



MADE IN CANADA



BIOLOGICALLY  
APPROPRIATE  
REAL-FOOD  
KIBBLE

70%

PREMIUM MEAT INGREDIENTS

30%

FRUITS, VEGETABLES AND BOTANICALS

0%

GRAIN

FRESH REGIONAL INGREDIENTS



Champion Petfoods  
Canada's Best Pet Food

WWW.CHAMPIONPETFOODS.COM

# OUR STORY AND MISSION



## IF YOUR DOG OR CAT COULD TALK, THEY'D TELL YOU THERE'S A LOT MORE TO PET FOOD THAN A FANCY PACKAGE AND CLEVER MARKETING

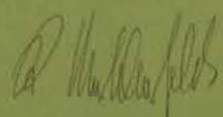
Unlike the marketing companies and multinationals that sell—but don't actually make—today's pet foods, we are a family-owned and-operated pet food producer with a 25 year tradition of quality and a clear mission:

## WORLD-CLASS PET FOODS FROM FRESH REGIONAL INGREDIENTS

Made exclusively at our own world-class facilities here in Alberta, Canada, ORIJEN is never outsourced, or produced or packaged in any factory other than our own. Sold in 45 countries worldwide, ORIJEN is federally certified to meet every known international pet food regulation and standard.

As a boutique producer, we don't use inexpensive commodity ingredients from suppliers we don't know and will never meet. Instead, our focus is upon quality ingredients grown, raised or fished within our region and delivered to our factory fresh.

But perhaps what sets us most apart from the marketers and multinationals is our true passion for dogs and cats. After all, it is with our own pets in mind that we developed ORIJEN—a food to nourish all dogs and cats as Nature Intended.



Reinhard Muhlenfeld, President & Founder,  
CHAMPION PETFOODS LTD.





# OUR FRESH REGIONAL INGREDIENTS



## FRESH MEANS NEVER FROZEN AND NO PRESERVATIVES

Our focus is upon the diversity of world-class ingredients fished or raised within our region and delivered to our factory FRESH each day.

FRESH MEATS are highly-nutritional, very digestible and have greater nutritional value—not to mention flavor—than the previously frozen (raw) and rendered meats typically used to make today's commercial pet foods.

Chicken, turkey and eggs—free of antibiotics and raised without hormones, and world-class fish—wild-caught from clean, northern lakes, are DELIVERED TO OUR DOOR FRESH, never frozen and without preservatives of any kind.

To maintain the nutritional integrity of our FRESH ingredients, ORIJEN is slow-cooked in small batches at low temperature (90c/195F) on the same day our ingredients arrive.

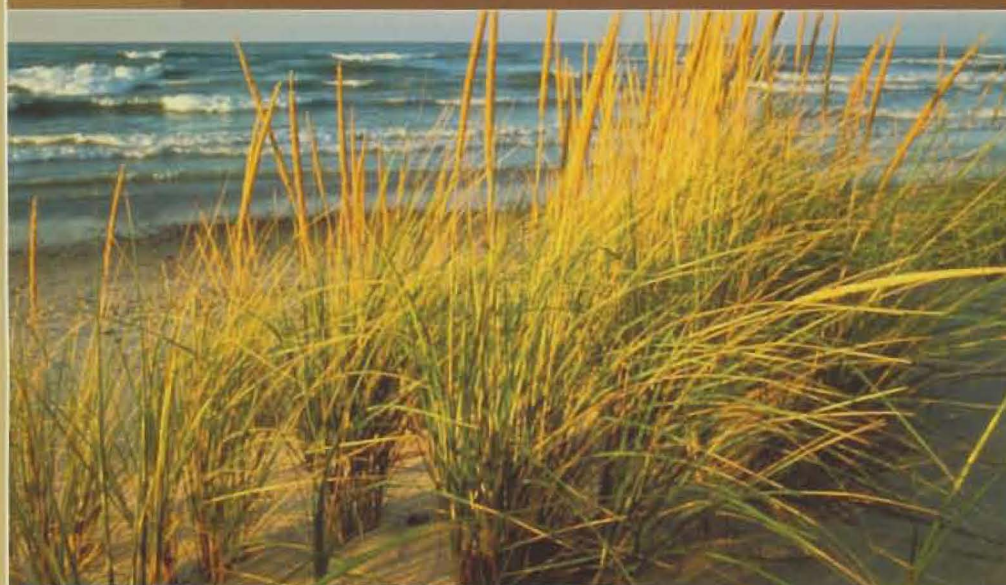
Unequaled in any other dry pet food, the quality and variety of our FRESH regional ingredients impart the nourishment that nature intended, and the natural flavor that dogs and cats instinctively crave.



## FRESHNESS AND VARIETY TO MATCH THE NATURAL DIET

**CHICKEN, TURKEY AND EGGS**—grain-fed, free of antibiotics, growth hormones and preservatives are passed 'fit for human consumption' and arrive FRESH (never frozen) each day.

**WILD-CAUGHT REGIONAL FISH**—including Chinook salmon, Lake Whitefish, lake trout, freshwater cod, herring and walleye are wild-caught from cold Northern lakes and Pacific seas, passed 'fit for human consumption' and delivered to our door FRESH (never frozen) each day.





# BIOLOGICALLY APPROPRIATE PET FOOD

## THE BIOLOGICALLY APPROPRIATE CONCEPT

Witness the trend of high-carbohydrate “holistic” pet foods that feature fashionable ingredients—more often for their consumer appeal than for any nutritional benefit to the dog or cat.

## ORIJEN REPRESENTS A NEW DIRECTION IN PET NUTRITION: BIOLOGICALLY APPROPRIATE.

The Biologically Appropriate concept is simple: include the fresh, whole foods that nature evolved dogs and cats to eat (in correct ratio and quantity) and exclude ingredients—like cereal grains—that don’t belong in the natural diet.

High-protein, low-carbohydrate and grain-free, ORIJEN features fresh regional ingredients in a Biologically Appropriate ratio of 70 percent meat, 30 percent fruit and vegetables and zero grain (70/30/0).

As the metabolism of cats and dogs is naturally evolved to operate on a largely carnivorous diet, ORIJEN promotes peak health in cats and dogs of all breeds and life stages—by better matching the natural diet and nourishing them as Nature intended.

BIOLOGICALLY APPROPRIATE REAL-FOOD KIBBLE	70%	30%	0%
	PREMIUM MEAT INGREDIENTS	FRUIT, VEGETABLES AND BOTANICALS	GRAIN
FRESH REGIONAL INGREDIENTS			

## B.A.R.K.

Grain-free, high-protein and low-carbohydrate, ORIJEN diets feature FRESH regional ingredients in a Biologically Appropriate ratio of 70% meat, 30% fruits and vegetables, and zero grains (70/30/0).



With multiple sources of fresh, never-frozen human-grade meats—including chicken, turkey, farm-fresh eggs and fresh-caught fish—ORIJEN contains the highest inclusions and widest variety of fresh regional meats to match the natural diet.



WILD-CAUGHT REGIONAL FISH—including Chinook salmon, Lake Whitefish, lake trout, freshwater cod, herring and walleye are wild-caught from cold Northern lakes and Pacific seas, passed ‘fit for human consumption’ and delivered to our door FRESH.



High-protein and low-carbohydrate ORIJEN diets promote peak physical conditioning in dogs and cats by matching their biological requirements while keeping in mind their modern lifestyles and reduced calorie requirements.



Infused with essential oils from fresh chicken and a variety of fresh fish, ORIJEN is a potent and balanced source of unrendered omega-6 and omega-3 essential fatty acids—including fresh EPA and DHA to support healthy brain, retina and nerve functions.



Instead of grains, ORIJEN is rich in regional fruits, vegetables and botanicals - healthful ingredients that better match the natural diet and supply important protector nutrients and valuable enzymes that enhance immunity and wellness.



