



A CRAFTED GOURMET MEAL FOR PETS
ENHANCING **ORAL HEALTH** WITH EVERY MEAL

AGENDA:

1. About Us
2. Overview
3. Three-Pronged Approach
4. Our PhD Animal Nutritionist
5. Dry Food for dogs & cats
6. Wet Food for dogs & cats
7. Marketing Materials



A CRAFTED GOURMET MEAL



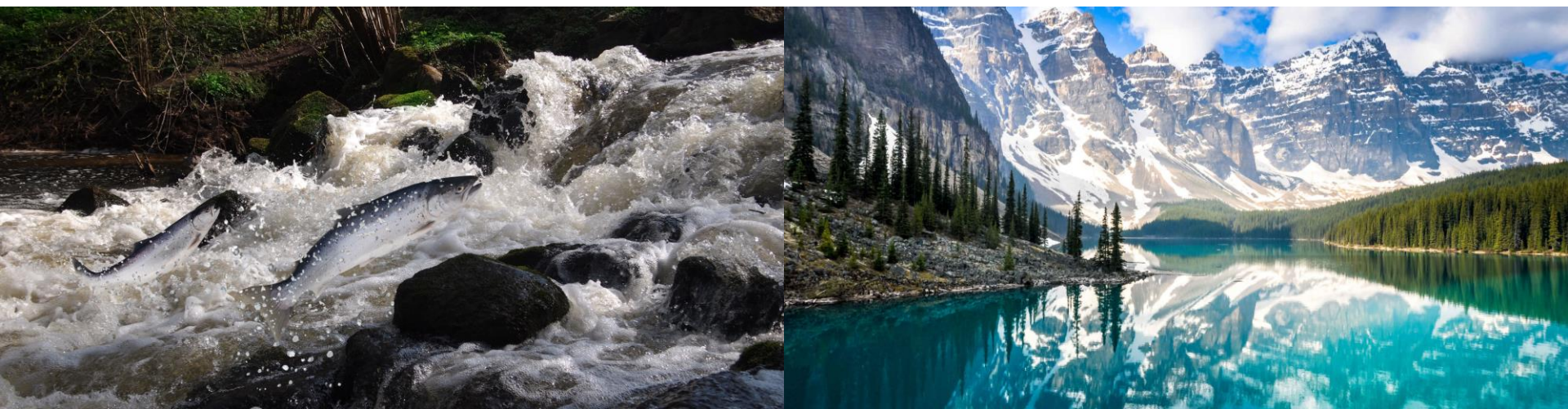
ABOUT US



COMMITTED TO OFFERING THE BEST TO OUR FURRY FAMILY MEMBERS

The founders of MPF Pet Foods are no strangers to the pet industry. Their first venture in this field dates back to 1999, when they uncovered a deep-seated passion for making products to enrich the lives of cats and dogs. The pet industry is also a transformative one. The needs of pets have evolved over time, from their dietary needs to their dwellings and habitats. We strive to understand these changes to provide the best for pets today.





Aimé Kitchen™ is a Canadian company that supports our local community

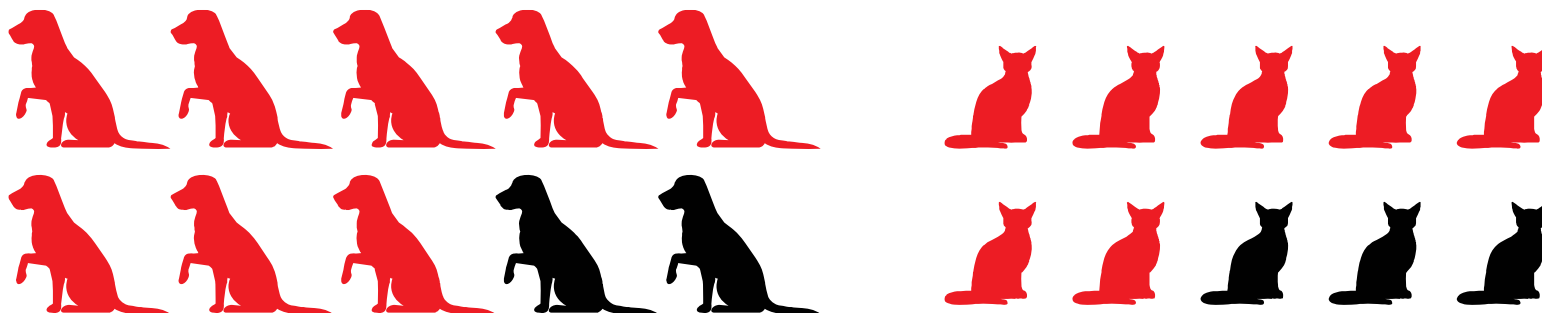
Today, we are based in Canada and work with a wondrous network of farmers, fishermen, distributors, and retailers across the country.

