

# TRAINING PACKAGE

# Smack<sup>®/MD</sup>

## Raw dehydrated superfood

Smack Pet Food is a Canadian-based family business founded in 2007 that makes the world's best raw, dehydrated superfood for dogs and cats.







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# OUR STORY

**Smack Pet Food has been an industry leader since we began in 2007.** We have crafted a product like no other on the market. The inspiration for Smack Pet Food Inc. was Zorro, our founders' beloved family dog. When Zorro was diagnosed with cancer, Michael used his interest in health, nutrition and cooking to help improve Zorro's diet during his sickness. Today, Smack is still a **family-owned and operated business** in Winnipeg, Canada, making our **premium quality raw dehydrated food** in our **newly-built (2022) food-manufacturing facility**.

We have created the only **all-natural, RAW dehydrated** pet food with products for both cats and dogs:

- Organic GMO-free produce and nutraceuticals
- Free-range or wild-caught proteins, non-medicated with no added hormones
- No soy, gluten, peas, lentils, legumes, potatoes, rice
- No synthetics or chemicals like ethoxyquin

**Only the best for your best friend:** the formulation of raw, with easy-to-serve, shelf-stable convenience



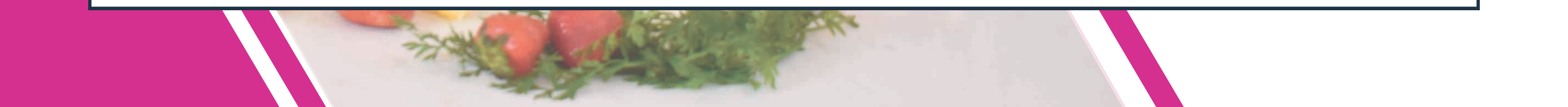


# OUR COMPANY

**Family-owned and operated** in Canada **for over 17 years**, our raw, dehydrated food is **handcrafted with fresh whole meats and organic, high-quality produce**. We source all our ingredients ourselves and **our meats and fish are delivered fresh frozen to our facility to be hand-trimmed**.

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We primarily supply to brick-and-mortar specialty pet retailers, with **over 2000 locations in North America**. Our products are also distributed in several countries around the world.





# SMACK SUPPORT



Smack fosters repeat purchases with an **industry-leading Buy 8, Get 1 Free program**



We **provide samples** to help with new customer acquisition



We set our partners up for success with **samples and prizes for in-store events**, like anniversaries, and provide **year-round marketing support**



All Smack products are backed by our **60-day satisfaction guarantee**



We work closely with our partners to coordinate **flyer participation, offers, and other marketing initiatives** to bring more customers into your store



# OUR PRODUCT



... food can be the  
safest and most  
powerful form of  
medicine.







# OUR PROCESS & INGREDIENTS



## Raw, safe, convenient

- Our gentle dehydration process preserves ingredients, kills pathogens, and maximizes nutritional value
- This gives customers all the benefits of a raw food diet in shelf-stable, ready-to-serve crunchy bits
- Smack has never had a product recall, even after 17 years in business

## Only the best ingredients make the cut

- Our all-natural meats are prepared bone-in with organs for enhanced nutrition and flavour
- Each recipe is made with a short list of GMO-free, organic superfood fruits & veggies
- Smack contains zero fillers or synthetics, only the natural goodness of real food



# A cost-effective alternative

## A little goes a long way

- A bag of Smack Pet Food goes further than you might think — an average 50lb dog only needs 1.25 cups a day
- With zero fillers and over 20 lbs of high-quality food in every 2.5kg/5.5lb bag, Smack gives pets everything they need to thrive
- While competitors seem less expensive at first, customers have to serve TWICE the amount of their food, making Smack the most affordable way to provide top-tier nutrition

