



## An Overview

**A family-owned US company, Caru was founded by Adrian and Pamela Pettyan, because of their beloved dog, Karu.**



# Today, CARU offers a complete family of grain free stews and treats for pets



**Now customers have two options when they're shopping for the best tasting safe food they can serve their dogs – Classic and Daily Dish. Here's what these lines have in common**





# Kick the Can with CARU....Here are just some of the benefits of choosing CARU boxes for your dog

## SMART STARTS WITH THE BOX

Tetra Recart® is a little revolution that starts with the box: A little choice that's a big win for smarter living. Small changes, big results.

### 1 ROOTS



### 2 TRAVELING LIGHT

Tetra Recart dramatically lowers shipping costs.



**1** One truck of empty folded soup cartons equals...  
**9** nine truckloads of empty soup cans. Annual estimated fuel savings each time this occurs: \$160,000.<sup>2</sup>

### 3 SHELF TALKIN'

Tetra Recart takes up less space.



### 4 POINT OF PURCHASE



Nearly **3 out of 4**

Millennials would choose a leading brand of soup packaged in a carton<sup>3</sup> over a can. More than one-third of U.S. consumers overall are buying soup and broth in cartons.

### 5 COUNTER INTELLIGENCE

No can openers need apply.

Tetra Recart packages are **easy to store, easy to open, easy to use & re-closable.** You only use what you need. It's a win-win-win-win.



More than **40%** of households have cartons in their pantry today. Cartons are the fastest growing format in prepared foods.<sup>4</sup>

**44%**

of households in the U.S. can recycle cartons. To find out more, visit [www.recyclecartons.com](http://www.recyclecartons.com).

### 6 REDUCE, RECYCLE, REPEAT.

**60% LESS WASTE**

in landfills vs. the steel can, even after taking into account recycling.<sup>5</sup>



Tetra Recart uses **ONE-THIRD OF THE PACKAGING** to deliver the same amount of product compared to steel cans.<sup>1,6</sup>



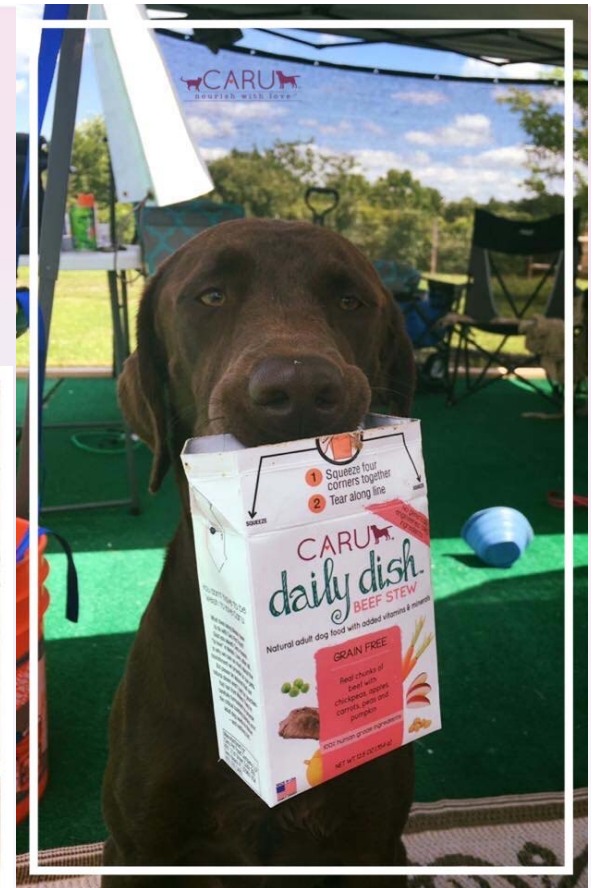
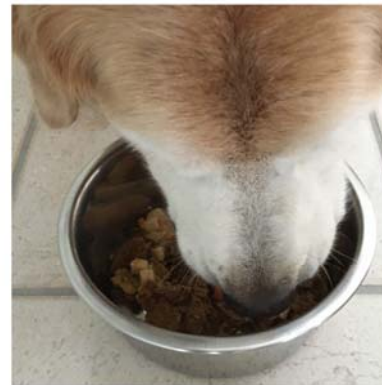
**6 LITTLE REASONS THE BOX ROCKS**  
[WWW.DOINGWHATSGOOD.US](http://WWW.DOINGWHATSGOOD.US)