Our lush Canadian landscapes not only provide beautiful inspiration for our work, but also supply us with fresh ingredients. The country is rich in natural resources. Cities and small towns sprawl over majestic forests and farmlands. Our coastal cities also enjoy an abundance of seafood, with salmon and tuna being a part of our staple diet.



OVERVIEW

According to the American Veterinary Medical Association (AVMA):



80 percent of dogs and 70 percent of cats show signs of oral disease by the age of 3.

Most (95%) pet owners brush their own teeth daily, but few brush their dog's (8%) or cat's (4%) teeth on a daily basis. 76% of pet parents agree that their pet's oral health is important to keeping them healthy.

The main reason they give for not brushing their pet's teeth is that it's difficult and an inconvenience for them and their pet.

Source: AVMA, 2018 & Ipsos Reid Poll, 2017



OVERVIEW

Well, maintaining your pet's oral health daily just got easier. Aimé Kitchen® offers complete and balanced formulas with a proprietary recipe delivering "science-based" oral health support for pets with every bite!



Our pet food is made with fresh meat, locally sourced ingredients, and a formula created by a PhD nutritionist to give pets a palatable natural food that helps to remove the bacteria in the oral cavity and digestive tract that contribute to poor oral health and bad breath.

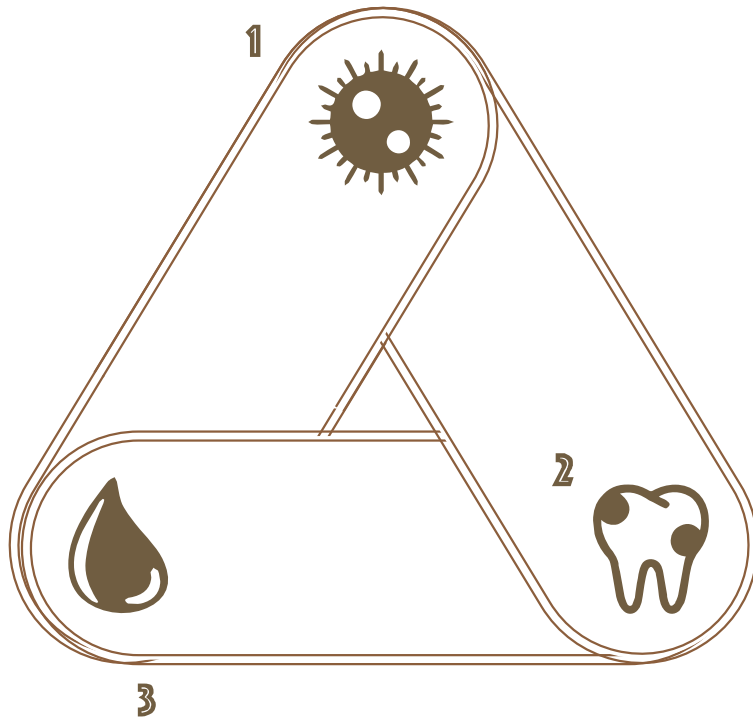


Why not contribute to your pet's oral health with every meal?



THREE-PRONGED APPROACH...

With our exclusive oral health recipe, we focus on the root causes of poor oral health, not just the symptoms! The entire microbiome of the oral cavity and digestive tract are supported using our 3-pronged approach to oral health.



- 1 Focus on removing the bacteria in the oral cavity and digestive tract, which cause dental issues in the first place.
- 2 Focus on supporting saliva production, a key to optimal food intake, digestion, oral health, and the immune system.
- 3 Focus on reducing inflammation in the tissue surrounding teeth.





OUR PHD ANIMAL NUTRITIONIST

Working with our in-house PHD animal nutritionist to deliver a science-based oral health solution, our recipes use farm-fresh botanicals and wild-caught proteins that are closest to our pet's natural diet.

