

NUTRIENT DENSE & ENERGY PACKED

There's more high-quality protein in every kibble of Ancestry, so smaller servings keep your pet active and full longer.

We extrude our kibble at a high pressure, so more stays in every kibble. That means our kcals are precise, so you can switch formulas for rotational feeding, hassle-free.

FEEDING GUIDELINES

Weight (lbs)	Puppies (to 6 mos. old)	Adult
3-5	1/3-3/4	1/3-1/2
5-10	3/4-1	1/2-1
10-20	1-2	2/3-1
20-30	2-2 1/2	1-1 1/2
30-40	2 1/2-3	1 1/2-1 3/4
40-60	3-4 1/2	1 3/4-2 1/2
60-80	4 1/2-5 1/2	2 1/2-3
80-100	5 1/2-6 1/2	3-3 1/2
Over 100		3 1/2 + 1/3 cup for every 1lbs over 100 lbs



Ancestry
— PET FOOD —



AncestryPetFood.com

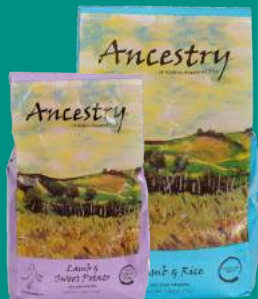


P.O. Box 5483
Charlottesville, VA 22905

All-Natural,
BALANCED DIET

ANCESTRY PET FOODS are all-natural* and balanced for complete health.

This guide is an overview of our high-quality pet foods, but you can find the full nutritional breakdown for every formula on our site. We're 100% transparent, so you can choose the best option for all your 4-legged friends' unique dietary needs.



*To us at Ancestry, all-natural means only top-quality ingredients—no chemicals or additives. The only products in our bags that aren't straight from the farm are the premium vitamins and minerals to give your pet's diet a complete nutritional boost.



DogFoodAdvisor
Saving Good Dogs from Bad Dog Food

"Enthusiastically recommended" by Dog Food Advisor, the leading independent pet food reviewer.

“ My dog loves the food. Her coat is so shiny and the cleanup in the backyard is much less. She does not have to eat as much to get full. She is 11 years old and **has the energy of a dog half her age.** ”

—Jaclyn

“ It's a wonderful thing to be able to feed our dog the same sort of health-consciousness with which we feed ourselves. Bruno is an active dog who needs the very best nutrition, and **Ancestry provides that.** ”

—Joe L. and Frances F.



All of Ancestry's grain-free formulas earned Dog Food Advisor's **highest rating** for their high protein content and nutritious balance.

AncestryPetFood.com

Balanced Nutrition For Complete, Holistic Health

We started in a little home kitchen, baking up cookies we could share with a begging, big-eyed pup named Sammy. We're still a small company, but we've expanded to give pets a better, more honest and more healthful way to live, not just snack.

Making truly healthy pet food isn't easy, but we care enough to pay attention to the details. We think your pet deserves that.

We craft Ancestry foods carefully, from farm to kitchen to bowl.



WHOLE, NATURAL INGREDIENTS

We ask, “Would we eat this?” If not, it doesn’t go in the bag.

No by-products,
filler, or fractionalized
ingredients

The first ingredient is
always the true first
protein

A full 75-80% of
protein comes from
the strongest animal
sources

Boosted with
superfoods for an
incredibly high 91-93%
digestibility

METICULOUS PROCESSING

We follow pet food science, not trends.

American Institute of
Baking International
certified, plus safety
re-testing at every stage

Extruding kibble at high
pressures to keep more
protein in every kibble

Carefully balancing
amino acids to exercise
the digestive system

Compressing kibble to
remove air and reduce
the risk of bloat

CUSTOM OPTIONS

Every pet is an individual, so we suit every taste (and allergy!)

A premium formula for
every common allergy

Grain-free and
wholesome grain
options

Consistent kcals for
hassle-free feeding.
Rotate formulas easily!

Every option provides
complete nutrition for
all life stages

All of that goes into every bag, guaranteed.

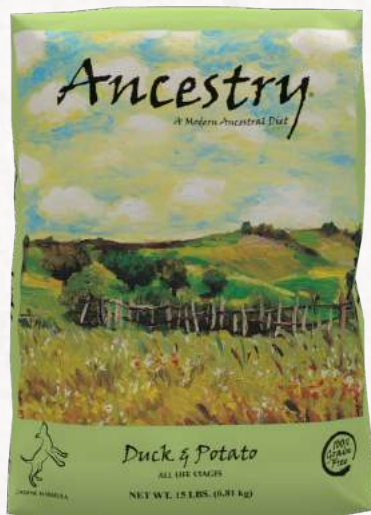
Still have questions? Just ask. We’re small enough
to keep a detailed oversight on our products—
from the sourcing and the science to the in-house
labeling, all the way down to the satisfaction of
you and your furry family.

Find the full ingredient lists, nutritional analyses
and feeding guidelines at

AncestryPetFood.com.



