

# FROMM Family Pet Food

Since 1904, The Fromm Family has maintained a tradition of quiet innovation dedicated to the health and nutrition of animals. In the 1930's, The Fromm Family introduced the first canine distemper vaccine. In 1949, we introduced the concept of premium pet food to the public. As the country's **first and oldest premium pet food company**, we have earned the reputation as an industry leader, producing only the highest grade pet foods with the finest natural ingredients.

## Slow-Simmered Dry Recipes

### Grain-Free Surf & Turf

A grain-free blend of fresh wild salmon, duck, chicken, hand-picked vegetables & fruit, eggs, and real Wisconsin cheese

GUARANTEED ANALYSIS		CALORIE CONTENT	
Crude Protein	..... 30% min	Ash	..... 6.5% max
Crude Fat	..... 19% min	Omega 6 Fatty Acids*	..... 3.2% min
Crude Fiber	..... 3.0 max	Omega 3 Fatty Acids*	..... 0.5% min
Moisture	..... 10% max	kcal/cup	..... 410
		kcal/lb	..... 2,000
		kcal/gm	..... 4.410

Salmon, Duck Meal, Potatoes, Pea Flour, Sweet Potatoes, Duck, Chicken Fat (preserved with mixed tocopherols), Dried Tomato Pomace, Salmon Meal, Whole Dried Egg, Pea Protein, Chicken, Flaxseed, Cheese, Salmon Oil (preserved with mixed tocopherols), Chicken Broth, Carrots, Broccoli, Cauliflower, Apples, Green Beans, Lecithin, Chicken Cartilage, Potassium Chloride, Cranberries, Blueberries, Salt, Chicory Root Extract, Alfalfa Sprouts, Yucca Schidigera Extract, Folic Acid, Parsley, Probiotic Mix\*\*, Vitamin Mix^

### Salmon À La Veg

Fresh wild salmon with real Wisconsin cheddar, broccoli, apples, parsley, and other fresh produce.

GUARANTEED ANALYSIS		CALORIE CONTENT	
Crude Protein	..... 25% min	Ash	..... 6.5% max
Crude Fat	..... 16% min	Omega 6 Fatty Acids*	..... 2.7% min
Crude Fiber	..... 3.5 max	Omega 3 Fatty Acids*	..... 0.5% min
Moisture	..... 10% max	kcal/cup	..... 405
		kcal/lb	..... 1,850

Salmon, Salmon Meal, Brown Rice, Sweet Potato, Pearled Barley, Potato, Oatmeal, White Rice, Whole Dried Egg, Salmon Oil (preserved with mixed tocopherols), Millet, Dried Tomato Pomace, Safflower Oil, Cheese, Flaxseed, Carrots, Broccoli, Cauliflower, Apples, Lecithin, Chicken Cartilage, Potassium Chloride, Monosodium Phosphate, Calcium Sulfate, Cranberries, Blueberries, Salt, Monocalcium Phosphate, Chicory Root Extract, Alfalfa Sprouts, Yucca Schidigera Extract, Folic Acid, Parsley, Probiotic Mix\*\*, Vitamin Mix^

### Whitefish & Potato

Fresh Atlantic whitefish with whole potatoes, cauliflower, broccoli, blueberries, and other fresh produce.

GUARANTEED ANALYSIS		CALORIE CONTENT	
Crude Protein	..... 23% min	Ash	..... 6.5% max
Crude Fat	..... 11% min	Omega 6 Fatty Acids*	..... 2.2% min
Crude Fiber	..... 3.5 max	Omega 3 Fatty Acids*	..... 0.3% min
Moisture	..... 10% max	kcal/cup	..... 325
		kcal/lb	..... 1,675

Whitefish, Potato, Menhaden Fish Meal, Sweet Potato, Brown Rice, Pearled Barley, Oatmeal, White Rice, Herring Meal, Whole Dried Egg, Millet, Dried Tomato Pomace, Safflower Oil, Cheese, Flaxseed, Salmon Oil (preserved with mixed tocopherols), Carrots, Broccoli, Cauliflower, Apples, Lecithin, Chicken Cartilage, Potassium Chloride, Monosodium Phosphate, Calcium Sulfate, Cranberries, Blueberries, Salt, Monocalcium Phosphate, Chicory Root Extract, Alfalfa Sprouts, Yucca Schidigera Extract, Folic Acid, Parsley, Probiotic Mix\*\*, Vitamin Mix^

^ Vitamin Mix: Vitamin A, D3, E, B12 Supplements, Choline Bitartrate, Niacin, Pantothenic Acid, Ascorbic Acid, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Biotin, Zinc Sulfate, Ferrous Sulfate, Manganous Sulfate, Copper Sulfate, Cobalt Carbonate, Calcium Iodate, Sorbic Acid, Iron Proteininate, Zinc Proteininate, Copper Proteininate, Manganese Proteininate, Sodium Selenite

\*\* Probiotic Mix (100,000,000 CFU/lb min): Lactobacillus Acidophilus, Bifidobacterium Longum, Lactobacillus Plantarum, Enterococcus Faecium. \* Not recognized as an essential nutrient by the AAFCO Dog Nutrient Profiles.