DRY FOOD - ORAL HEALTH AIR DRIED FOR DOGS



Kitchen Note

- Human grade ingredients
- Natural zeolites
- Natural astaxanthin
- Premium raw proteins
- Chewy texture
- Oral health support
- Healthier digestive system
- 1kg



- 1 Our Air Dried Food is crafted from our simple recipe that brings out the flavour of our premium proteins. From free-range poultry to wild-caught fish, the ingredients we use will delight our carnivorous furry friends and support their optimal oral health!
- 2 On top of its bold, meaty flavour, the Air Dried Food features a delectable, chewy texture that is proven to be highly palatable. Unlike other types of dried food, this semi-moist recipe is an ideal alternative for pets who are on a raw diet. Added to the incredible palatability are the amazing oral health benefits that this “meaty” formula delivers!



DRY FOOD - ORAL HEALTH AIR DRIED FOR DOGS



Pork & Lamb Recipe

Ingredients:

Pork, Pork Liver, Pork Spleen, Lamb, Lamb Liver, Yeast Extract, Bamboo Fiber, Apple Pomace, Kelp, Calcium Carbonate, Parsley, Milled Flaxseed, Dicalcium Phosphate, Rosemary Extract, Sodium Chloride, Magnesium Sulphate, Zinc Proteinate, Anise Oil, Aspergillus Niger, Aspergillus Oryzae, Astaxanthin, Bacillus Subtillus, Manganese Proteinate, Copper Proteinate, Potassium Chloride, Vitamin E, Cranberry Fruit Powder, Vitamin D, Enterococcus Faecium, Fenugreek Seed Extract, Lactobacillus Acidophilus, Lactobacillus Fermentum, 6-Palmityl-Ascorbic Acid, Lactobacillus Plantarum, Clinoptilolite, Vitamin A, Taurine, Vegetable Fat, Yeast Fermentation Solubles, Yucca Schidigera Extract, Zinc Sulfate, Thiamine, Riboflavin, Pantothenic Acid, Niacin, Folic Acid, Vitamin B12, Pyridoxine, Calcium Iodate.



Guaranteed Analysis:

Crude Protein (Min): 33.0%

Crude Fat (Min): 28.0%

Crude Fibre (Max): 3.5%

Ash (Max): 10.0%

Moisture (Max): 14.0%

Calorie Content (calculated): 4660 Kcal/kg ME



DRY FOOD - ORAL HEALTH AIR DRIED FOR DOGS



Turkey & Salmon Recipe

Ingredients:

Turkey, Turkey Heart, Turkey Liver, Salmon, Yeast Extract, Bamboo Fiber, Apple Pomace, Kelp, Calcium Carbonate, Milled Flaxseed, Dicalcium Phosphate, Rosemary Extract, Sodium Chloride, Magnesium Sulphate, Zinc Proteinate, Anise Oil, Aspergillus Niger, Aspergillus Oryzae, Astaxanthin, Bacillus Subtilis, Vitamin E, Manganese Proteinate, Copper Proteinate, Potassium Chloride, Cranberry Fruit Powder, Enterococcus Faecium, Fenugreek Seed Extract, Vitamin A, Lactobacillus Acidophilus, Lactobacillus Fermentum, Lactobacillus Plantarum, Clinoptilolite, Taurine, Vegetable Fat, Thiamine, Riboflavin, Yeast Fermentation Solubles, Yucca Schidigera Extract, Pantothenic Acid, 6-Palmityl-Ascorbic Acid, Niacin, Folic Acid, Vitamin B12, Pyridoxine, Parsley, Calcium Iodate, Zinc Sulfate.

Guaranteed Analysis:

Crude Protein (Min): 33.0%

Crude Fat (Min): 28.0%

Crude Fibre (Max): 3.5%

Ash (Max): 10.0%

Moisture (Max): 14.0%

Calorie Content (calculated): 4730 Kcal/kg ME



DRY FOOD - ORAL HEALTH AIR DRIED FOR CATS



Kitchen Note

- Human grade ingredients
- Natural zeolites
- Natural astaxanthin
- Premium raw proteins
- Chewy texture
- Oral health support
- Healthier digestive system
- 400g & 1kg



- 1 Our Air Dried Food is crafted from our simple recipe that brings out the flavour of our premium proteins. From free-range poultry to wild-caught fish, the ingredients we use will delight our carnivorous furry friends and support their optimal oral health!
- 2 On top of its bold, meaty flavour, the Air Dried Food features a delectable, chewy texture that is proven to be highly palatable. Unlike other types of dried food, this semi-moist recipe is an ideal alternative for pets who are on a raw diet. Added to the incredible palatability are the amazing oral health benefits that this “meaty” formula delivers!