# SMACK VS AIR-DRIED FOOD BRANDS

FEATURES	Smack (VERY BERRY CHICKEN)	HURRAW (TASTY TURKEY)	GRAND CRU (GRAIN FREE CHICKEN AND DUCK)	HONEST KITCHEN (WHOLE GRAIN CHICKEN)	ZIWIPEAK (FREE RANGE CHICKEN)	ZEAL (AIR-DRIED CHICKEN)
ORGANIC AND NON-GMO PRODUCE	✓					
NON-MEDICATED PROTEIN, NO ADDED HORMONES	✓			✓	✓	
FREE FROM ETHOXYQUIN OR SYNTHETIC VITAMINS/MINERALS	✓					
% OF MOISTURE	6% MAX	8% MAX	8% MAX	8% MAX	14% MAX	14% MAX
% OF CARBOHYDRATES	3%	37%	44%	49%	6%	14%
DAILY AMOUNT TO FEED (50LB DOG)	1.25 CUPS	1.75 - 2 CUPS	1.75 - 2 CUPS	5.5+ CUPS	1 CUP	1 CUP
MONTHLY COST (50LB DOG)	\$164.98	Smack costs 35% less than these brands*				

\*THIS IS BASED ON AN AVERAGE OF 340.35. COMPARISONS MADE WITH CHICKEN FORMULAS (OR EQUIV) WITH PROVIDED SERVINGS SIZES FOR A 50LB DOG AND ACCURATE AS OF 06/21/24 WITH PUBLISHED MATERIALS. DAILY COST CALCULATED FROM SUGGESTED RETAIL PRICES TAKEN FROM THE FOLLOWING WEBSITES: CHEWY.COM, THEIR OWN WEBSITES





# Benefits of Smack™

## Formulated to support pets' health

- Limited ingredients and single-source proteins make it perfect for pets with allergies
- Smack recipes are crafted to meet pets' nutritional needs with 100% whole-food ingredients
- Customers tell us Smack appeals to picky pets, alleviates allergies, and increases energy

## A delicious, versatile option

- We use premium, whole-prey meats to enhance palatability naturally, appealing to the pickiest pets
- Smack can be a great treat, topper, complete, or meal in any pet's diet
- Smack is ready to serve right out of the bag, no prep or refrigeration required, making it perfect for travel, camping, and boarding stays
- Our recipes provide all the benefits of raw in a safe, shelf-stable form that's perfect for therapy and service dogs







Raw foods (including low temperature dehydrated foods such as Smack) **maintain the good nutrients, antioxidants, vitamins and minerals** our pets need to thrive.



Nutrition from natural whole foods is **easier to digest and provides unmatched immune support**. A raw diet also eliminates exposure to harmful synthetic food, chemicals and additives.

## OTHER HEALTH BENEFITS:

- Cleaner teeth, fresher breath
- Healthier skin and coat
- Elimination of unnatural “doggy odour”
- Reduces exposure to food allergens and sensitivities
- Ensures easy weight management
- Fewer fillers and less volume fed = less excrement
- Leads to healthier gut biome

