowl



Calorie Content (ME Calculated):
3,510 kcal/kg, 455 kcal/cup

Slow Roasted TURKEY Bowl



Calorie Content (ME Calculated):
3,640 kcal/kg, 470 kcal/cup

SLOW ROASTED BEEF BOWL



Beef, Pea Protein, Coconut Glycerin, Grain Sorghum, Carrots, Pea Starch, Canola Oil (Preserved with Mixed Tocopherols), Potatoes, Blueberries, Apples, Mango, Green Beans, Cranberries, Pork Plasma, Tricalcium Phosphate, Citric Acid (Preservative), Dried Beet Pulp, Dried Propionibacterium freudenreichii Fermentation Product, Potassium Chloride, Mixed Tocopherols (Preservative), Natural Smoke Flavor, Monocalcium Phosphate, Choline Chloride, DL-Methionine, L-Lysine, Taurine, L-Carnitine, **Vitamins** (Vitamin E Supplement, Niacin, Calcium Pantothenate, Vitamin B₁₂ Supplement, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamin Mononitrate, Biotin, Folic Acid, Vitamin D₃ Supplement), **Minerals** (Magnesium Sulfate, Zinc Sulfate, Iron Sulfate, Copper Sulfate, Manganese Sulfate, Calcium Iodate, Selenium), Dried Chicory Root, Rosemary Extract, Turmeric, Dried Enterococcus Faecium Fermentation Product, Dried Lactobacillus Casei Fermentation Product, Dried Lactobacillus Acidophilus Fermentation Product.

Calorie Content (ME Calculated): 3,580 kcal/kg, 460 kcal/cup

GUARANTEED ANALYSIS

We proudly guarantee **11 nutritional standards** to ensure each NAAVI bowl meets our very high expectations for an elevated dining experience.

Crude Protein, minimum	28.0 %
Crude Fat, minimum	10.0 %
Crude Fiber, maximum	3.5 %
Moisture, maximum	12.0 %
Zinc, minimum	100 mg/kg
Vitamin E, minimum	200 IU/kg
L-Carnitine, minimum*	100 mg/kg
Taurine, minimum*	0.1 %
Omega 6 Fatty Acids, minimum*	1.6 %
Omega 3 Fatty Acids, minimum*	0.4 %
Total Microorganisms, minimum* (Propionibacterium freudenreichii, Enterococcus Faecium, Lactobacillus Casei, Lactobacillus Acidophilus)	40,000,000 CFU/lb.

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

SLOW ROASTED CHICKEN BOWL



Chicken, Pea Protein, Coconut Glycerin, Grain Sorghum, Carrots, Potatoes, Pea Starch, Mangos, Canola Oil (Preserved with Mixed Tocopherols), Blueberries, Green Beans, Cranberries, Tricalcium Phosphate, Pork Plasma, Citric Acid (Preservative), Dried Beet Pulp, Dried Propionibacterium freudenreichii Fermentation Product, Potassium Chloride, Mixed Tocopherols (Preservative), Natural Smoke Flavor, Monocalcium Phosphate, Choline Chloride, DL-Methionine, L-Lysine, Taurine, L-Carnitine, **Vitamins** (Vitamin E Supplement, Niacin, Calcium Pantothenate, Vitamin B₁₂ Supplement, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamin Mononitrate, Biotin, Folic Acid, Vitamin D₃ Supplement), **Minerals** (Magnesium Sulfate, Zinc Sulfate, Iron Sulfate, Copper Sulfate, Manganese Sulfate, Calcium Iodate, Selenium), Dried Chicory Root, Rosemary Extract, Turmeric, Dried Enterococcus Faecium Fermentation Product, Dried Lactobacillus Casei Fermentation Product, Dried Lactobacillus Acidophilus Fermentation Product.

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Vitamin E, minimum	200 IU/kg
L-Carnitine, minimum*	100 mg/kg
Taurine, minimum*	0.1 %
Omega 6 Fatty Acids, minimum*	2.5 %
Omega 3 Fatty Acids, minimum*	0.4 %
Total Microorganisms, minimum* (Propionibacterium freudenreichii, Enterococcus Faecium, Lactobacillus Casei, Lactobacillus Acidophilus)	40,000,000 CFU/lb.