DRY FOOD - ORAL HEALTH AIR DRIED FOR CATS

Chicken & Cod Recipe

Ingredients:

Chicken, Cod, Chicken liver, Bamboo Fiber, Dried Krill, Parsley, Kelp, Dicalcium Phosphate, Calcium Carbonate, Sodium Chloride, Calcium Iodate, Zinc Proteinate, Magnesium Sulphate, Manganese Proteinate, Copper Proteinate, Potassium Chloride, Anise Oil, Aspergillus Niger, Aspergillus Oryzae, Astaxanthin, Bacillus Subtilis, Cranberry Fruit Powder, Enterococcus Faecium, Fenugreek Seed Extract, Lactobacillus Acidophilus, Lactobacillus Fermentum, Lactobacillus plantarum, Natural Zeolite, Taurine, Vegetable Fat, Yeast Fermentation Solubles, Yucca Schidigera Root Extract, Zinc Sulfate, Vitamin A, Thiamine, Riboflavin, Niacin, Pantothenic Acid, Pyridoxine, Vitamin B9, Vitamin B12, Vitamin D, Vitamin E, Choline, Rosemary Extract.

Guaranteed Analysis:

Crude Protein (Min): 37.0%

Crude Fat (Min): 25.0%

Crude Fibre (Max): 5.0%

Ash (Max): 12.0%

Moisture (Max): 14.0%

Calorie Content (calculated): 5060 Kcal/kg ME



DRY FOOD - ORAL HEALTH AIR DRIED FOR CATS

Turkey & Salmon Recipe

Ingredients:

Salmon, Turkey, Turkey Heart, Turkey Liver, Bamboo Fiber, Dried Krill, Parsley, Kelp, Dicalcium Phosphate, Calcium Carbonate, Calcium Iodate, Zinc Proteinate, Magnesium Sulphate, Manganese Proteinate, Copper Proteinate, Potassium Chloride, Anise Oil, Aspergillus Niger, Aspergillus Oryzae, Astaxanthin, Bacillus Subtilis, Cranberry Fruit Powder, Enterococcus Faecium, Fenugreek Seed Extract, Lactobacillus Acidophilus, Lactobacillus Fermentum, Lactobacillus Plantarum, Natural Zeolite, Taurine, Vegetable Fat, Yeast Fermentation Solubles, Yucca Schidigera Root Extract, Zinc Sulfate, Vitamin A, Thiamine, Riboflavin, Niacin, Pantothenic Acid, Pyridoxine, Vitamin B9, Vitamin B12, Vitamin D, Vitamin E, Choline, Rosemary Extract.

Guaranteed Analysis:

Crude Protein (Min): 37.0%

Crude Fat (Min): 25.0%

Crude Fibre (Max): 5.0%

Ash (Max): 12.0%

Moisture (Max): 14.0%

Calorie Content (calculated): 5150 Kcal/kg ME



MADE IN CANADA



WET FOOD - ORAL HEALTH CANS



From our Kitchen to yours -

now serving the B.C. Wet Food Series, with wholesome meals crafted locally from start to finish.

Our recipes begin with fishes from our clear British Columbian waters. Working with sustainable, Indigenous-owned fisheries, this series is proudly Ocean Wise certified.

The fishes are then minced in small batches. The bones are removed and discarded. Unlike most mass-produced cans, our freshly caught fish are under 24 months when processed to eliminate risk of heavy metal contamination. Next, we add in our secret sauce: the Aimé Kitchen™ Oral Health premix. Our exclusive PHD formula improves our pet's entire microbiome and transforms their gut health from the inside out.

Finally, the ingredients are steam-cooked raw directly in individual cans! Not only does this unique process mimic the art of home cooking, it also retains the omega oils and nutrients that are essential to our pet's diet.

Now, who's a good fur baby that wants a yummy homelike meal?



WET FOOD - ORAL HEALTH CANS FOR CATS



Albacore Tuna

Ingredients

Albacore Tuna, Water Sufficient For Processing, Navy Beans, Green Peas, Suncured Alfalfa, Flaxseed, Taurine, Vitamins And Minerals, Green Lentils, Agar Agar, Herb Mixture, Sodium Chloride, Choline Chloride, Yucca Shidigera Extract, Tri Calcium Phosphate, Sodium Aluminosilicate, Colostrum, Cranberry Extract, Lactic Acid, L-Ascorbyl-2-Polyphosphate, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Calcium Sulfate, Zinc Proteininate, Astaxanthin.