**WHY  
CHOOSE  
RAW?**





# OPTIMIZE NUTRITION

with **Smack**<sup>®/MD</sup>



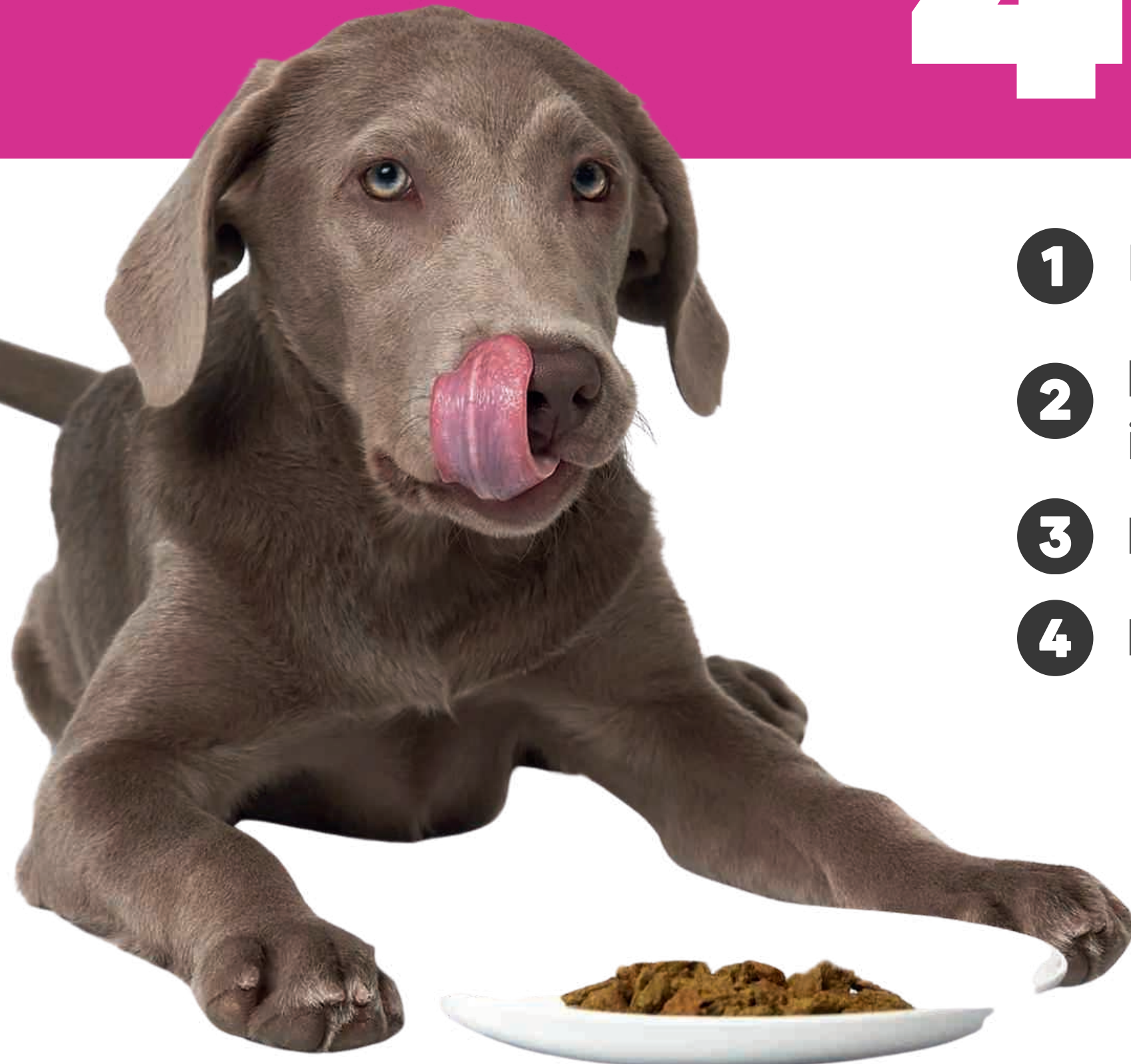
Smack recipes have been handcrafted with pet well-being in mind using a holistic approach to traditional raw food diets

LOW CARBOHYDRATES.  
ZERO SYNTHETICS.  
**JUST REAL FOOD.**



# ROTATIONAL FEEDING = INCREASED CUSTOMER VISITS!

## 4 REASONS CUSTOMERS SHOULD ROTATE PROTEINS



- 1 Rotating provides **optimal nutritional benefits!**
- 2 **Balances fats in the diet** - some formulas are higher in fat, some higher in omega-3s etc.
- 3 **Reduces chance of creating protein intolerance**
- 4 **Keeps mealtime interesting** (especially for picky pets)

Most people start with one recipe, then add the next a few weeks later. They can then rotate between them as they desire, **which means you will see them (or deliver to them) more often.** This cements that relationship and provides opportunities to recommend add-on sales that can benefit them like bone broths or puzzle toys.



# OPTIMIZE NUTRITION

## Create a custom menu!

...add in a portion of another recipe to a meal, swap an entire meal for a different flavour or use a different recipe as treats!



Each of our recipes has **different ingredients and proteins!**

Suggest incorporating various recipes to receive **optimized nutritional benefits** from all of our superfood ingredients!