Sea Vegetables, including Kelp, Irish Moss, Dulse and Bladderwrack are a valuable source for a variety of vitamins, minerals, trace elements, enzymes and phytochemicals. Sea vegetables absorb toxins from the bowel, enhance metabolism and nourish the body.



Essential for the formation of blood and bones and composition of body fluids, minerals are critical nutrients. ORIJEN diets supply all trace minerals in organic form. Calcium and phosphorus are naturally present in ORIJEN’s meats and their supplementation is not required.



# THE DIET THAT NATURE INTENDED



## **CATS AND DOGS EVOLVED AS HUNTERS AND, DESPITE A MODERN LIFESTYLE, THEIR DIGESTIVE SYSTEMS ARE UNCHANGED.**

A Biologically Appropriate diet is formulated to match the same balance of meat ingredients that cats and dogs would find hunting in the wild—while keeping in mind that your pet's modern lifestyle of regular meals and less exercise means a reduced calorie requirement.

Feeding high-protein, meat-based diets for which cats and dogs are evolved promotes peak physical health and allows them to achieve their full genetic potential.

Biologically Appropriate diets have several key differences that fundamentally separate them from regular commercial pet foods.

### **1 HIGH-PROTEIN FROM FRESH MEATS**

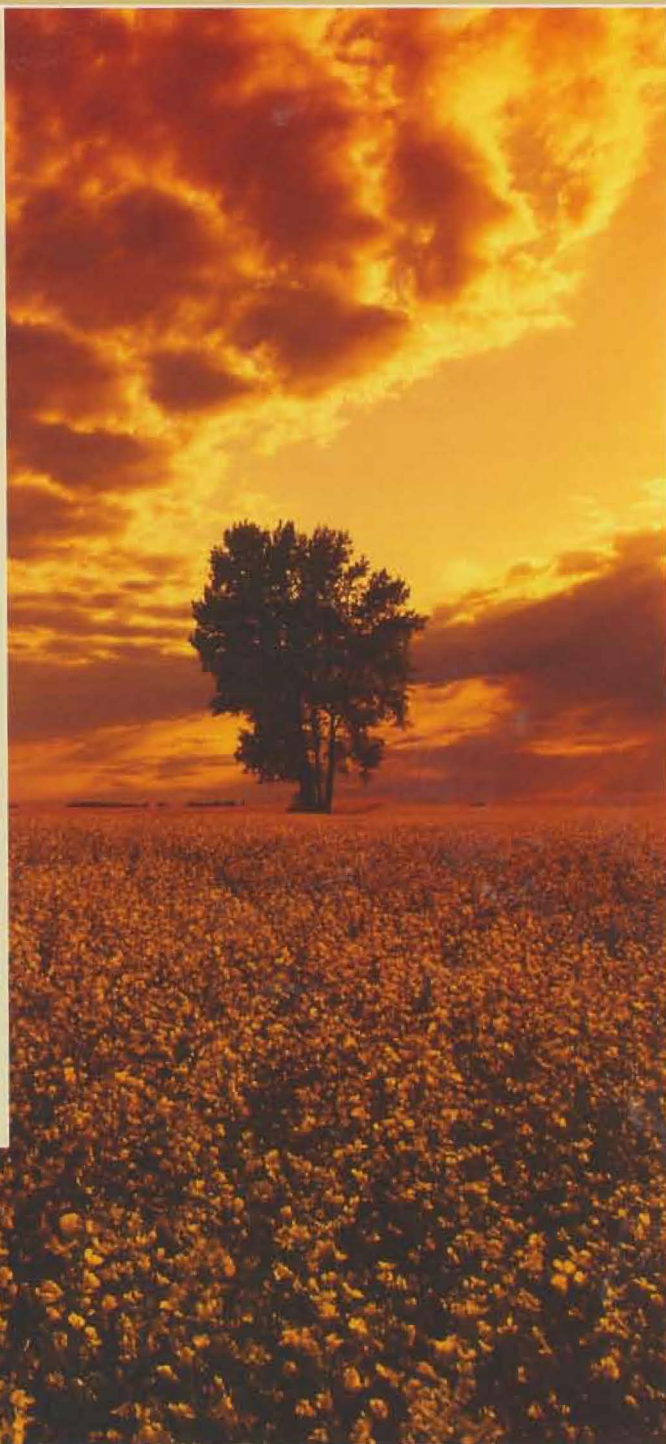
### **2 GRAIN-FREE**

### **3 LOW CARBOHYDRATE**

### **4 REGIONAL FRUITS AND VEGETABLES**

### **5 HEALTH-PROMOTING BOTANICALS**

*The following pages introduce and explain the rationale behind these 5 principles of Biologically Appropriate pet foods.*





# HIGH PROTEIN & MEAT CONCENTRATED

## 1 HIGH PROTEIN FROM FRESH MEATS

### THE DIGESTIVE SYSTEMS OF OUR DOGS AND CATS HAVEN'T CHANGED IN HUNDREDS OF YEARS.

From Chihuahuas to Great Danes, all domestic dogs carry the same DNA patterns and share a single evolutionary origin—widely believed to be the wolf.

Just like their wild cousins, our companion dogs and cats are in fact carnivores—equipped with sharp teeth, a short, acidic digestive tract, and a body that is highly efficient at metabolizing meat-based protein as an energy source.

Substantially higher in meat protein than typical commercial pet foods, ORIEN is formulated to match the variety and balance of meats that cats and dogs would encounter in a wilderness setting.

Unlike carbohydrates (which adversely affect blood sugars and are easily stored in the body as fat), once the body's demand for protein is met, protein is either metabolized for energy or removed from the body through natural functions.

And while it was once thought that too much protein could cause problems, any concept of reducing protein in today's pet foods is clearly tied to reducing ingredient costs, rather than to any concern for the health of dogs and cats.

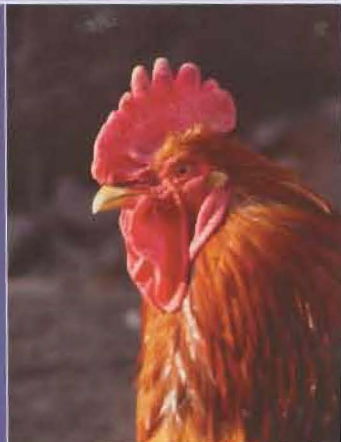


### FRESH CHICKEN

One of the best sources of highly-digestible protein and fat, our chicken is grain-fed and delivered FRESH each day.

Raised "free-range" inside controlled barns without growth hormones, our chicken is Government of Canada inspected, antibiotic free and passed 'fit for human consumption'.

Arriving at our door FRESH, our chicken is cooked at low-temperature into small batches of ORIEN on the day it arrives.



### FRESH TURKEY

Raised on a 100% all-natural vegetable diet without growth hormones or antibiotics, our turkey is free of artificial preservatives, passed 'fit for human consumption' and delivered to our door FRESH each day.

With a its short fiber making it easy to digest, fresh turkey meat is an excellent protein source—providing amino acids essential for the renewal of body tissues, as well as niacin and a rich source of natural phosphorus.



### FARM FRESH EGGS

Locally processed under Canada's highest food safety standards in Calgary, Alberta, our whole eggs arrive FRESH (never frozen, no preservatives) each day from Alberta's prairie farms.

As Nature's most perfect food, fresh whole eggs provide an excellent source of protein with naturally occurring complex amino acid combinations.

Fresh eggs are also rich in lutein and zeaxanthin—important carotenoids that cats and dogs easily absorb from eggs.





# FRESH FROM OUR REGION EACH DAY



Harvesting Lake Whitefish, Cold Lake, Alberta.

## WORLD-CLASS FRESH FISH— ETHOXYQUIN FREE AND LOW IN MERCURY.

Canada's pristine northern lakes hold an abundance of top-quality fish, and while each is distinct, they all have two things in common: world-class quality and world-class taste.

Lake Whitefish, northern walleye, lake trout, herring and freshwater cod are indigenous to Canada and provide fresh proteins of unparalleled quality.