Guarantee Analysis

Crude Protein (14.0% Min.), Crude Fat (5.5% Min.), Crude Fiber (0.8% Max.), Moisture (78.0% Min.), Ash (1.5% Max.), Phosphorus (0.2% Max.), Omega 3 (1.9% Min.), Taurine (0.05% Min.)

Calorie Content ME (Calculated)

975 kcal/Kg, 97.5 kcal/can



Pacific Salmon

Ingredients

Wild Salmon, Water Sufficient For Processing, Navy Beans, Green Peas, Suncured Alfalfa, Flaxseed, Taurine, Vitamins And Minerals, Green Lentils, Agar Agar, Herb Mixture, Sodium Chloride, Choline Chloride, Yucca Shidigera Extract, Sodium Aluminosilicate, Colostrum, Cranberry Extract, Lactic Acid, L-Ascorbyl-2-Polyphosphate, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Calcium Sulfate, Zinc Proteininate, Astaxanthin.

Guarantee Analysis

Crude Protein (12.0% Min.), Crude Fat (5.7% Min.), Crude Fiber (0.9% Max.), Moisture (78.0% Min.), Ash (2.1% Max.), Phosphorus (0.3% Max.), Omega 3 (1.5% Min.), Taurine (0.05% Min.)

Calorie Content ME (Calculated)

945 KCAL/KG, 94.5 KCAL/CAN



WET FOOD - ORAL HEALTH CANS FOR CATS



Pacific Herring

Ingredients

Pacific Herring, Water Sufficient For Processing, Pure Olive Oil, Navy Beans, Green Peas, Green Lentils, Suncured Alfalfa, Flaxseed, Vitamins And Minerals, Tri Calcium Phosphate, Agar Agar, Herb Mixture, Sodium Chloride, Choline Chloride, Yucca Shidigera Extract, Sodium Aluminosilicate, Colostrum, Cranberry Extract, Lactic Acid, L-Ascorbyl-2-Polyphosphate, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Calcium Sulfate, Taurine, Zinc Proteinate, Astaxanthin.

Guarantee Analysis

Crude Protein (11.5% Min.), Crude Fat (3.5% Min.), Crude Fiber (1.0% Max.), Moisture (78.0% Min.), Ash (2.2% Max.), Phosphorus (0.4% Max.), Omega 3 (0.6% min.), Taurine (0.05% min.)

Calorie Content ME (Calculated)

830 kcal/Kg, 83 kcal/can



Pacific Hake

Ingredients

Pacific Hake, Water Sufficient For Processing, Pure Olive Oil, Green Peas, Navy Beans, Green Lentils, Taurine, Vitamins And Minerals, Suncured Alfalfa, Flaxseed, Tri Calcium Phosphate, Agar Agar, Herb Mixture, Sodium Chloride, Choline Chloride, Yucca Shidigera Extract, Calcium Chloride, Sodium Aluminosilicate, Colostrum, Cranberry Extract, Lactic Acid, L-Ascorbyl-2-Polyphosphate, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Calcium Sulfate, Zinc Proteinate, Astaxanthin.

Guarantee Analysis

Crude Protein (10.5% Min.), Crude Fat (5.5% Min.), Crude Fiber (0.8% Max.), Moisture (78.0% Min.), Ash (1.5% Max.), Phosphorus (0.1% Max.), Omega 3 (0.3% Min.), Taurine (0.1% Min.)

Calorie Content ME (Calculated)

945 kcal/Kg, 94.5 kcal/can



WET FOOD - ORAL HEALTH CANS FOR DOGS



Albacore Tuna

Ingredients

Albacore Tuna, Water Sufficient For Processing, Green Peas, Navy Beans, Vitamins And Minerals, Suncured Alfalfa, Flaxseed, Green Lentils, Agar Agar, Herb Mixture, Sodium Chloride, Tri Calcium Phosphate, Choline Chloride, Yucca Shidigera Extract, Sodium Aluminosilicate, Colostrum, Cranberry Extract, Lactic Acid, L-Ascorbyl-2-Polyphosphate, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Calcium Sulfate, Taurine, Zinc Proteinat, Astaxanthin.