Every ingredient has been specifically chosen because of their amazing **naturally occurring health benefits and components of nutrition.**

**Very Berry Chicken** includes blackberries, blueberries, strawberries and cranberries for **increased antioxidants!**



Try creating a **meal variety pack** for your customer of different Smack flavours - **perfect for rotational feeding.**

**Caribbean-Salmon Fusion** (80% wild-caught fish) and **Rockin' Rockfish** (70% wild-caught fish) add a boost of **omega 3 and 6 fatty acids!**



# SUCCESSING WITH SMACK



## UPSELLING MADE EASY

- Smack Pet Food appeals to pet parents who invest in their pet's health and provides the perfect opportunity to recommend complementary products
- Our retail partners have told us Smack pairs well with other nutritional products, such as bone broths, fermented milk, quail eggs, and other common products
- Smack also works very well with treat-dispensing toys, snuffle mats, or puzzle toys as a great way to mentally stimulate pets with a healthy treat







Thank you!





## ABOUT US

Founded in 2007, Smack Pet Food Inc. is a family-owned and operated Canadian company that formulates and manufactures raw dehydrated food for dogs and cats.

The truth is, our passion for providing nutritious, convenient and delicious pet food started when we wanted to help our beloved dog Zorro through cancer. Now, we continue to honour his memory by providing the best quality pet food for our own furry family members, and now yours too.

We've utilized expertise in biochemistry, food engineering and holistic medicine, combined with an innovative production approach to allow us to create the highest quality dehydrated pet food in the world. We value the best for our pets to keep them happy, energetic and full of life!

Our mission is to provide superior pet food products that taste good while delivering benefits to maintain energy, vitality, digestion, and exceptional pet health.

We thank our loyal customers for supporting Smack since its inception and also to our Mom and Dad for lending their guidance and expertise in food production and business.



## RAW FOOD



### ...WITH KIBBLE CONVENIENCE

Our raw, dehydrated food is handcrafted with **fresh whole meats and organic, high-quality produce**. We employ techniques used for generations to kill pathogens and then gently dehydrate our handcrafted formulas, which ensures food safety without compromising the incredible natural components of the food. Our technology of low-temperature dehydration preserves the nutrients in our food, without using any hot air in our process.

While traditional kibble recipes often contain up to 60% carbohydrates (which dogs and cats have no biological requirement for), our recipes have only 3-10% - **no rice, oats, grains, potatoes, lentils, legumes or fillers**.

We use **no artificial vitamins or synthetics** - only the all-natural good stuff with high bioavailability. With Smack Pet Food, your pets can enjoy all the benefits of raw food, with **scoop and serve convenience!**

*"As a Certified Canine Nutritionist, I highly approve of Smack. My dogs, clients & I can't get enough! The family behind Smack goes above & beyond to deliver organic ingredients that are gently dehydrated to preserve the nutrients."*

**Kayla Kowalski - Certified Dog Nutritionist**

*"The yummy aroma and taste of SMACK make it easy for my training team and I to quickly build trust and friendships with shy dogs and to get laser focus during training from even the most aloof dogs."*

**Karen Laws - Certified Dog Trainer**

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# Smack™



**ORGANIC SUPERFOOD  
INGREDIENTS**

**LOW CARBOHYDRATES.  
ZERO SYNTHETICS.  
JUST REAL FOOD.**

**6000+  
FIVE STAR REVIEWS**





5

Dog Recipes

Available in 5.5 lb,  
7.4/8.8 oz bags.

3

Cat Recipes

Available in 3.3 lb,  
7.4/8.8 oz bags.