Caught wild using sustainable harvesting practices from cold, clean lakes in northern Alberta, Manitoba and Saskatchewan, our government-inspected fish arrive at our door fresh each day (never frozen and without preservatives).

Unlike the Omega-3 from flax which is inactive, fresh fish are loaded with activated Omega-3 (DHA, EPA) to promote peak skin and coat conditioning—your dog's outer symbol of health and vitality.



1.SALMON 2.LAKE WHITEFISH 3.LAKE TROUT 4.NORTHERN WALLEYE 5.FRESHWATER COD 6.HERRING

## FRESHNESS, VARIETY AND QUANTITY TO MATCH THE NATURAL DIET.

The protein needs of cats and dogs cannot be properly met by grains—essential amino acids missing from plant proteins include arginine, taurine, methionine and lysine.

Only a meat-based diet can properly provide dogs and cats with the sustenance they need to get the most out of life.

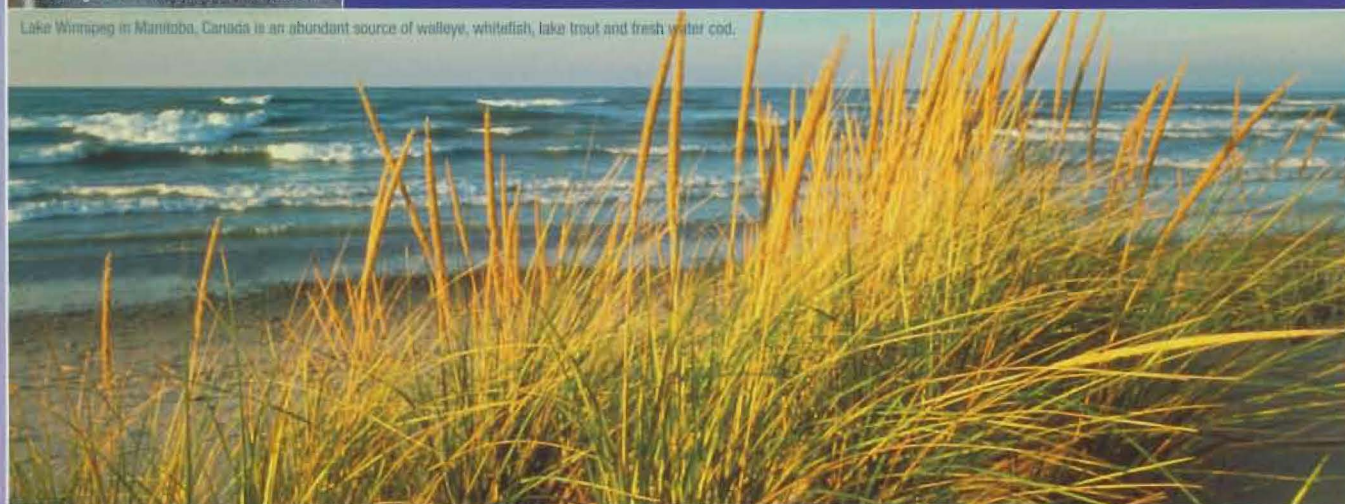
FRESH meats have a higher protein and amino acid quality than the previously frozen (raw) or rendered meats typically used to make pet foods, and our unique low temperature processing (90c/195F) helps maintain the nutritional integrity of our fresh meat ingredients.

ORIJEN is literally bursting with a natural variety of fresh, never-frozen meats—including chicken, turkey, whole eggs and wild-caught fish—that dogs and cats would encounter in a wilderness setting.

Unmatched in any other dry pet food, ORIJEN's fresh meats provide a rich source of quality proteins, eliminating the need for grains and reducing the reliance on carbohydrate to provide inexpensive but inappropriate energy sources.

ORIJEN 6 FISH diets are made with Chinook salmon, Lake Whitefish, Lake Trout, Walleye, Freshwater Cod and Herring—wild-caught year-round from beautiful Canadian summers through frigid winters using sustainable harvesting practices and delivered to our door **FRESH**.

Lake Winnipeg in Manitoba, Canada is an abundant source of walleye, whitefish, lake trout and fresh water cod.





# GRAIN-FREE AND LOW-CARBOHYDRATE

## 2 GRAIN FREE

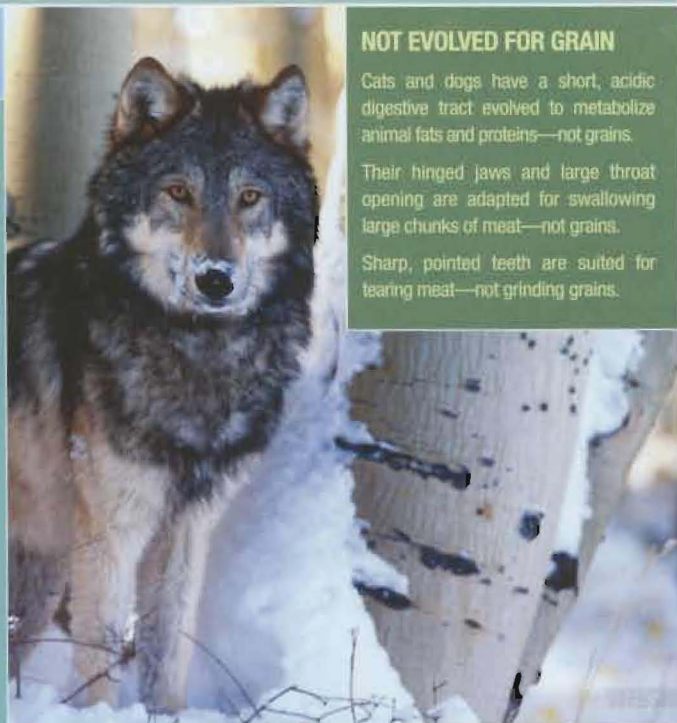
### DOGS AND CATS DID NOT EVOLVE TO EAT GRAIN.

Grains first appeared in pet foods about 70 years ago, when consumers wanted the convenience of pet food in a bag and manufacturers wanted to reduce costs by replacing protein from meats with inexpensive calories from cereal grains.

Although grains—such as corn or wheat—provide low-cost calories, their use is linked to food allergies.

Cats and dogs experience metabolic limitations to grains and their starch content contributes to obesity, insulin resistance and a host of other health issues. Grains also contain phytin,—plant phosphates that inhibit the absorption of calcium, magnesium, iron, zinc and iodine.

Despite this, as grains are inexpensive, widely available and easily processed, they remain the main ingredient in most commercial pet foods—including 'holistic' foods which almost always exceed 50% in total grain content.



### NOT EVOLVED FOR GRAIN

Cats and dogs have a short, acidic digestive tract evolved to metabolize animal fats and proteins—not grains.

Their hinged jaws and large throat opening are adapted for swallowing large chunks of meat—not grains.

Sharp, pointed teeth are suited for tearing meat—not grinding grains.

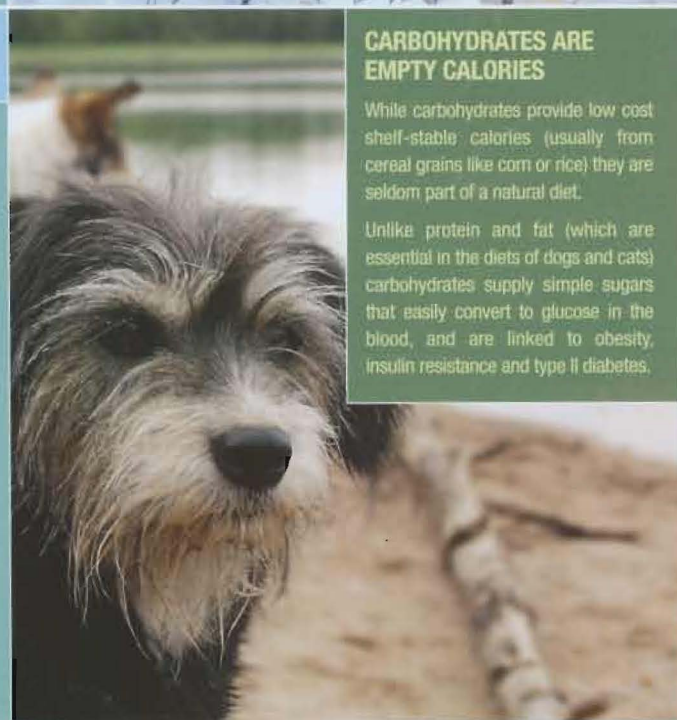
## 3 LOW CARBOHYDRATE

### DOGS AND CATS DO NOT NEED CARBOHYDRATE.

Dogs and cats are evolved as carnivores and their anatomical specialization is suited to a diet high in protein and low in carbohydrates. The natural canine or feline diet contains few, if any carbohydrates.