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

SLOW ROASTED TURKEY BOWL



Turkey, Pea Protein, Coconut Glycerin, Grain Sorghum, Carrots, Sweet Potatoes, Pea Starch, Cranberries, Canola Oil (Preserved with Mixed Tocopherols), Apples, Green Beans, Pork Plasma, Tricalcium Phosphate, Citric Acid (Preservative), Dried Propionibacterium freudenreichii Fermentation Product, Dried Beet Pulp, Mixed Tocopherols (Preservative), Monocalcium Phosphate, Potassium Chloride, Natural Smoke Flavor, Choline Chloride, DL-Methionine, L-Lysine, Taurine, L-Carnitine, **Vitamins** (Vitamin E Supplement, Niacin, Calcium Pantothenate, Vitamin B₁₂ Supplement, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamin Mononitrate, Biotin, Folic Acid, Vitamin D₃ Supplement), **Minerals** (Zinc Sulfate, Iron Sulfate, Copper Sulfate, Manganese Sulfate, Calcium Iodate, Selenium), Dried Chicory Root, Rosemary Extract, Turmeric, Dried Enterococcus Faecium Fermentation Product, Dried Lactobacillus Casei Fermentation Product, Dried Lactobacillus Acidophilus Fermentation Product.

Calorie Content (ME Calculated): 3,640 kcal/kg, 470 kcal/cup

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OUR INGREDIENTS



OUR MEAT PROTEINS



- Naavi uses farm-raised chicken, beef and turkey proteins as the first ingredient
- We don't use any animal by-products, meals or organ meats
- All our meat proteins are sourced in the US
- These ingredients are great sources of protein, glucosamine and amino acids

OUR PLANT PROTEINS

Peas have more benefits besides nutrition ...

Our team of food scientists, led by a nationally recognized board-certified animal nutritionist, purposely chose pea protein and pea starch because of their unrivaled nutritional benefits. Pea protein is a highly concentrated complete protein source that when mixed with our farm raised fresh meat, delivers a bowl with balanced macro nutrients and limitless application.

What Makes NAAVI So Different

Unique Preparation	An Unmatched Probiotics Story	Balanced Nutrition
<p>We blend pea protein and pea starch into our whole muscle meats and then slow roast those meaty pieces in smokers at 180-200 degrees for 10-14 hours. The result is highly palatable, highly digestible meaty pieces that retain moisture and nutrients.</p>	<p>Through a proprietary technology, NAAVI uses 4 strains of probiotics to go to work in the colon. We supply prebiotics in the form of pea starch, chicory root, beet fiber and sorghum to make plenty of "food" for the probiotics to work efficiently.</p>	<p>NAAVI is formulated to offer a balanced meal in every bowl and pea protein is the key ingredient to provide an optimal calorie range in protein, fat and carbohydrates. Pea Protein is over 80% pure protein, which balances the high fat content of fresh meat. When a large percentage of calories come from fat, foods appear to cost less per feeding and provides less of the balanced macro nutrients dogs need.</p>



Pea Protein Benefits

- **About 90% of a pea is protein, and a high-quality protein that is rich in essential amino acids. It contains all 10 essential amino acids – arginine, histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine.**
- **Peas are a great source of fiber and serves as an excellent prebiotic which supports healthy digestion.**
- **Pea protein is allergen-free and does not cause allergic reactions. Unlike soy, whey, milk, cheese, pea is not an allergen and allergic reactions to it are extremely rare. Pea protein powder also doesn't contain gluten like many grains and no lactose.**
- **Peas are packed with vitamins A, B and K and minerals like iron and potassium.**
- **Peas are a good source of antioxidant nutrients like vitamins C & E, lutein and zinc which helps promote skin, heart, eye and immune system health.**
- **Pea protein can aid muscle growth, weight loss and heart health.**
- **Pea protein is naturally vegan and is a low-calorie food without excessive fat levels found in many meat and animal proteins.**
- **Peas are highly palatable helping to improve the acceptance of food.**

Pea Protein is good for dogs

It's an excellent plant-based, high-quality protein and is becoming increasingly popular as an alternative to animal-based proteins. Pea protein is full of vitamins, minerals and amino acids and is more easily digested than other proteins since it contains very little fat and no sugar.

NAAVI uses the highest grade of Pea Protein

Pea protein comes with different protein levels depending upon processing. All grades are nutritional and chosen for different purposes. The higher the protein, the more isolated the pea protein is. NAAVI uses the highest grade (78%+) which is wet milled to achieve the highest protein concentration, resulting in a cost that is 4 times as much as fresh meat. We use the same grade pea protein used in high protein food bars for humans.

