



MORE CHOICE.
BETTER TASTE.
GREATER IMPACT.

VETERINARY
FORMULATED
BY:
*Dr. Bob
Goldstein*



CHICKEN RECIPES

MADE WITH SUSTAINABLY SOURCED
FREE-RANGE CHICKEN

CAREFUL SOURCING ENSURES ELEVATED NUTRITION



We source the finest, most
unique, & sustainable
proteins available.



We add nutrient-rich whole
foods: ancient grains, fruits,
vegetables, & sprouted seeds.



Air-dried at Riverstone, our
SQF Certified plant, to retain
nutrition, flavor, & texture.

CHICKEN RECIPES START WITH THE SAME
SIGNATURE PROTEIN BLEND USING STEP 3
G.A.P. CERTIFIED CHICKEN MUSCLE AND ORGANS.



Our free-range chicken muscle offers omega-6
fatty acids for skin and coat health, selenium
for antioxidants, plus vitamins B6, B12, and zinc.
Combined with organs like liver, heart, neck, and
gizzard, it provides vitamin A for vision, B vitamins
for nervous system function, iron for circulation,
as well as calcium for bone and joint health.

SIGNATURE
· CHICKEN ·
PROTEIN BLEND



[+] The Global Animal Partnership (G.A.P.) label ensures
animals are raised with high welfare standards,
without antibiotics, added hormones, or animal
by-products. There are no hormones approved
for use in poultry by Federal Regulations.



[+]

Certified to Step 3 standards
of Global Animal Partnership's
(G.A.P.) multi-tiered program
certified by Organic Public Trust.

OUR COMMITMENT TO SAFETY

We make Wisdom in our own plant, Riverstone, in the farmlands
of Maryland. Riverstone is a Safe Quality Food (SQF) Certified
plant. SQF Certification shows our commitment to operational
excellence in managing food safety and quality systems.



WISDOMTM

SPRING 2025

AIR-DRIED DOG FOOD

GUARANTEED ANALYSIS:

Crude Protein (min.)	25%
Crude Fat (min.)	13%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	1.75%

CALORIE CONTENT (CALCULATED):

ME 4230 kcal/kg (calculated) 541 kcal/cup

INGREDIENTS:

Chicken, Chicken Liver, Dried Sardine, Quinoa, Coconut Glycerin, Flaxseed, Chicken Neck, Oats, Chicken Heart, Chicken Gizzard, Dicalcium Phosphate, Ground Miscanthus Grass, Dried Sweet Potato, Dried Carrots, Potassium Chloride, Dried Pumpkin, Calcium Carbonate, Dried Cranberries, Sea Salt, Choline Chloride, Sprouted Oats, Sprouted Flaxseed, Sprouted Quinoa, Marine Microalgae Oil, Oregano Extract, Cherry Extract, Mixed Tocopherols (a preservative), Dried Kelp, Dried Apple, Zinc Proteinate, Iron Proteinate, Biotin, Vitamin E Supplement, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Niacin, Calcium Pantothenate, Riboflavin, Thiamine Hydrochloride, Vitamin D Supplement, Vitamin A Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP	2LB	\$34.99
	8LB	\$119.99

AIR-DRIED JERKY

GUARANTEED ANALYSIS:

Crude Protein (min.)	26%
Crude Fat (min.)	10%
Crude Fiber (max.)	2%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 2705 kcal/kg (calculated) 18 kcal/piece

INGREDIENTS:

Chicken, Quinoa, Chicken Liver, Chicken Neck, Coconut Glycerin, Chicken Heart, Chicken Gizzard, Sea Salt, Apple Cider Vinegar, Mixed Tocopherols (a preservative), Rosemary Extract

MAP/MSRP	40Z	\$9.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	25.2	30.3	%
Arginine	0.72	0.86	%
Histidine	0.67	0.82	%
Isoleucine	1.08	1.3	%
Leucine	2.1	2.52	%
Lysine	1.88	2.26	%
Methionine	0.52	0.62	%
Methionine-cystein	0.77	0.92	%
Phenylalanine	0.99	1.19	%
Phenylalanine-tyrosine	1.81	2.17	%
Threonine	1.1	1.4	%
Tryptophan	0.24	0.29	%
Valine	0.92	1.1	%
Crude Fat	16	19.2	%
Linoleic Acid	3.88	-	g/100g
alpha-Linolenic Acid	2.54	-	g/100g
EPA+DHA	0.34	-	g/100g
Calcium	1.58	1.94	%
Phosphorus	1.37	1.65	%
Potassium	1.5	1.8	%
Sodium	0.51	0.61	%
Chloride	1.55	1.86	%
Magnesium	0.185	0.222	ppm
Iron	313	376	ppm
Copper	26.1	31.4	ppm
Manganese	49.8	59.8	ppm
Zinc	207	249	ppm
Iodine	4.58	5.5	ppm
Selenium	1.1	1.32	%
Vitamin A	62000	74500	IU/kg
Vitamin D	1100	1350	IU/kg
Vitamin E	406	488	IU/kg
Thiamine	206	248	%
Riboflavin	32.5	39	%
Pantothenic Acid	108	130	%
Niacin	157	189	%
Pyridoxine	68	81.7	%
Folic Acid	19.6	23.6	%
Vitamin B12	0.532	0.689	%
Choline	4120	4950	mg/kg