## Slow-Cooked Can Recipes

### Shredded Pork Entrée

A generous portion of shredded pork simmered with diced carrots, peas, and potatoes.

GUARANTEED ANALYSIS		CALORIE CONTENT	
Crude Protein	..... 8% min	Moisture	..... 80% min
Crude Fat	..... 3% min	Taurine	..... 0.1 % min
Crude Fiber	..... 1.5 max	kcal/kg	..... 940
		kcal/can	..... 319

Ingredients: Pork, Water, Carrots, Potatoes, Peas, Potato Starch, Tomato Paste, Vitamin Mix#

### Shredded Chicken Entrée

Shredded chicken breast meat simmered in chicken broth with diced carrots, peas, and potatoes.

GUARANTEED ANALYSIS		CALORIE CONTENT	
Crude Protein	..... 9% min	Moisture	..... 80% min
Crude Fat	..... 1.5% min	Taurine	..... 0.1 % min
Crude Fiber	..... 1.5 max	kcal/kg	..... 844
		kcal/can	..... 287

Ingredients: Chicken, Chicken Broth, Carrots, Potatoes, Peas, Potato Starch, Tomato Paste, Vitamin Mix#

### Shredded Beef Entrée

A hearty serving of tender lean beef simmered with diced carrots, potatoes, and peas in natural beef broth.

GUARANTEED ANALYSIS		CALORIE CONTENT	
Crude Protein	..... 8% min	Moisture	..... 80% min
Crude Fat	..... 2.5% min	Taurine	..... 0.1 % min
Crude Fiber	..... 1.5 max	kcal/kg	..... 894
		kcal/can	..... 303

Ingredients: Beef, Beef Broth, Carrots, Potatoes, Peas, Potato Starch, Tomato Paste, Vitamin Mix#

## Oven Baked, Roasted, and Low-Fat Treats

### Low-Fat Cranberry Liver

Fresh Wisconsin cranberries with liver. 1 calorie per treat.

GUARANTEED ANALYSIS	
Crude Protein	..... 18% min
Crude Fat	..... 3% min
Crude Fiber	..... 3% max
Moisture	..... 10% max

Ingredients: Wheat Flour, Cranberry, Liver, Salt, Garlic Powder.

### Low-Fat Cheese

Made with fresh Wisconsin cheddar cheese. 1 calorie per treat.

GUARANTEED ANALYSIS	
Crude Protein	..... 18% min
Crude Fat	..... 7% min
Crude Fiber	..... 3% max
Moisture	..... 10% max

Ingredients: Wheat Flour, Cheese, Salt, Brewers Dried Yeast, Garlic Powder.

### Lamb with Cranberry

Fresh oven roasted lamb with cranberries, apples, vegetables, and parsley.

GUARANTEED ANALYSIS	
Crude Protein	..... 12% min
Crude Fat	..... 5% min
Crude Fiber	..... 5% max
Moisture	..... 12% max

Ingredients: Lamb, Pea Flour, Potato Flour, Tapioca, Whole Peas, Chicken Fat (Preserved with Mixed Tocopherols), Tomato Pomace, Cranberry, Sweet Potato, Carrot, Apple, Split Peas, Green Beans, Green Bell Peppers, Celery, Beets, Parsley, Lettuce, Watercress, Spinach

### Parmesan Cheese

Fresh oven baked Wisconsin Parmesan cheese with vegetables, and a touch of oregano.

GUARANTEED ANALYSIS	
Crude Protein	..... 12% min
Crude Fat	..... 5% min
Crude Fiber	..... 5% max
Moisture	..... 12% max

Ingredients: Parmesan Cheese, Pea Flour, Potato Flour, Tapioca, Whole Peas, Chicken Fat (Preserved with Mixed Tocopherols), Tomato Pomace, Cranberry, Sweet Potato, Carrot, Apple, Split Peas, Green Beans, Green Bell Peppers, Celery, Beets, Oregano, Parsley, Lettuce, Watercress, Spinach

### Low-Fat Liver

Made with fresh liver. 1 calorie per treat.

GUARANTEED ANALYSIS	
Crude Protein	..... 18% min
Crude Fat	..... 3% min
Crude Fiber	..... 3% max
Moisture	..... 10% max

Ingredients: Wheat Flour, Liver, Salt, Garlic Powder.