Still not convinced?

Experience NAAVI first-hand and see how this amazing ingredient has been carefully balanced with so many others to create an elevated dining experience for dogs unlike any that you've seen before.

NAAVI™

COCONUT GLYCERIN



BENEFITS

- Boosts hydration in the body
- Boost palatability by keeping proteins moist and tender

- Coconut glycerin is made from coconut oil and is easily digested by dogs.
- When combined with our slow roasting process, coconut glycerin helps make our meaty bites moist and tender, which in turn, helps boost palatability for dogs.
- While this is our third ingredient, that is because our number one ingredient, fresh meat, takes up the majority of our recipe.

SORGHUM



BENEFITS

- Great source of fiber
 - Rich in B Vitamins
 - Naturally gluten-free
 - Rich in antioxidants
-
- Naturally gluten-free Ancient Grain seed grown first in ancient Egypt
 - Rich in fiber and B-Vitamins
 - Sorghum is considered to be very environmentally friendly because it has better water-use efficiency compared to other crops. And it tolerates drought conditions without losing yields.

OUR HUMAN-GRADE, AIR-DRIED FRUITS



Apples

Delicious source of fiber and many essential vitamins. It's also loaded with antioxidants from Vitamin C and polyphenols, an important group of antioxidants.



Blueberries

Superfood fruit that is low in calories but high in nutrients including fiber, Vitamin C and antioxidants.



Cranberries

Cranberries have been found to have the highest natural levels of the phenols, a type of antioxidant. They have also been linked to supporting urinary health.



Mango

Delicious source of fiber and many essential vitamins. It's also loaded with antioxidants from Vitamin C and polyphenols, an important group of antioxidants.

OUR HUMAN-GRADE, AIR-DRIED VEGETABLES



Green Beans

Great source of fiber and Vitamins A, C and K. They are also a great source of chlorophyll, a natural antioxidant.



Carrots

Rich in beta-carotene which supports overall eye health. A great fiber source, carrots are also loaded with Vitamin A, C and K and potassium.



Peas

Peas are one of the only vegetables packed not just with vitamins and minerals – but also with some of the highest levels of antioxidants, gut healthy fiber, and protein found in nature.



Potato

Naturally gluten-free and easily digested by pets, potatoes actually contain a high amount of Vitamin C which is a strong antioxidant in the body.



Sweet Potato

Naturally gluten-free and nutrient-dense root vegetable. Packed with fiber and rich in antioxidants, sweet potato is a resistant starch that early research shows may help nurture healthy gut bacteria.

CANOLA OIL

	CANOLA OIL	OLIVE OIL	SUNFLOWER OIL	COCONUT OIL	SAFFLOWER OIL
SATURATED (g)	0.7	1.8	1.3	10.7	1.0
MONOUNSATURATED (g)	6.5	6.3	2.5	0.8	9.3
POLYUNSATURATED (g)	3.2	1.4	8.5	0.2	1.8
OMEGA 6 (mg)	2,610	1,274	8,541	0	1,270
OMEGA 3 (mg)	1,279	91	0	0	0
OMEGA 6/3 RATIO	2:1	14:1	N/a	N/a	N/a

OMEGA 6 - Necessary for health, but inflammatory if consumed in high quantities.

OMEGA 3 – Naturally anti-inflammatory & balances out negative reactions from Omega-6 if consumed in the right ratios.

BENEFITS

- One of the healthiest oils in the world.
- Loaded with high levels of unsaturated fats (the healthy fats)
- Optimal ratio of Omega 6 and Omega 3 Fatty Acids, which is vital for skin and coat health
- Only known plant-based oil to provide optimal levels of both Omega 6 & Omega 3

PORK PLASMA



BENEFITS

- Research shows that plasma is even more effective at supporting hip & joints than glucosamine, chondroitin or collagen
 - Plasma also has a probiotic affect in the gut to support immunity and overall gut health
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- Natural food ingredient found in all meat and consumed by animals and humans alike
 - Packed with essential minerals and contains a complete and balanced amino acid profile
 - High in easily digestible protein