Unlike us, dogs and cats lack amylase—an enzyme in saliva that breaks down carbohydrates. In the body of a cat or dog, carbohydrate converts to glucose which in turn causes blood sugar to fluctuate and elevate. These excess sugars are linked to a variety of health concerns including obesity, insulin resistance and type II diabetes (health issues that are increasingly common among today's companion dogs and cats).

In contrast to the so-called "holistic" foods that typically contain 40-50% carbohydrate, ORIEN contains less than 20% carbohydrate!



### CARBOHYDRATES ARE EMPTY CALORIES

While carbohydrates provide low cost shelf-stable calories (usually from cereal grains like corn or rice) they are seldom part of a natural diet.

Unlike protein and fat (which are essential in the diets of dogs and cats) carbohydrates supply simple sugars that easily convert to glucose in the blood, and are linked to obesity, insulin resistance and type II diabetes.



# NATURAL SOURCE VITAMINS AND MINERALS



## 4 REGIONAL FRUITS AND VEGETABLES

### A FULL 25% OF FRUITS AND VEGETABLES—RICH IN NATURALLY OCCURRING VITAMINS, MINERALS AND PHYTONUTRIENTS.

In place of grains, ORIEN contains a full compliment of regional fruits and vegetables including sweet and russet potatoes, black currants and sunflower from the prairie farms, apples and cranberries from the interior orchards, and sea vegetables from the pacific tidal range.

While providing limited carbohydrate, fruits and vegetables supply vitamins, macro and micro minerals and important protector nutrients in a natural and bioavailable form.

Unlike holistic diets that feature a small fraction of fruit and vegetables, ORIEN contains a minimum of 25% of these health-promoting foods.



#### PRAIRIE POTATOES

Harvested from prairie farms, russet and sweet potatoes are a highly nutritious, nutrient-dense food.

Low-temperature cooked at 90c/195F, potatoes are an excellent source of Vitamins B and C and are naturally rich in potassium, copper, magnesium and iron.



#### ALBERTA SUNFLOWER

Sunflower oil provides supplementary calories for energy and essential fatty acid alpha-linoleic acid (omega-6 essential fatty acids) to nourish a luxurious coat and healthy skin.



#### PACIFIC ORCHARD APPLES

As Canada's largest fruit crop, apples are a source of healthy fiber to aid digestion and elimination. Apples are rich in phytonutrients—naturally occurring compounds that act as antioxidants, helping protect cells from free radical damage within the body.



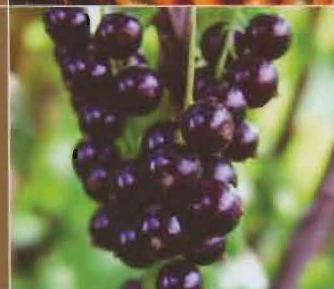
#### WHOLE CARROTS

Whole carrots are an excellent source of beta-carotene, which converts to vitamin A and rhodopsin in the body to improve night vision and combat free radicals that contribute to cancer and heart disease.



#### FRASER VALLEY CRANBERRIES

Native to Canada, cranberries have long been valued for the treatment of urinary tract infections and are a rich source of anthocyanins—a natural antioxidant beneficial in fighting aging, heart disease and cancer.



#### BLACK CURRANTS

Black currant is rich in Gamma linolenic acid (GLA). Grown on the Alberta and Saskatchewan prairie, black currants are an "activated" source of Omega 6, while more common Omega 6 sources like canola or sunflower oil are inactive and must be converted in the body before becoming active.



#### SUN-CURED ALFALFA

Alfalfa is one of the most nutritious foods known. The leaves of the alfalfa plant are rich in minerals and nutrients, including calcium, magnesium, potassium, and carotene as well as Vitamins E and K. Alfalfa extract is an excellent source of chlorophyll and carotene.



#### PACIFIC SEA VEGETABLES

Kelp, Irish Moss, Dulse and Bladder wrack are valuable sources of a variety of vitamins, minerals, trace elements, enzymes and phytochemicals. Sea vegetables also absorb toxins from the bowel, increase and enhance metabolism, and nourish the entire body.



# TONIC HERBS TO STRENGTHEN THE BODY

5

## HEALTH PROMOTING BOTANICALS



**PEPPERMINT LEAF**  
(*Mentha x piperita*)



**CHICORY ROOT**  
(*Chicorium intybus*)



**PSYLLIUM SEED**  
(*Plantago psyllium L.*)



**SWEET FENNEL FLOWERS**  
(*Foeniculum vulgare*)



**CHAMOMILE FLOWERS**  
(*Matricaria recutita*)



**LICORICE ROOT**  
(*Glycyrrhiza glabra*)



**MARIGOLD FLOWERS**  
(*Calendula officinalis*)

### DOGS AND CATS INSTINCTIVELY CONSUME GRASSES AND PLANTS THAT ENHANCE THEIR LIFE-FORCE.

When left to their own devices, dogs and cats will select certain plants to help them with their health. ORIEN is formulated to mirror the natural diet and contains prairie-grown botanicals that play an important role in the natural diet—bridging the gap between good nutrition and peak physical well-being.

Botanicals serve as tonics and builders that strengthen organs, glands and tissues in specific parts of the body—like strengthening the heart or aiding digestion. They also assist the healing process by helping the body eliminate toxins by stimulating processes like the cleansing of the liver.

**PSYLLIUM AND CHICORY ROOT** are provided in combination to supply soluble fiber, soothe and nourish the digestive tract, and reduce insulin levels.

**DANDELION, FENUGREEK AND LICORICE ROOT.** Chronic kidney and liver damage (cirrhosis) is a common health problem in dogs and cats and these botanicals provide protective antioxidants that defend and strengthen the liver. Fenugreek is diuretic, tonic and a general stimulant to the system but especially to the urinary organs, and is chiefly used in kidney and liver disorders.

Dandelion is used for a wide range of conditions requiring mild diuretic treatment, such as poor digestion and liver disorders.

**PEPPERMINT, TURMERIC, FENNEL AND CHAMOMILE** soothe and tone the digestive tract. Peppermint and turmeric calm the muscles of the stomach, improving the flow of bile which the body uses to digest fats. Fennel has additional influence as an anti-inflammatory and chamomile contains essential oils with strong cutaneous and anti-itch effects.

**ALFALFA and SUMMER SAVORY** are nutritive herbs that provide extra nutritional punch. An excellent appetite stimulant and overall tonic, these herbs have exceptional nutritive properties with minerals, chlorophyll and vitamins.

**MARIGOLD FLOWERS** are rich in flavonoids—plant-based antioxidants that protect the body against cell-damaging free radicals. Marigold has a hypoglycemic effect by reducing blood sugar variances, helping to slow gastric emptying time and enhancing digestion.



# NOURISHING AS NATURE INTENDED



**FENUGREEK**  
(*Trigonella foenum-graecum* L.)



**TURMERIC ROOT**  
(*Curcuma longa*)



**SUMMER SAVORY**  
(*Satureja hortensis*)



**DANDELION ROOT**  
(*Taraxacum officinale*)



Pristine Rain Forest, Vancouver Island, Canada.