## So what's the difference between our Classic and Daily Dish lines?

	Daily Dish Stews	Classic Stews
100% human grade ingredients	✓	✓
Made in a human food plant	✓	✓
No genetically engineered (GMO) ingredients	✓	✓
No grain, wheat, gluten, corn, soy ingredients or animal by-products	✓	✓
No mystery meats—only real meat and poultry	✓	✓
No preservatives, artificial colors or flavors	✓	✓
Limited Ingredient diets	✓	✓
Prepared in small batches with whole food ingredients	✓	✓
Packed in sustainable, BPA-free paper cartons	✓	✓
Made in USA from a family-owned company	✓	✓
Looks, smells and tastes like homemade	✓	✓
Created to compete in the canned food aisle	✓	
More savory gravy	✓	
Everyday value priced	✓	
Protein from meat and/or poultry, chickpeas, flaxseed & egg whites	✓	
Meat and/or poultry is the first ingredient		✓
Protein primarily from meat and/or poultry		✓
Super-dense ingredients—more meat & veggies		✓
Strong sales performer in alternative diet set		✓
Lowest package price in alternative set		✓
Ideal for picky eaters		✓
Perfect complement to raw food diets		✓



# Classic and Daily Dish stews great are as a complete and balanced Adult Maintenance Meal or as a Topper



# CARU's Soft 'n Tasty Treats - named "Best Dog Treats" in 2016 by the editors of Pet Product News.





**Available in Grass-Fed Beef and Free Range Chicken**



# How to introduce CARU Stews to your Accounts



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## CARU Daily Dish vs. Ordinary Canned Food

### Better than ordinary stews!

How Daily Dish and ordinary canned stews compare.

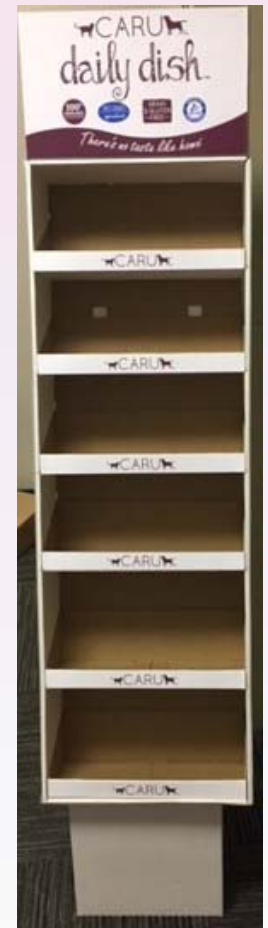
	Daily Dish Stews	Ordinary Canned Stews
100% human grade ingredients	✓	✗
Made in a human food plant	✓	✗
No genetically engineered (GMO) ingredients	✓	✗
No carrageenan, xanthan, guar or other gums	✓	✗
No preservatives, artificial colors or flavors	✓	✗
Prepared in small batches with whole food ingredients	✓	✗
Packed in sustainable, BPA-free paper cartons	✓	✗
Looks, smells and tastes like homemade	✓	✗



## In Summary, key points about CARU's family of products



## Retailer Support





# Coming in 2018

## Two New Daily Dish flavors



## Classic Stews for Cats and Kittens

Uncanny nutrition. Uncanny taste.®

Imagine the most taste-tempting homemade meal you can serve your cat, prepared with generous portions of real meat, poultry or seafood. Then suppose that this succulent recipe provides all the nutrients felines require, helps keep them hydrated, and is ready to serve. Now you know why we're so proud and excited about Caru Classic stews for cats!

- ♥ Made from human grade ingredients and prepared in a human food plant
- ♥ Added taurine to support healthy eyes and heart
- ♥ Cooked in small batches at a low temperature to capture the taste, texture and aroma of a home-cooked meal
- ♥ Made in the USA from a family-owned company
- ♥ 100% complete and balanced nutrition for all life stages
- ♥ Sure to entice even the most finicky eaters



### Taste-timonial

*I can't believe how much my rescue kitty Toby meows for these stews. Two paws up!*  
Beckie and Toby



**Thank you from Karu & CARU Pet Food!**

