

BRAND MANUAL

KING



DOG FOOD

LOGO

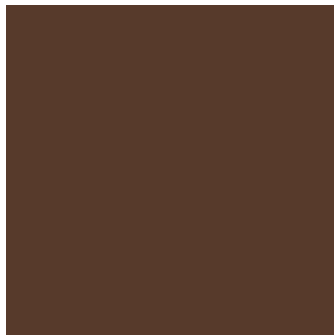


COLOR SCHEME



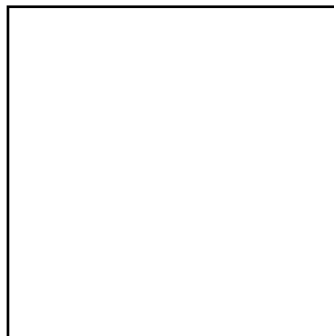
R: 219
G: 176
B: 45

C: 15
M: 29
Y: 89
K: 3



R: 97
G: 65
B: 46

C: 40
M: 62
Y: 70
K: 56



R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

TYPOGRAPHY

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 . , ! ? - _ : ;

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,&-/

Ee

`garamond-regular`

Open Sans Regular ▾

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#\$%&.,?;:)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

BROCHURE

KING



DOG FOOD

~ Let your dog eat like a King in all life stages! ~



KING DOG FOOD

~ All Life Stages ~

King Dog Food is a grain-free product consisting of nearly 100% Green New Zealand Lamb Tripe. Green tripe is the unbleached, nutrient rich stomach lining of a grass-fed animal containing essential fatty acids and digestive juices important for your pet's health. King Dog Food is known for it's exceptionally high content of green lamb tripe, and is often used with puppies during weaning and "moms" pre and post litters. Good for all breeds and all sizes.



NUTRITIONAL BENEFITS



This grain and gluten-free, limited ingredient food is crafted from only 4 ingredients. It's perfect for pets that have sensitivities or allergies to common foods



Lamb tripe helps restore balance to your pet's stomach and improves digestion. It's a great choice for any life stage including growing puppies



Helps to promote cleaner teeth, a healthy, lustrous skin and coat, and can help put a spring back in your elderly dog's step



A great option for those picky eaters who get bored easily. It introduces a new protein to your pup's diet and helps switch things up. It's also great for transitioning to a new food.



Made in the USA!

NUTRITIONAL INFO

~Ingredients~

New Zealand Lamb Tripe, Water, Garlic, Carrageenan Gum.

~ Caloric Content ~

850 kcal/kg, 336.6 kcal/can



~ Guaranteed Analysis ~

CRUDE PROTEIN	11.0% min
CRUDE FAT	7.0% min
CRUDE FIBER	0.5% max
MOISTURE	79.8% max
ASH	1.0% max
OMEGA 6 FATTY ACIDS	0.47% min
OMEGA 3 FATTY ACIDS	0.2% min



INFOGRAPHIC

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PACKAGING



ITEM NUMBER
FOOD TEXTURE
BRAND

71098
PATE
KING

BREED SIZE

ALL BREEDS, SMALL,
MEDIUM, LARGE

FOOD FORM
LIFESTAGE

WET FOOD
ADULT, ALL STAGES

MADE IN
SPECIAL DIET

NORWAY
SENSITIVE DIGESTION,
LIMITED INGREDIENT
DIET, GRAIN-FREE,
GLUTEN FREE

KING



DOG FOOD



POINT OF SALE