## PROBIOTIC BACTERIA

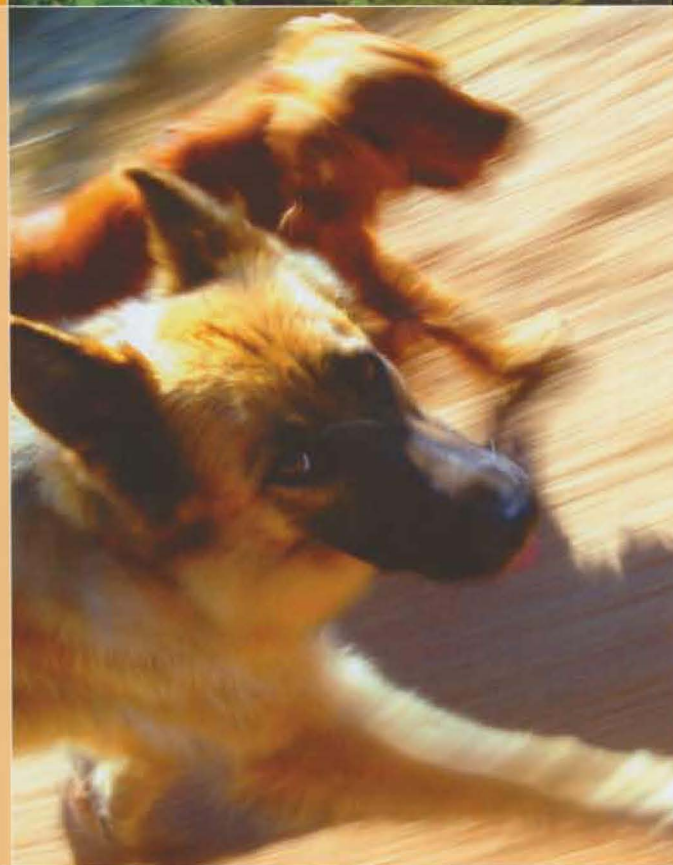
**PROBIOTIC BACTERIA ARE LIVE MICROORGANISMS THAT BENEFICIALLY AFFECT THE BALANCE OF THE INTESTINAL MICROFLORA.**

*Acidophilus* (*Lactobacillus acidophilus*) and *Lactobacillus bifidus* are probiotic bacteria that aid digestion and help in the absorption of nutrients.

By favorably altering the intestinal microflora balance, probiotics inhibit the growth of harmful bacteria (like *E. coli* and *salmonella*)—creating a healthy intestinal tract for the manufacture of vitamin B complex and vitamin K, which is helpful in blood clotting.

When certain factors reduce the friendly bacteria (antibiotics, stress, diarrhea) probiotics help keep the friendly bacteria in balance by replenishing those lost through antibiotic use. They also help maintain a healthier digestive tract, resulting in firmer stool.

Used therapeutically to modulate immunity and improve digestive processes, probiotics replenish the friendly flora and fauna in the digestive tract needed for proper digestion and discourage yeast overgrowth in the ears and skin.







**PUPPY  
FORMULA**  
ALL BREEDS

*By nature, all puppies are facultative carnivores—they thrive on a rich and varied diet of meats with smaller amounts of fruits, vegetables and grasses.*

High-protein, low-carbohydrate ORIEN PUPPY replicates the same rich and diverse balance of fresh meats, fruits, vegetables and grasses that puppies and young dogs of all breeds would encounter in a wilderness setting.

Made with the highest inclusions of FRESH chicken, turkey, whole eggs and wild-caught whitefish, ORIEN is bursting with the protein-packed, human-grade meats (min. 75%) your puppy needs—and none of the grains or carbohydrates that are inappropriate for your puppy.

Instead of cereal grains, ORIEN provides a full complement of regional fruits and vegetables—sweet and russet potatoes, black currants and sunflower from local prairie farms, apples and cranberries from interior orchards, and sea vegetables from the pacific tidal range.

Fresh lake whitefish and chinook salmon are a superb source of unrendered essential fatty acids (including DHA and EPA) that nutritionally support the development of cell membranes and immune systems, as well as a vibrant skin and hair coat—your puppy's outer symbol of health and vitality.

Bridging the gap between good nutrition and peak health are psyllium, dandelion root, sweet fennel and peppermint leaf—all of which replicate the natural diet to nourish and tone the digestive tract and strengthen the liver.

Read our ingredients and we think you'll agree: Biologically Appropriate ORIEN is a natural and delicious way to assure the health and vitality of your puppy - no matter what his breed or size.



BIOLOGICALLY APPROPRIATE REAL-FOOD KIBBLE	75%	25%	0%

AVAILABLE SIZES: 400G, 2.5KG, 7KG and 13.5KG



#### GUARANTEED ANALYSIS

Protein	(min.)	42.0 %
Fat	(min.)	20.0 %
Carbohydrate	(max.)	18.0 %
Moisture	(max.)	10.0 %
Fiber	(max.)	2.5 %
Calcium	(min./max.)	1.4 / 1.6 %
Phosphorus	(min./max.)	1.2 / 1.4 %
Omega 6	(min.)	3.0 %
Omega 3	(min.)	1.0 %
Glucosamine	(min.)	500 mg/kg
Chondroitin	(min.)	150 mg/kg
Microorganisms	(min.)	80,000,000 cfu/kg
Ash	(min./max.)	6.5 / 7.0 %

**CALORIE CONTENT & DISTRIBUTION** – 4550 kcal/kg (523 kcal per 250ml cup) with 40% of energy derived from protein, 20% derived from fruit & vegetables and 40% from fat.

**NUTRITIONAL GUARANTEE** – ORIEN PUPPY is formulated to meet nutritional levels established by the AAFCO Dog Food Nutrient Profiles for ALL LIFE STAGES.

#### BOTANICAL INCLUSIONS

Chicory root (Cichorium intybus)	700 mg/kg
Licorice root (Glycyrrhiza glabra)	500 mg/kg
Fenugreek (Trigonella foenum-graecum L.)	350 mg/kg
Marigold flowers (Calendula officinalis)	350 mg/kg
Fennel seed (Foeniculum vulgare)	350 mg/kg
Peppermint leaf (Mentha x piperita)	300 mg/kg
Chamomile flowers (Matricaria recutita L.)	300 mg/kg
Dandelion root (Taraxacum officinale)	150 mg/kg
Summer savory (Satureja hortensis)	150 mg/kg
Rosehips (Rose canina)	150 mg/kg

#### REGIONAL INGREDIENTS

Fresh deboned chicken, chicken meal (low ash), turkey meal, russet potato, fresh de-boned lake whitefish, chicken fat (preserved with mixed tocopherols, a natural source of vitamin E), sweet potato, fresh whole eggs, fresh de-boned turkey, salmon meal, salmon oil, anchovy oil, fresh de-boned salmon, natural chicken flavor, sunflower oil, sun-cured alfalfa, dried brown kelp, carrots, spinach, peas, tomatoes, apples, psyllium, dulse, chicory root, licorice root, tumeric root, fenugreek, glucosamine HCl, cranberries, black currants, marigold flowers, sweet fennel, sea mays, peppermint leaf, chamomile flowers, dandelion, summer savory, rosemary extract, chondroitin sulfate, rosehips, vitamin supplements (vitamin E, choline chloride, vitamin A, vitamin D3, thiamine mononitrate, vitamin B12, folic acid, biotin), sea salt, minerals (iron proteinate, zinc proteinate, manganese proteinate, copper proteinate), direct fed microbials (dried Lactobacillus acidophilus and Enterococcus faecium fermentation product).