### Salmon with Sweet Potato

Fresh oven baked wild salmon with sweet potatoes, green bell peppers and spinach.

GUARANTEED ANALYSIS	
Crude Protein	..... 12% min
Crude Fat	..... 5% min
Crude Fiber	..... 5% max
Moisture	..... 12% max

Ingredients: Salmon, Pea Flour, Potato Flour, Tapioca, Whole Peas, Chicken Fat (Preserved with Mixed Tocopherols), Tomato Pomace, Cranberry, Sweet Potato, Carrot, Apple, Split Peas, Green Beans, Green Bell Peppers, Celery, Beets, Parsley, Lettuce, Watercress, Spinach

#Vitamin Mix: Calcium Sulfate, Choline Chloride, Salt, Potassium Chloride, Taurine, Vitamin E Supplement, Iron Chelate, Zinc Chelate, Niacin Supplement, Vitamin A Supplement, Calcium Pantothenate, Potassium Iodate, Riboflavin Supplement, Manganese Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Sodium Selenite, Thiamine Mononitrate, Copper Chelate, Vitamin B12 Supplement, Folic Acid, Biotin.

### Chicken with Carrots & Peas

Fresh oven roasted chicken with fresh chicken, whole peas, and carrots.

GUARANTEED ANALYSIS	
Crude Protein	..... 12% min
Crude Fat	..... 5% min
Crude Fiber	..... 5% max
Moisture	..... 12% max

Ingredients: Chicken, Pea Flour, Potato Flour, Tapioca, Whole Peas, Chicken Fat (Preserved with Mixed Tocopherols), Tomato Pomace, Cranberry, Sweet Potato, Carrot, Apple, Split Peas, Green Beans, Green Bell Peppers, Celery, Beets, Parsley, Lettuce, Watercress, Spinach



“Even I Don't Want to Eat Italian Every Night.”



## Fromm Four-Star Nutritionals for Dogs

### Variety is the spice of life

All-natural recipes hand-crafted to compliment one another. We encourage you to switch between Four-Star varieties as often as you would like. You can even mix dry, can, and treats recipes for a meal that is totally unique!

### Fresh is always better

Each dry and can recipe starts with only the freshest choicest meat or fish. We then add an unmatched combination of fresh produce, including sweet potatoes, broccoli, alfalfa sprouts, carrots, apples, blueberries, and cranberries.

### How fresh is Fromm fresh?

We schedule our production around the delivery of our fresh ingredients. If fresh Pacific wild-salmon is delivered to our plant in the morning, we make our Salmon based products like Salmon À La Veg and Surf & Turf that very day.

### Minimal Processing

In lieu of baking our dry recipes, which can damage nutrients with high temperatures; we use a low-temperature, high-moisture extrusion process that assures that all starch is thoroughly cooked, and that no damage occurs to the proteins.

### Safety is paramount

Our recipes contain only USDA-inspected ingredients prepared at USDA-inspected plants in the Midwest including our own dry food and treat plant. Every delivery of raw ingredients is thoroughly inspected by our team of quality control experts.

### All life stages

Fromm Four-Star is complete and balanced for dogs of all life stages. Puppies, adults, seniors, you name it. Just adjust feeding as necessary. For example, if your dog is trying to lose weight try a leaner entrée like Whitefish & Potato.

### From our family to yours, a family tradition

Each dry recipe is prepared in small batches at our family run plant in Wisconsin. We oversee every aspect of production from start to finish ensuring each step measures up to our strict quality standards. Our cans are made at a family-run plant in South Dakota.

Fromm Family Foods has been family owned and operated in Wisconsin since 1904. President and head chef Tom Nieman is a 4th generation family member and was the understudy of the late Dr. Willard Roberts, PhD. - Dr. Roberts is recognized as the father of modern pet foods, having pioneered the process of producing the dry, granular food that is so popular today.

## Our Menu

### Dry Recipes

- Grain-Free Surf & Turf
- Duck & Sweet Potato
- Pork & Applesauce
- Whitefish & Potato
- Chicken À La Veg
- Salmon À La Veg

### Grain-Free Cans

- Shredded Pork
- Shredded Chicken
- Shredded Beef

### Grain-Free Treats

- Lamb with Cranberry
- Parmesan Cheese
- Salmon with Sweet Potato
- Chicken with Carrots & Peas

### Low-Fat Treats one calorie per treat

- Cranberry Liver
- Cheese
- Liver

Our recipes are corn free, by-product free, and ethoxyquin free. Our meat and fish are free of any hormones or medications. Our products contain no artificial or industrial preservatives.