

CONSUMER COSTS				25 LB DOG												
MANUFACTURER	FORMULA	PKG SIZE	\$ COST	PKG CONTENT	FEEDING GUIDE	\$ COST/DAY										
Nulo	FD Raw Beef & Apples	13 oz	\$31.99	8.1 cups	2.5 cups	\$31.99/8.1 = \$3.95/cup - \$9.87/day										
Primal	Beef Nuggets	5.5 oz	\$14.99	19 nuggets	10 nuggets	\$14.99/19 = \$0.79/nugget - \$7.89/day	Primal	Beef Nuggets	14oz	\$ 31.99	48 nuggets	\$0.95/nugg	\$6.67/day			
Stella & Chewys	Super Beef Patties	5.5 oz	\$13.99	13 patties	7 patties	\$13.99/13 = \$1.08 per pattie - \$7.53/day	Stella & Chewys	Super Beef Patties	14oz	\$ 29.99	28 patties	\$1.07/patty	\$7.49/day			
Just Food for Dogs	Beef & Russet Potato	18 oz	\$ 7.95	18 oz	16 oz	\$7.95/18 = \$0.44/oz - \$7.07/day										
Wynwood	Beef & Barley	16 oz	\$ 7.00	16 oz	16 oz	\$7.00/16 = \$0.44/oz - \$7.00/day										
Open Farm	Grass Fed Beef	13.5 oz	\$29.99	9.5 cups	2 cups	\$29.99/9.5 = \$3.16 per cup - \$6.31/day										
Ziwi	Beef	16 oz	\$21.99	16 oz	4 oz	\$21.99/16 = \$1.37/oz - \$5.50/day										
NOBL	Beef & Chicken	20 oz	\$42.99	10 bars	1 bar	\$42.99/1 - \$4.30/bar - \$4.30/day										
Orijen	FD Adult	16 oz	\$33.99	60 medallions	6 medallions	\$33.99/60 = \$0.57/medallion - \$3.40/day										
Answers	Beef Raw	64 oz	\$26.53	64 oz	7.5 oz	\$26.53/64 = \$0.41/oz - \$3.10/day										
Wellness	Raw Rev Original	64 oz	\$19.99	15.9 cups	1.70 cups	\$19.99/15.9 = \$1.289/cup - \$2.18/day										
Orijen	Original	72 oz	\$25.99	16.7 cups	1.25 cups	\$22.99/16.7 = \$1.56/cup - \$1.95/day										
Solid Gold	Mighty Mini Beef	64 oz	\$17.99	15.4 cups	1.60 cups	\$17.99/15.4 = \$1.17/cup - \$1.87/day										
Acana	Heritage	72 oz	\$17.99	16.7 cups	1.60 cups	\$17.99/16.7 = \$1.08/cup - \$1.72/day										
RETAILER COSTS																
MANUFACTURER	FORMULA	PKG SIZE	SELLING COST	\$ PROFIT	GM%											
NOBL	Beef & Chicken	20 oz	\$42.99	\$ 27.25	\$ 15.74	36.6%	@ \$39.99 Profit \$ drops to \$12.74 and GM% drops to 31.8%									
Orijen	FD Adult	16 oz	\$33.99	\$ 23.79	\$ 10.20	30.0%										
Nulo	FD Raw Beef & Apples	13 oz	\$31.99	\$ 22.68	\$ 9.31	29.1%										
Open Farm	Grass Fed Beef	13.5 oz	\$29.99	\$ 21.00	\$ 8.99	30.0%										
Answers	Beef Raw	64 oz	\$26.53	\$ 17.88	\$ 8.65	32.6%										
Orijen	Original	72 oz	\$22.99	\$ 16.91	\$ 6.08	26.4%										
Stella & Chewys	Super Beef Patties	5.5 oz	\$13.49	\$ 7.69	\$ 5.80	43.0%										
Acana	Heritage	72 oz	\$16.99	\$ 11.27	\$ 5.72	33.7%										
Primal	Beef Nuggets	5.5 oz	\$14.99	\$ 9.65	\$ 5.34	35.6%										
Ziwi	Beef	16 oz	\$20.26	\$ 16.31	\$ 3.95	19.5%										
Wellness	Raw Rev Original	64 oz	\$19.99	\$ 16.80	\$ 3.19	16.0%										
Just Food for Dogs	Beef & Russet Potato	18 oz	\$ 7.95													
Wynwood	Beef & Barley	16 oz	\$ 7.00													
Solid Gold	Mighty Mini Beef	64 oz	\$17.09													