**PUPPY**  
LARGE BREED  
FORMULA



#### GUARANTEED ANALYSIS

Protein	(min.)	42.0 %
Fat	(min.)	16.0 %
Carbohydrate	(max.)	18.0 %
Moisture	(max.)	10.0 %
Fiber	(max.)	2.5 %
Calcium	(min./max.)	1.3 / 1.5 %
Phosphorus	(min./max.)	1.2 / 1.4 %
Omega 6	(min.)	2.5 %
Omega 3	(min.)	0.8 %
Glucosamine	(min.)	700 mg/kg
Chondroitin	(min.)	150 mg/kg
Microorganisms	(min.)	80,000,000 cfu/kg
Ash	(min./max.)	6.5 / 7.0 %

**CALORIE CONTENT & DISTRIBUTION** – 4200 kcal/kg (483 kcal per 250ml cup) with 50% of energy derived from protein, 20% derived from fruit & vegetables and 30% from fat.

**NUTRITIONAL GUARANTEE** – ORIEN PUPPY LARGE is formulated to meet nutritional levels established by the AAFCO Dog Food Nutrient Profiles for ALL LIFE STAGES.

#### BOTANICAL INCLUSIONS

Chicory root ( <i>Cichorium intybus</i> )	700 mg/kg
Licorice root ( <i>Glycyrrhiza glabra</i> )	500 mg/kg
Fenugreek ( <i>Trigonella foenum-graecum</i> L.)	350 mg/kg
Marigold flowers ( <i>Calendula officinalis</i> )	350 mg/kg
Fennel seed ( <i>Foeniculum vulgare</i> )	350 mg/kg
Peppermint leaf ( <i>Mentha x piperita</i> )	300 mg/kg
Chamomile flowers ( <i>Matricaria recutita</i> L.)	300 mg/kg
Dandelion root ( <i>Taraxacum officinale</i> )	150 mg/kg
Summer savory ( <i>Satureja hortensis</i> )	150 mg/kg
Rosehips ( <i>Rosa canina</i> )	150 mg/kg

#### REGIONAL INGREDIENTS

Fresh deboned chicken, chicken meal (low ash), deboned turkey, turkey meal, russet potato, deboned lake whitefish, chicken fat (preserved with mixed tocopherols, a natural source of vitamin E), sweet potato, deboned salmon, whole eggs, salmon meal, natural chicken flavor, salmon and anchovy oils, sunflower oil, sun-cured alfalfa, brown kelp, carrots, spinach, pears, tomatoes, apples, psyllium, dulse, chicory root (FOS), licorice root, fenugreek, glucosamine HCl, cranberries, black currants, marigold flowers, sweet fennel, raw mango, peppermint leaf, chamomile flowers, dandelion root, summer savory, rosemary extract, chondroitin sulfate, roosters, vitamins (vitamin E, choline chloride, vitamin A, vitamin D3, thiamine mononitrate, vitamin B12, folic acid, biotin), sea salt, minerals (iron proteinate, zinc proteinate, manganese proteinate, copper proteinate), direct fed microbials (dried *Lactobacillus acidophilus* fermentation product, dried *Enterococcus faecium* fermentation product).

**By nature, puppies of all breeds and sizes are facultative carnivores—they thrive on a varied diet rich in meats with smaller amounts of fruits, vegetables and grasses.**

High-protein and low-carbohydrate ORIEN PUPPY LARGE BREED replicates the same rich and diverse balance of meats, fruits, vegetables and grasses that puppies and young dogs of all sizes would encounter in a wilderness setting.

Made with the highest inclusions of fresh chicken and turkey, fresh whole eggs and fresh, wild-caught fish, this outstanding ORIEN diet is literally bursting with the protein-packed meats (minimum 70%) that form a Biologically Appropriate diet—and none of the grains or carbohydrates that are inappropriate for your puppy.

Specially formulated for large breeds, ORIEN PUPPY LARGE BREED is made with low-ash meat ingredients that reduce dietary ash and subsequently prevent elevated calcium and phosphorus that are a common concern for large breed puppies.

Fresh lake whitefish and Chinook salmon are a superb source of unrendered Omega 3 essential fatty acids (DHA and EPA) that support the development of cell membranes and immune systems, as well as a vibrant skin and hair coat—your puppy's outer symbol of health and vitality.

Bridging the gap between good nutrition and peak health are psyllium, dandelion root, sweet fennel and peppermint leaf—select botanicals which replicate the natural diet to nourish and tone the digestive tract and strengthen the liver.

Read our ingredients and we think you'll agree: Biologically Appropriate ORIEN is a natural and delicious way to assure the health and vitality of your large breed puppy.



AVAILABLE SIZES: 400G, 7KG and 13.5KG







## ADULT ALL BREEDS

*By nature, all dogs are facultative carnivores, thriving on a varied diet rich in meats with smaller amounts of fruits, vegetables and grasses. Dogs are evolved to metabolize proteins and fats from meats—not carbohydrates, from grains.*

High-protein, low-carbohydrate and grain-free, ORIJEN replicates the rich balance of meats, fruits, vegetables and grasses that dogs would encounter in a wilderness setting.

Made with the highest inclusions of fresh chicken, turkey, whole eggs and wild-caught fish, ORIJEN is literally bursting with the protein-packed meats (minimum 70%) that form a Biologically Appropriate diet,—and none of the grains or carbohydrates that are inappropriate for your dog.

Instead of grains, ORIJEN contains a full compliment of regional fruits and vegetables including sweet and russet potatoes, black currants and sunflower from prairie farms, apples and cranberries from interior orchards, and sea vegetables harvested from the pacific tidal range.

Wild-caught lake whitefish and Chinook salmon provide a rich source of fresh, unrendered Omega 3 essential fatty acids (including DHA and EPA) to nutritionally support the immune system and a vibrant skin and hair coat,—your dog's outer symbol of health and vitality.

Bridging the gap between good nutrition and peak health, ORIJEN botanicals include psyllium, chicory, dandelion and peppermint leaf,—all of which replicate the natural diet, helping to nourish and tone the digestive tract, strengthen the liver and control insulin levels.

Read our ingredients and we think you'll agree: ORIJEN is a natural and delicious way to ensure the health and vitality of your Adult dog - no matter what his breed or size.



BIOLOGICALLY APPROPRIATE REAL-FOOD KIBBLE	70%	30%	0%

AVAILABLE SIZES: 400G, 2.5KG, 7KG and 13.5KG



### GUARANTEED ANALYSIS

Protein	(min.)	42.0 %
Fat	(min.)	16.0 %
Carbohydrate	(max.)	18.0 %
Moisture	(max.)	10.0 %
Fiber	(max.)	3.0 %
Calcium	(min./max.)	1.5 / 1.7 %
Phosphorus	(min./max.)	1.3 / 1.5 %
Omega 6	(min.)	1.5 %
Omega 3	(min.)	0.7 %
Glucosamine	(min.)	500 mg/kg
Chondroitin	(min.)	150 mg/kg
Microorganisms	(min.)	80,000,000 cfu/kg
Ash	(min./max.)	6.5 / 7.0 %

**CALORIE CONTENT & DISTRIBUTION** – 4200 kcal/kg (483 kcal per 250ml cup) with 45% of energy derived from protein, 25% derived from fruit & vegetables and 30% from fat.

**NUTRITIONAL GUARANTEE** – ORIJEN ADULT is formulated to meet nutritional levels established by the AAFCO Dog Food Nutrient Profiles for ALL LIFE STAGES.