PLASMA FUNCTIONAL PROTEINS

- Complete and balanced animal protein that retains biological actions beyond nutrition
- Plasma contains functional proteins including:
 - Transferrin = binds iron
 - Lysozyme = attacks bacteria
 - Growth factors = stem cell repair
 - Cytokines = anti or pro inflammatory
 - IgG = binds toxins and pathogens
- Have a profound effect on the immune and inflammatory response
- Helps the immune system to respond to challenges more quickly and efficiently and reduces inflammation



PLASMA FUNCTIONAL PROTEINS

600+ PEER REVIEWED, PUBLISHED STUDIES DOCUMENT EFFECTS

Improves

- Gut function
- Intestinal barrier integrity
- Repair of tissues
- Immune response
- Growth
- Digestibility
- Stool quality and volume

Reduces

- Inflammation
- Effects of stress
- Diarrhea
- Respiratory symptoms

VEGETABLE FIBERS



Chicory Root

Is packed with a prebiotic fiber called inulin. Inulin is shown to encourage the growth of healthy gut bacteria – especially those natively found in the digestive tract of dogs.



Beet Pulp

Pulp is just another word for fiber – or what is left after the sugar and water is removed from a beet. It is a prebiotic shown to support healthy bowel movements in humans and pets.

NATURAL PRESERVATIVES



Mixed Tocopherols

Similar chemically to Vitamin E, tocopherols help stabilize fats & oils from rancidity. They are natural antioxidants.



Rosemary Extract

Rosemary extract spice provides flavor, but it also has some antioxidant properties and has some impact on preservation.



Citric Acid

Citric acid is found naturally in citrus fruits, especially lemons and limes. It's what gives them their tart, sour taste. When added to food, it can help prevent mold from forming.

TURMERIC



BENEFITS

- Elements in turmeric have been linked to reduction in swelling
 - Is a natural antioxidant and anti-inflammatory
-
- Comes from the root of perennial plant that is part of the ginger family
 - A yellow-colored spice used commonly in cooking around the world
 - Is also frequently found in supplements

NATURAL SMOKE FLAVOR



- Smoke flavor is crafted through an innovative process that starts with the burning of specific varieties of wood to capture their unique essence.
- The smoke is captured, filtered and mixed with water. The liquid smoke can then be used as seasoning in various foods and recipes.

BENEFITS

- Helps impart an umami taste and smell
- Naturally made from real wood with no added sugars or chemicals



AN UNMATCHED PROBIOTICS STORY



NATIVE PROBIOTIC STRAINS

Our Native probiotics are protected until they reach the gut (like soil-based probiotics such as Ganeden BC-30). Both Native and soil-based probiotics are superior to foods that apply probiotics at the wrong stage in the production cycle or those that simply do not survive long enough to reach the gut. NAAVI uses **4 different strands** of native probiotics in our probiotic power crisps. That's 4X as many unique probiotic strains that are each creating “postbiotics” to produce immunity and gut benefits.



PREBIOTICS

Prebiotics are the food that probiotics consume in the gut. NAAVI uses a combination of vegetable fiber (chicory root, beet fiber & sorghum) and resistant starch (peas) to give those probiotic strains plenty of food to keep them working as efficiently as possible.



PROTECTED PROBIOTICS

Native strains of probiotics are fragile – both on the outside of food and through the digestive tract. We use a proprietary technology that enrobes and puts the probiotic bacteria into stasis. The acid in the stomach releases the probiotics so they can go to work in the colon to boost immunity and health.

We guarantee 40,000,000 CFU/lb. of our native probiotics in each bag (CFU = Colony Forming Units)

SOURCING – COUNTRY OF ORIGIN

Turkey	USA
Chicken	USA
Beef	USA
Pea Protein	USA / Canada
Pea Starch LP	USA
Ocean Spray Cranberry	USA
Plasma, Spray Dried	USA
Tricalcium Phosphate	USA
Beet Pulp	USA
Citric Acid	Brazil
Biovantage 2447	Netherlands
Natural Smoke Flavor	USA
Naturox Plus	USA

Green Beans	New Zealand
Mango	Thailand
Probiotic Crisp	USA
Apple	USA
Blueberry	USA
Potato	USA
Sweet Potato	USA / Peru
Canola Oil (with Mixed Tocopherols)	USA / Canada
Pregel Sorghum	USA
Turmeric	India
Dried Chicory Root	India
Coconut Glycerin	Thailand
Carrot	Germany / Poland