



ADMC



AMERICAN DISTRIBUTION & MANUFACTURING COMPANY

ADMC PET FOOD BRAND/VALUE MATRIX

PRICE PER POUND

\$2.90-\$44.66

\$.96-\$8.00

\$1.00-\$7.70

\$1.00-\$5.50

\$1.04-\$4.51

\$2.16-\$4.23

\$.58-\$3.33

\$1.83-\$3.20

\$.77-\$1.91



FUNDAMENTAL/ TRAFFIC BUILDER

LIMITED INGREDIENT

FUNCTIONAL

ORGANIC/ HUMANE

HOLISTIC

NATURAL

GRAIN-FREE

CLINICAL/ SCIENCE-BASED

RAW

DEHYDRATED/ FREEZE-DRIED

PRODUCT CATEGORY

See page 2 for category definitions.

FUNDAMENTAL/TRAFFIC BUILDER: Fundamental pet foods provide the basic needs for animals without any the addition of any biologically-active or nutrigenomic ingredients. Foods that fall in the fundamental category meet the standard requirements for pet nutrition.

LIMITED INGREDIENT: Limited Ingredient Diet pet foods are usually formulated with a single protein source and a single carbohydrate source. These formulas help minimize food sensitivities and allergic reactions while providing complete and balanced nutrition.

FUNCTIONAL: Functional pet foods contain known biologically-active compounds which, when in certain defined quantitative and qualitative amounts, provide a clinically proven and documented health benefit.

ORGANIC: "Organic" refers to the handling and processing of ingredients and products. Pet foods and pet treats must comply with the USDA's National Organic Program (NOP) regulations (7 CFR 205). These regulations cover ingredient sourcing, ingredient handling, manufacturing, labeling & certification of products wanting to use the word "organic" in their labeling.

HOLISTIC: When used on a pet food label, "holistic" is generally assumed to mean pet food that utilizes higher quality protein sources, only natural preservatives, no by products and no food coloring. The term, though, is not officially recognized by the AAFCO.

NATURAL: Natural refers to pet foods containing ingredients derived solely from plant, animal or mined sources, and not having been produced by, or subject to, a chemically synthetic process. Natural pet foods do not contain any additives or processing aids that are chemically synthetic except in amounts as might naturally occur in good manufacturing practices.

GRAIN-FREE: As the name states, Grain-Free pet foods eliminate the use of any grains in their ingredient deck. Grain-Free foods often have a higher inclusion of meat protein, non-grain carbohydrates (such as potatoes) and, in some formulas, exotic meat sources.

CLINICAL/SCIENCE-BASED NUTRITION: Scientifically formulated and clinically validated pet foods designed with specific results in mind. Built on the results of focused research, science-based nutrition relies on the principles of nutrition as preventative medicine.

RAW: Generally uncooked meat, edible bones, and organs. While uncooked, raw pet foods may be freeze-dried and still retain their status as a "raw" food product.

DEHYDRATED/FREEZE-DRIED: Freeze drying is a method of processing that allows manufacturers to make food and treats with zero preservatives or additives; avoiding nutrient loss inherent in all other high-heat production methods and create unmatched big, bold natural flavor. Freeze drying removes nearly all the moisture in our products which preserves them in their natural state. Dehydrating is a method of food preservation which involves removing moisture from the food using hot, dry air. Freeze-drying involves rapid-freezing and then cooking to remove moisture in order to increase the shelf-life of the product to make it more convenient to use.