FAQS

VERY BERRY CHICKEN (DOG)  
80% Free-Range Chicken (Bone-in & Whole)



Chicken, Pumpkin\*, Chicken Liver, Chicken Gizzard, Chicken Heart, Spinach\*, Celery\*, Parsley\*, Turmeric\*, Carrot\*, Thyme\*, Blackberry\*, Blueberry\*, Strawberry\*, Cranberry\*, Tocopherols\*

PRAIRIE HARVEST PORK (DOG)  
75% Manitoba Pork (Bone-in & Organs)



Pork, Pork Bones, Pork Liver, Pork Kidneys, Pork Spleen, Pork Heart, Pumpkin\*, Kale\*, Apple\*, Celery\*, Blueberry\*, Cranberry\*, Turmeric\*, Tocopherols\*

CARIBBEAN-SALMON FUSION (DOG)  
80% Wild Pacific Salmon & Rockfish (Bone-in & Organs)



Salmon\*\*, Rockfish\*\*, Coconut\*, Pumpkin\*, Spinach\*, Celery\*, Carrot\*, Turmeric\*, Thyme\*, Mango\*, Pineapple\*, Strawberry\*, Parsley\*, Tocopherols\*, Peppermint\*

CHUNKY CHICKEN (DOG)  
65% Free-Range Chicken (Bone-in & Whole)



Chicken, Pumpkin\*, Chicken Liver, Chicken Gizzard, Chicken Heart, Spinach\*, Celery\*, Carrot\*, Thyme\*, Mango\*, Pineapple\*, Strawberry\*, Turmeric\*, Parsley\*, Tocopherols\*

ROCKIN' ROCKFISH (DOG)  
70% Wild Pacific Rockfish & Herring (Bone-in & Organs)



Rockfish\*\*, Herring\*\*, Pumpkin\*, Coconut Flour\*, Spinach\*, Mango\*, Apple\*, Parsley\*, Pineapple\*, Turmeric\*, Tocopherols\*

VERY BERRY (CAT)  
92% Free-Range Chicken & Wild Salmon (Bone-in & Organs)



Chicken, Salmon\*\*, Chicken Liver, Chicken Gizzard, Chicken Heart, Cranberry\*, Blueberry\*, Parsley\*, Thyme\*, Strawberry\*, Spinach\*, Celery\*, Turmeric\*, Tocopherols\*

PURRFECT PORK (CAT)  
88% Manitoba Pork (Bone-in & Organs)



Pork, Pork Bones, Pork Liver, Pork Kidneys, Pork Spleen, Pork Tongue, Pork Heart, Pumpkin\*, Celery\*, Apple\*, Kale\*, Cranberry\*, Blueberry\*, Turmeric\*, Tocopherols\*

PACIFIC FISH FEAST (CAT)  
85% Wild Pacific Rockfish (Bone-in & Organs)



Rockfish\*\*, Herring\*\*, Pumpkin\*, Spinach\*, Celery\*, Apple\*, Parsley\*, Kale\*, Turmeric\*, Tocopherols\*

\*Indicates Certified Organic, \*\*Indicates Wild

... food can be the safest  
and most powerful form  
of medicine.



How long will a bag last?

For an average 50 lb dog, a 2.5 kg (5.5 lb) bag of Crunchy Style will last more than 3 weeks.

Do I need to add water?

You do not need to add water, just scoop and serve!

How do you ensure Smack is safe from nasty bacteria and parasites?

The water activity level (measure of food safety) of our air-dried foods is lower than the baseline required to inhibit the growth of pathogenic bacteria, parasites and molds. The food goes through a lethality phase during the beginning parts of dehydration - eliminating all pathogens.

Why don't you use added vitamins or minerals?

When formulating our foods, we sought the direction of holistic raw food diets tested for decades, combined with our knowledge of functional foods. We did not want to add synthetic premixes to our food - wanting to keep it natural, using nothing but whole foods with high bioavailabilities. Due to our gentle dehydration process, a high percentage of the amino acids, enzymes, vitamins and minerals are not denatured or harmed - resulting in high bioavailabilities. Not only can the synthetic premixes found in pet foods be hard on the organs, but the bioavailability of these synthetic minerals can be as low as 4%!

[www.smackpetfood.com](http://www.smackpetfood.com)

RAW DEHYDRATED SUPERFOODS FOR DOGS & CATS

LOW CARBOHYDRATES. ZERO SYNTHETICS. JUST REAL FOOD.