### BOTANICAL INCLUSIONS

Chicory root ( <i>Cichorium intybus</i> )	500 mg/kg
Licorice root ( <i>Glycyrrhiza glabra</i> )	400 mg/kg
Fenugreek ( <i>Trigonella foenum-graecum</i> L.)	350 mg/kg
Marigold flowers ( <i>Calendula officinalis</i> )	300 mg/kg
Fennel seed ( <i>Foeniculum vulgare</i> )	300 mg/kg
Peppermint leaf ( <i>Mentha x piperita</i> )	300 mg/kg
Chamomile flowers ( <i>Matricaria recutita</i> L.)	300 mg/kg
Dandelion root ( <i>Taraxacum officinale</i> )	150 mg/kg
Summer savory ( <i>Satureja hortensis</i> )	150 mg/kg
Rosehips ( <i>Rosa canina</i> )	150 mg/kg

### REGIONAL INGREDIENTS

Fresh deboned chicken, chicken meal (paw safe), turkey meal, russet potato, fresh de-boned lake whitefish, chicken fat (preserved with mixed tocopherols, a natural source of vitamin E), sweet potato, fresh whole eggs, fresh de-boned turkey, salmon meal, salmon and anchovy oils, fresh de-boned salmon, natural chicken flavor, sunflower oil, sun-pured alfalfa, dried brown kelp, carrots, spinach, peas, tomatoes, apples, psyllium, dulse, chicory root, licorice root, turmeric root, fenugreek, glucosamine HCl, cranberries, black currants, marigold flowers, sweet fennel, sea kelp, peppermint leaf, chamomile flowers, dandelion, summer savory, rosemary extract, chondroitin sulfate, rosehips, vitamin supplements (vitamin E, choline chloride, vitamin A, vitamin D3, thiamine mononitrate, vitamin B12, folic acid, biotin, sea salt, minerals (iron proteinate, zinc proteinate, manganese proteinate, copper proteinate), direct fed microbials (dried *Lactobacillus acidophilus* and *Enterococcus faecium* fermentation product).







**ADULT**  
ALL BREEDS



#### GUARANTEED ANALYSIS

Protein	(min.)	44.0 %
Fat	(min.)	18.0 %
Carbohydrate	(max.)	18.0 %
Moisture	(max.)	10.0 %
Fiber	(max.)	2.5 %
Calcium	(min./max.)	1.4 / 1.6 %
Phosphorus	(min./max.)	1.2 / 1.4 %
Omega 6	(min.)	2.4 %
Omega 3	(min.)	1.3 %
Glucosamine	(min.)	700 mg/kg
Chondroitin	(min.)	250 mg/kg
Microorganisms	(min.)	80,000,000 cfu/kg
Ash	(min./max.)	6.5 / 7.5 %
Iodine	(min./max.)	4 / 6 mg/kg

**CALORIE CONTENT & DISTRIBUTION** – ME = 4250 kcal/kg (calculated) or 495 kcal per cup with 45% of calories from protein, 25% from fruit & vegetables and 30% from fat.

**NUTRITIONAL GUARANTEE** – ORIJEN 6 FRESH FISH FORMULA is formulated to meet nutritional levels established by the AAFCO Dog Food Nutrient Profiles for ALL LIFE STAGES.

#### BOTANICAL INCLUSIONS

Chicory root ( <i>Cichorium intybus</i> )	500 mg/kg
Licorice root ( <i>Glycyrrhiza glabra</i> )	400 mg/kg
Fenugreek ( <i>Trigonella foenum-graecum</i> L.)	350 mg/kg
Marigold flowers ( <i>Calendula officinalis</i> )	300 mg/kg
Fennel seed ( <i>Foeniculum vulgare</i> )	300 mg/kg
Peppermint leaf ( <i>Mentha x piperita</i> )	300 mg/kg
Chamomile flowers ( <i>Matricaria recutita</i> L.)	300 mg/kg
Dandelion root ( <i>Taraxacum officinale</i> )	150 mg/kg
Summer savory ( <i>Satureja hortensis</i> )	150 mg/kg
Rosehips ( <i>Rosa canina</i> )	150 mg/kg

#### REGIONAL INGREDIENTS

Fresh deboned salmon (chinook, coho and sockeye species), pacific salmon meal, russet potato, atlantic herring meal, fresh de-boned lake whitefish, sweet potato, fresh de-boned lake trout, fresh de-boned walleye, fresh de-boned cod, fresh de-boned herring, sunflower oil, salmon oil (preserved with mixed tocopherols, a natural source of vitamin E), sun-cured alfalfa, sea vegetables (brown kelp, Irish moss, dulse and bladder wrack), leeks, psyllium, crab shell, rosemary, lecithin, apples, chicory root, licorice root, fenugreek, glucosamine HCl, cranberries, black currants, marigold flowers, fennel seed, zea mays, peppermint leaf, chamomile flowers, dandelion, summer savory, rosemary extract, chondroitin sulfate, rosehips, vitamins (vitamin E, choline chloride, vitamin A, vitamin D3, thiamine mononitrate, vitamin B12, folic acid, biotin), sea salt, minerals (iron proteinate, zinc proteinate, manganese proteinate, copper proteinate), direct fed microbials (dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product).



## SINGLE SOURCE PROTEIN + LOW CARBOHYDRATE

*Surrounded by Atlantic, Pacific and Arctic oceans and home to vast clean, cold freshwater lakes, Canada's marine harvest is perfectly suited to the ORIJEN philosophy of 'Biologically Appropriate pet foods from fresh regional ingredients'.*

Bursting with a variety of wild-caught, human-grade fish, including six FRESH, never-frozen regional species—chinook salmon, lake whitefish, lake trout, northern walleye, freshwater cod and herring, this exceptional ORIJEN diet is loaded with highly-palatable fresh fish proteins to optimally nourish your dog.

Infused with fresh (not rendered) marine-source Omega-3 essential fatty acids (EPA and DHA), ORIJEN supports peak conditioning and a vibrant skin and hair coat—your dog's outer symbol of health and vitality.

Grain-free and low-carbohydrate, ORIJEN contains a full compliment of regional fruits and vegetables including sweet and russet potatoes, sun-cured alfalfa, black currants and sunflower from local prairie farms, and apples and cranberries from the interior orchards.

Sea vegetables are hand-harvested from Canada's nutrient rich tidal range—including kelp, Irish moss, dulse and bladder wrack—and are rich sources of B vitamins and trace minerals including zinc, manganese, selenium. Chicory, psyllium, sweet fennel, calendula flowers and peppermint leaf replicate the natural diet, helping nourish and tone the digestive tract and strengthen the liver.

Your dog is as healthy as the food he eats, and ORIJEN is a naturally delicious way to keep him healthy and strong.



#### LIMITED AVAILABILITY

BIOLOGICALLY APPROPRIATE REAL-FOOD KIBBLE	70%	30%	0%
	to	to	to

AVAILABLE SIZES: 400G, 2.5KG, 7KG and 13.5KG

LIMITED AVAILABILITY





**SENIOR  
FORMULA**  
ALL BREEDS

*As dogs age, their bodies become less efficient at metabolizing proteins that are vital to muscle mass and wellness. In addition to increased dietary protein, senior dogs require fewer calories—and fewer carbohydrates improves insulin resistance.*

Studies show that it is more harmful than good to restrict protein in senior dogs and without enough high-quality protein in their diets, senior dogs lose lean body mass, become lethargic and develop a lowered immune system.

To supply the quality proteins needed by elder dogs, ORIJEN's SENIOR formula is loaded with government-inspected meats (min. 70%) and features the highest inclusions of fresh chicken, turkey, whole eggs and wild-caught fish—but with moderate calories.

Grain-free and low carbohydrate, ORIJEN SENIOR features regional fruits and vegetables including sweet and russet potatoes, black currants and sunflower from prairie farms, apples and cranberries from interior orchards, and sea vegetables—hand-harvested from the pacific seas.

Wild-caught lake whitefish and Chinook salmon provide rich sources of fresh, unrendered Omega 3 essential fatty acids (including DHA and EPA) to nutritionally support the immune system and a vibrant skin and hair coat—your dog's outer symbol of health and vitality.

Bridging the gap between good nutrition and total physical well-being, veterinarian selected botanicals include psyllium, chicory root, dandelion, fennel and peppermint leaf—which soothe, tone the digestive tract, strengthen the liver and control insulin levels.

Biologically Appropriate ORIJEN is a naturally delicious way to ensure a long, healthy life for your trusted companion.