Made in the USA



27%
PROTEIN

16%
FAT

3.5%
FIBER

(419 kcs/cup)

- Grain-free
- No Chicken Meal or Pea
- Single-Source Protein

DUCK & POTATO

For dogs with food allergies that need a higher protein diet to support their higher activity levels. No rice, wheat, soy, corn, beef or chicken protein. We use pure, clarified chicken fat so your dog will love the flavor, but don't worry— our chicken fat has no protein, so no allergens! This formula is one of few duck-based pet foods on the market with duck as the primary ingredient!

3 TOP INGREDIENTS

- Duck, easy to digest, low-fat and hypoallergenic
- Potato, packed with mood-boosting B vitamins
- Sweet Potato, with essential minerals to aid digestion

Boosted with superfoods like fish oil, Ocean Spray cranberries and blueberries and turmeric. Find the full ingredient list online.



31%
PROTEIN

15%
FAT

3%
FIBER

(476 kcs/cup)

- Grain-free
- No Chicken Meal or Chicken Fat
- Earned highest possible rating on Dog Food Advisor

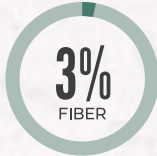
LAMB & SWEET POTATO

This special blend of lamb, duck, salmon and pork gives your dog a diverse mix of amino acids, which are the building blocks for a healthier body. This lamb and sweet potato formula provides highly digestible energy for your sensitive dog, with added fruits and vegetables that supply the natural antioxidants to help your pet live a healthier, happier life.

3 TOP INGREDIENTS

- Lamb meal for stamina, skin and heart health
- Sweet potato, with essential minerals to aid digestion
- Whole peas, with essential vitamins for healthy tissue

Boosted with superfoods like ground basil, flaxseed and ground sage. Find the full ingredient list online.



(528 kcals/cup)

- Grain-free
- No Chicken Meal or Chicken Fat
- Earned highest possible rating on Dog Food Advisor

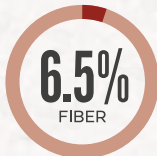
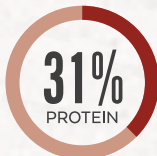
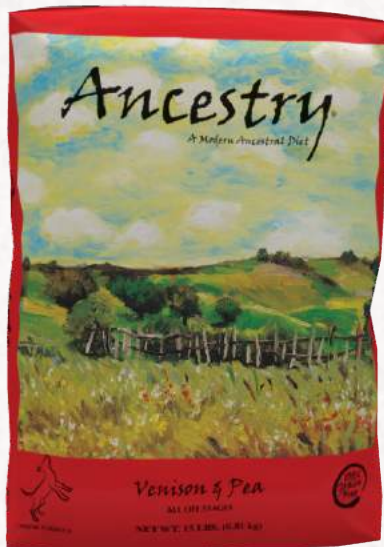
SALMON & SWEET POTATO

This is one of the only pet foods on the market with salmon as its first ingredient, because we start with dehydrated salmon, which doesn't cook away. This formula is highly digestible and great for sensitive dogs. Added fruits and vegetables give this meal the natural antioxidants to help your pet live a healthier, happier life.

3 TOP INGREDIENTS

- Salmon meal to build a strong immune system
- Sweet potato, with essential minerals to aid digestion
- Herring meal for healthy skin and fur

Boosted with superfoods like ground sage, flaxseed and Ocean Spray blueberries. Find the full ingredient list online.



(441 kcals/cup)

- Extra-premium blend of prime proteins
- No Chicken Meal or Chicken Fat
- No Potato

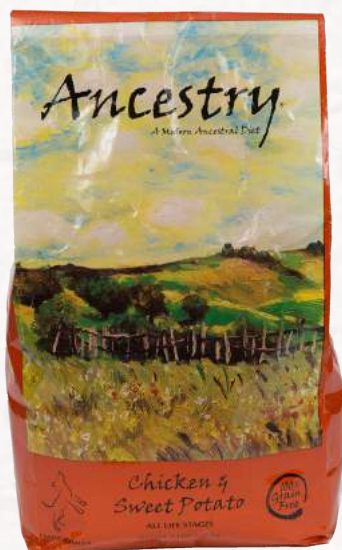
VENISON & PEA

This special extra-premium blend of red meats includes venison, lamb and salmon for the optimal amino acid profile. This formula is potato-free, while still being highly digestible. Supplemented with healthy fruits and vegetables, Venison and Pea also contains coconut oil to help maintain your pet's shine/coat and boost his immune system.

3 TOP INGREDIENTS

- Venison meal, which is lean and packed with key vitamins
- Lamb meal for stamina, skin and heart health
- Whole peas, with essential vitamins for healthy tissue

Boosted with superfoods like alfalfa, apple, and salmon and coconut oil. Find the full ingredient list online.