Guarantee Analysis

Crude Protein (13.0% Min.), Crude Fat (7.5% Min.), Crude Fiber (0.7% Max.), Moisture (78.0% Min.), Ash (2.5% Max.), Omega 3 (2,5% min.), (Phosphorus (0.2% Min.)

Calorie Content ME (Calculated)

1045 KCAL/KG, 415 KCAL/CAN



Pacific Salmon

Ingredients

Wild Salmon, Water Sufficient For Processing, Green Peas, Vitamins And Minerals, Navy Beans, Suncured Alfalfa, Flaxseed, Green Lentils, Agar Agar, Herb Mixture, Sodium Chloride, Choline Chloride, Yucca Shidigera Extract, Sodium Aluminosilicate, Colostrum, Cranberry Extract, Lactic Acid, L-Ascorbyl-2-Polyphosphate, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Calcium Sulfate, Taurine, Zinc Proteinat, Astaxanthin.

Guarantee Analysis

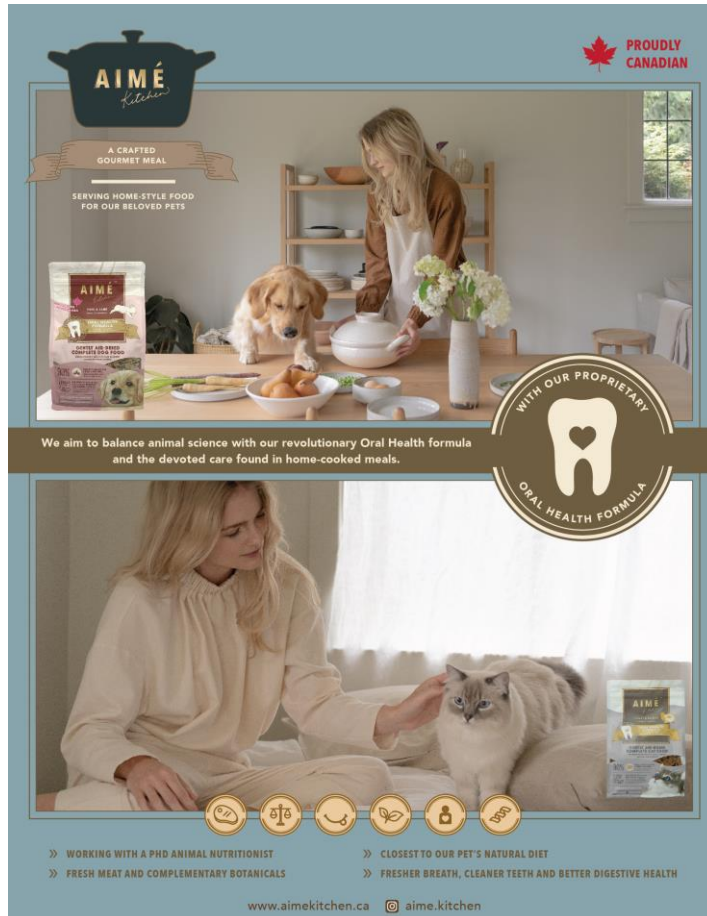
Crude Protein (11.0% Min.), Crude Fat (7.0% Min.), Crude Fiber (0.7% Max.), Moisture (78.0% Min.), Ash (2.3% Max.), Omega 3 (1,4% min.), (Phosphorus (0.3% Min.)

Calorie Content ME (Calculated)

1045 KCAL/KG, 415 KCAL/CAN



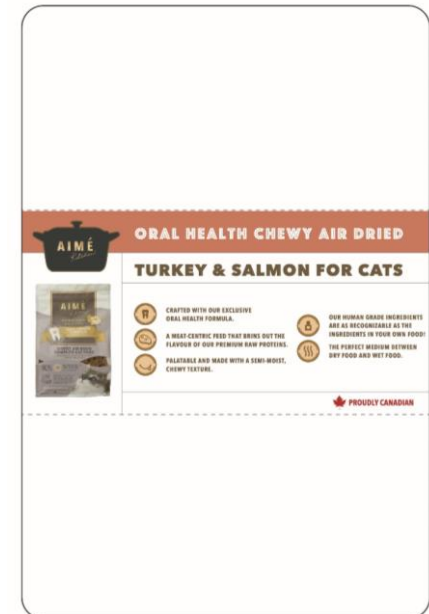
MARKETING MATERIALS



Poster



Shelf Talker





Thank you!

www.aimekitchen.ca