AVAILABLE SIZES: 400G, 2.5KG, 7KG and 13.5KG



#### GUARANTEED ANALYSIS

Protein	(min.)	42.0 %
Fat	(min.)	14.0 %
Carbohydrate	(max.)	18.0 %
Moisture	(max.)	10.0 %
Fiber	(max.)	3.5 %
Calcium	(min./max.)	1.5 / 1.7 %
Phosphorus	(min./max.)	1.1 / 1.3 %
Omega 6	(min.)	1.5 %
Omega 3	(min.)	0.7 %
Glucosamine	(min.)	800 mg/kg
Chondroitin	(min.)	150 mg/kg
Microorganisms	(min.)	80,000,000 cfu/kg
Ash	(min./max.)	6.5 / 7.0 %

**CALORIE CONTENT & DISTRIBUTION** – 3600 kcal/kg (410 kcal per 250ml cup) with 50% of energy derived from protein, 25% derived from fruit & vegetables and 25% from fat.

**NUTRITIONAL GUARANTEE** – ORIJEN SENIOR is formulated to meet nutritional levels established by the AAFCO Dog Food Nutrient Profiles for ALL LIFE STAGES.

#### BOTANICAL INCLUSIONS

Chicory root (Cichorium intybus)	500 mg/kg
Licorice root (Glycyrrhiza glabra)	400 mg/kg
Fenugreek (Trigonella foenum-graecum L.)	350 mg/kg
Marigold flowers (Calendula officinalis)	300 mg/kg
Fennel seed (Foeniculum vulgare)	300 mg/kg
Peppermint leaf (Mentha x piperita)	300 mg/kg
Chamomile flowers (Matricaria recutita L.)	300 mg/kg
Dandelion root (Taraxacum officinale)	150 mg/kg
Summer savory (Satureja hortensis)	150 mg/kg
Rosehips (Rose canina)	150 mg/kg

#### REGIONAL INGREDIENTS

Fresh deboned chicken, chicken meal (low ash), turkey meal, russet potato, fresh lake whitefish, chicken fat (preserved with mixed tocopherols, a natural source of vitamin E), sweet potato, fresh whole eggs, fresh de-bone turkey, salmon meal, salmon and anchovy oils, fresh salmon, natural chicken flavor, sunflower oil, sun-cured alfalfa, dried brown kelp, carrots, spinach, peas, tomatoes, apples, psyllium, dulse, chicory root, licorice root, tumeric root, fenugreek, glucosamine HCL, cranberries, black currants, marigold flowers, L-carnitine, sweet fennel, sea mays, peppermint leaf, chamomile flowers, dandelion, summer savory, rosemary extract, chondroitin sulfate, rosehips, vitamin supplements (vitamin E, choline chloride, vitamin A, vitamin D3, thiamine mononitrate, vitamin B12, folic acid, biotin), sea salt, minerals (iron propionate, zinc propionate, manganese propionate, copper propionate), direct fed microbials (dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product).





## OUR PROMISE TO YOU

**AT CHAMPION, OUR PHILOSOPHY OF WORLD-CLASS FOODS FROM FRESH REGIONAL INGREDIENTS GUIDES EVERYTHING WE DO.**

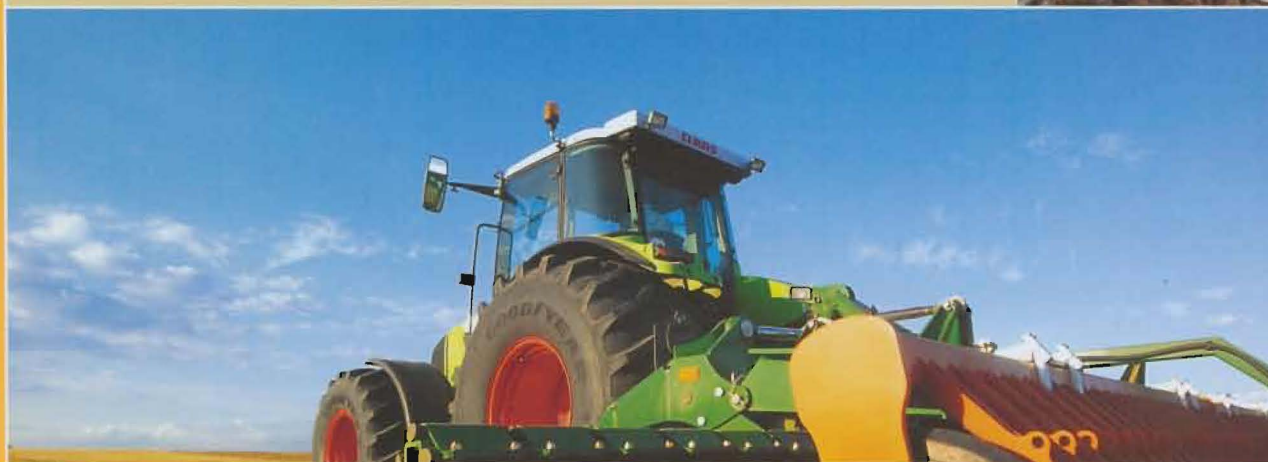
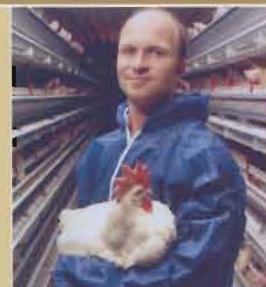
And you have our promise that we're always working to bring you the best for your pet. **So what makes ORIJEN the world's best pet food?** It's not just our fresh regional ingredients—just as important are the ingredients we don't (and won't) add.

### WHAT GOES INTO ORIJEN?

- **FRESH, REGIONAL MEATS** including chicken, turkey, eggs, lake whitefish, salmon, walleye, lake trout, freshwater cod and herring—never frozen and with no preservatives.
- **STEAMED FRUITS AND VEGETABLES** including sweet and russet potatoes, black currants and sunflower from the prairie farms, apples and cranberries from the interior orchards, and sea vegetables from the nutrient-rich pacific tidal range.
- **HEALTH PROMOTING BOTANICALS** psyllium, chicory, dandelion, fenugreek, peppermint, turmeric, chamomile, marigold and sweet fennel.

### AND WHAT STAYS OUT!

- **ARTIFICIAL FLAVORS or PRESERVATIVES** including Ethoxyquin, BHA and BHT.
- **CEREAL GRAINS**—ORIJEN is 100% grain-free and low in carbohydrate.
- **BY-PRODUCTS**—all meats are passed as 'fit for human consumption'.
- **VEGETABLE PROTEINS or GLUTENS**—ORIJEN is meat-based to match the Natural diet.
- **SULFATES or OXIDES**—ORIJEN contains natural-source and organic minerals.
- **GENETICALLY MODIFIED (GMO) INGREDIENTS**





**CHAMPION PETFOODS LTD.**

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MADE IN CANADA

DISTRIBUTED BY

## THE WORLD'S BEST DRY DOG AND CAT FOOD.

Unlike the marketing companies and multinationals that sell—but don't actually make—today's pet foods, Champion Petfoods Ltd. is a family-owned and-operated pet food producer with a clear mission: WORLD-CLASS PET FOODS FROM FRESH REGIONAL INGREDIENTS.

As a 'boutique' or specialty producer, we don't make mass market pet foods from commodity ingredients from suppliers we don't know and will never meet.

Our focus is instead upon making small batches of specialty dry pet food from the diversity of world-class ingredients grown, raised or fished within our region and delivered to our factory FRESH.

Unequalled by any other commercial dry pet food, our fresh ingredients are slowly cooked at low temperature (90°C/195°F) on the day they arrive, and provide unparalleled nutrition with a natural flavor that dogs and cats instinctively crave.

But perhaps what sets us most apart from the marketers and multinationals is our true passion for dogs and cats. After all, it is with our own pets in mind that we developed ORIJEN—the world's best dry dog and cat food.

WORLD-CLASS FRESH REGIONAL INGREDIENTS