32%
PROTEIN

16%
FAT

3%
FIBER

(499 kcals/cup)

- Grain-free
- Earned highest possible rating on Dog Food Advisor
- Blend of several key proteins for diverse amino acids

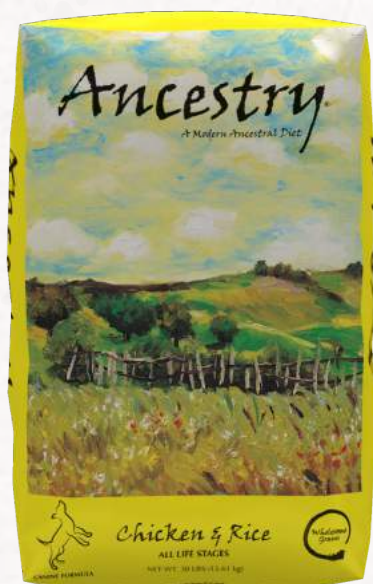
CHICKEN & SWEET POTATO

This balanced blend of chicken, duck, salmon and pork gives your dog an extra diverse mix of amino acids, which are the building blocks for a healthier body. This chicken and sweet potato formula is designed to give your pet highly digestible energy, with added fruits and vegetables for an extra boost of essential nutrients like omega-3 and omega-6 fatty acids.

3 TOP INGREDIENTS

- Chicken meal to boost immune systems and build muscle
- Sweet potato, with essential minerals to aid digestion
- Whole peas, with essential vitamins for healthy tissue

Boosted with superfoods like ground sage, flaxseed and Ocean Spray blueberries. Find the full ingredient list online.



26%
PROTEIN

16%
FAT

4%
FIBER

(599 kcals/cup)

- Wholesome grains
- Highest kcal protein source
- Approved by even the finickiest of eaters

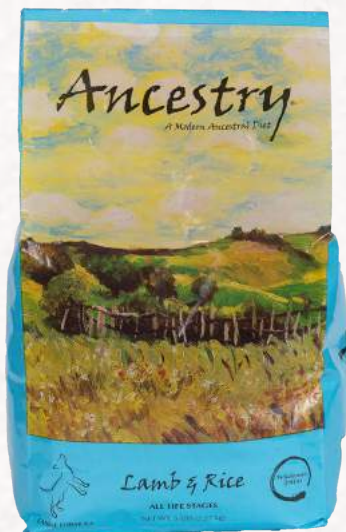
CHICKEN & RICE

Ancestry Chicken and Rice formula is a wholesome, all-natural food. Made with carefully chosen ingredients like real chicken meal protein, whole-grain carbohydrates, clarified chicken fat and vitamin preservatives, all of your dog's favorites come together to make a meal so high quality, it's more than 91% digestible, with all the nutrients he needs.

3 TOP INGREDIENTS

- Chicken meal to boost immune systems and build muscle
- Whole ground brown rice, full of fiber to aid digestion
- Ground oats, a whole-grain source of carbohydrates and energy

Boosted with superfoods like sun-cured alfalfa meal, beet pulp and dried carrots. Find the full ingredient list online.



21%
PROTEIN

12%
FAT

3.3%
FIBER

(486 kcals/cup)

- Wholesome grains
- No chicken meal
- Approved by even the finickiest of eaters

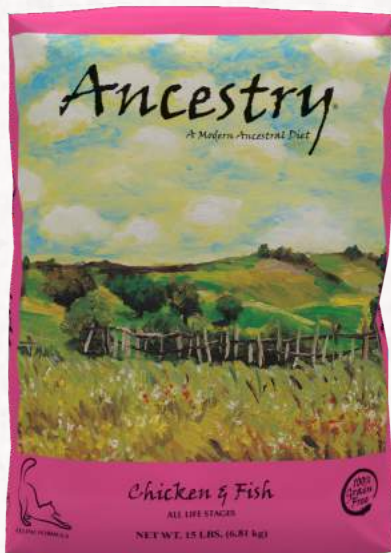
LAMB & RICE

Not all lamb and rice diets are created equally! The pure clarified chicken fat we use in Ancestry's Lamb and Rice has no allergens, so this formula is popular with dogs with food allergies. It's also great for dogs that don't need the higher protein levels in some of our other formulas. It contains no wheat, corn, soy, beef or chicken protein.

3 TOP INGREDIENTS

- Lamb meal for stamina, skin and heart health
- Whole ground brown rice, full of fiber to aid digestion
- Ground oats, a whole-grain source of carbohydrates and energy

Boosted with superfoods like sun-cured kelp meal, chamomile, rosemary and dandelion. Find the full ingredient list online.



35%
PROTEIN

16%
FAT

4%
FIBER

(390 kcals/cup)

- Grain-free
- Natural fiber to help with hairballs
- Fruits & berries to promote healthy urinary tract

CHICKEN & FISH



Ancestry's feline formula is grain-free, holistic, and formulated to meet your cat's needs from the time they are a kitten to the time they are a senior cat. Ingredients like chicken and fish make this food tasty, as well as healthy and all-natural!

3 TOP INGREDIENTS

- Chicken meal to boost immune systems and build muscle
- Sweet potato, with essential minerals, to aid digestion
- Whole peas, with essential vitamins for healthy tissue

Boosted with superfoods like lentils, spinach and fish oil. Find the full ingredient list online.